

ЦЕНТРОСОЮЗ РОССИЙСКОЙ ФЕДЕРАЦИИ  
СИБИРСКИЙ УНИВЕРСИТЕТ  
ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ

## АНГЛИЙСКИЙ ЯЗЫК

Методические указания и задания контрольных работ  
для студентов 1 и 2 курсов  
всех специальностей заочной формы обучения

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## Кафедра иностранных языков

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## ВВЕДЕНИЕ

Дисциплина «Иностранный язык» входит в федеральный компонент цикла общих гуманитарных и социально-экономических дисциплин.

Основной целью дисциплины в неязыковом вузе является обучение практическому владению разговорно-бытовой и научной речью для активного применения иностранного языка как в повседневном, так и профессиональном общении.

По окончании изучения дисциплины студент должен владеть идиоматически ограниченной речью, а также освоить стиль нейтрального научного изложения:

- владеть навыками разговорно-бытовой речи (владеть нормативным произношением и ритмом речи и применять их для повседневного общения);
- понимать устную (монологическую и диалогическую) речь на бытовые и специальные темы;
- активно владеть наиболее употребительной (базовой) грамматической речью, и основными грамматическими явлениями, характерными для профессиональной речи;
- знать базовую лексику общего языка, лексику, представляющую нейтральный научный стиль, а также основную терминологию своей широкой и узкой специальности;
- читать и понимать со словарем специальную литературу по широкому и узкому профилю специальности;
- владеть основами публичной речи – делать сообщения, доклады (с предварительной подготовкой);
- участвовать в обсуждении тем, связанных со специальностью задавать вопросы и отвечать на них;
- владеть основными навыками письма, необходимыми для подготовки публикации, тезисов и ведения переписки;
- иметь представление об основных приемах аннотирования, реферирования и перевода литературы по специальности.

### **Выполнение контрольных заданий и оформление контрольных работ**

В работе предлагаются задания контрольных работ для студентов первого и второго курсов с нормативным сроком обучения пять

лет и для студентов первого курса, обучающихся по сокращенной программе обучения – 3,5 года.

Каждое задание имеет пять вариантов. Студент должен выполнить один из пяти вариантов в соответствии с последними цифрами студенческого шифра: студенты, шифр которых оканчивается на 1 или 2, выполняют вариант № 1; на 3 или 4 – № 2, на 5 или 6 – № 3; на 7 или 8 – № 4; на 9 или 0 – № 5.

Кроме выполнения контрольной работы, студенты должны перевести дополнительные тексты, установленные для данного курса обучения.

Контрольные работы должны быть написаны чернилами, аккуратно, чётким почерком. При выполнении контрольной работы следует оставлять в тетради широкие поля для замечаний, объяснений и методических указаний рецензента.

Материал контрольной работы необходимо располагать в тетради по следующему образцу:

Английский текст	Русский текст	Поля

## **ЗАДАНИЯ КОНТРОЛЬНОЙ РАБОТЫ ДЛЯ СТУДЕНТОВ 1 КУРСА (СРОК ОБУЧЕНИЯ 5,5 ЛЕТ)**

***Активный залог:*** формы Indefinite, Continuous, Perfect.

***Пассивный залог:*** Indefinite, Continuous, Perfect. Модальные глаголы, Participle 1, Participle II в функциях определения и обстоятельства.

### **ВАРИАНТ 1**

**I. Перепишите предложения; подчеркните в каждом из них глагол-сказуемое и определите его видовременную форму и залог. Переведите предложения на русский язык.**

1. Great Britain is developing its electronic industry.
2. The United Kingdom has become a powerful highly developed state using natural resources of its colonies.

3. High quality dairy products were exported from Great Britain.
4. Poultry and pigs are raised in all parts of Britain.
5. The United Kingdom does not include the southern part of Ireland.
6. The production of television sets has been increased this year.
7. Wheat and barley are being cultivated by the English farmers.
8. Great Britain exported coal and textiles in large quantities until quite recent times.

**II. Перепишите предложения; подчеркните в них Participle I и Participle II и установите функции каждого из них, т.е. укажите, является ли оно определением, обстоятельством или частью глагола-сказуемого. Переведите предложения на русский язык.**

1. Great Britain is situated on a group of islands forming part of Europe.
2. Farmers are cultivating wheat in this part of the country.
3. The goods exported to many countries were produced at this plant.
4. Having rich natural resources the country has made great progress.

**III. Перепишите предложения; подчеркните в каждом из них модальный глагол или его эквивалент. Переведите предложения на русский язык.**

1. The goods may be loaded on lorries.
2. They are to come on time in order to meet him.
3. The plant has to stop the production of these goods.
4. You can make such a dress yourself.
5. He was to do something but was not able to remember what it was.
6. They should increase the number of exported goods.
7. Could you help me, please?
8. He had to get up early.

**IV. Прочтите и устно переведите весь текст. Перепишите и письменно переведите 2-й, 3-й и 4-й абзацы.**

## GREAT BRITAIN

1. The United Kingdom of Great Britain and Northern Ireland is situated on a group of islands forming part of Europe. This does not include the southern part of Ireland. Wales, Scotland and Northern Ireland are parts of the United Kingdom, but they are self-governed.

2. Great Britain is a highly developed industrial country. Great Britain has accumulated great wealth exploiting the natural resources of its colonies. Until quite recent times coal and textiles were exported in large quantities. With the increase of use of oil the demand for coal has fallen. The British textile industry has also suffered a great fall in overseas demands.

3. On the other hand, British exports of machinery, vehicles and electrical goods have vastly increased. Many new branches of industry were to be developed in order to increase the production of cars, television sets, refrigerators, etc. Great Britain is a large producer of iron and steel products, electronics and machinery, chemicals and textiles. It has a highly developed shipbuilding industry.

4. Agriculture is one of the largest and most important activities in Great Britain. The main branch of agriculture affecting the whole British economy is dairy farming. High quality milk and milk products famous all over the world are produced there. Pig and poultry farms are common in all parts of Britain. The farmers are cultivating wheat and barley, which are chief crops.

5. The geographical situation of Great Britain has produced a certain insular spirit among its inhabitants. Only in 1971 the government had to introduce decimal money but kept the pound sterling as the basic unit.

**Notes:**

*overseas demands* – спрос за границей.

*insular spirit* – чувство обособленности

*decimal money* – десятичная денежная система

**IV. Прочтите 5-й абзац текста и вопрос к нему. Из приведённых вариантов ответа укажите номер предложения, содержащего правильный ответ на поставленный вопрос:**

What has produced a certain insular spirit among the inhabitants of Great Britain?

1. The geographical situation of Great Britain has produced a certain insular spirit among the inhabitants.

2. The high level of living standards has produced a certain insular spirit among the inhabitants.

## ВАРИАНТ 2

**I. Перепишите предложения; подчеркните в каждом из них глагол-сказуемое и определите его видо-временную форму и залог. Переведите предложения на русский язык.**

1. Science and engineering have made great progress during the last thirty years.

2. We were invited to the exhibition of new goods last week.

3. The farmers have gathered good harvests this summer

4. They are raising all sorts of food products there.

5. In the War of Independence the USA freed herself and became independent.

6. The students have been given a difficult task.

7. Agriculture of the USA is highly developed.

8. High-quality computers are being produced by this American company.

**II. Перепишите предложения; подчеркните в них Participle I и Participle II и установите функции каждого из них, т.е. укажите, является ли оно определением, обстоятельством или частью глагола-сказуемого. Переведите предложения на русский язык.**

1. Nylon was the first synthetic fiber used in clothing.

2. Having rich natural resources the United States have made great progress.

3. The standard of living is increasing in highly developed countries.

4. Plastic articles are often difficult to repair if broken.

**III. Перепишите предложения; подчеркните в каждом из них модальный глагол или его эквивалент. Переведите предложения на русский язык.**

1. We can find high mountains in this country.

2. The farm is to be mechanized in order to be profitable.

3. They had to introduce new forms of services in the shop.

4. You may take the book for 2 days.

5. In England you are to drive on the left side of the road.
6. The farmers could raise all sorts of products there.
7. The students were to translate the text without a dictionary.
8. You should be more attentive crossing the street.

**IV. Прочтите весь текст, устно переведите его. Перепишите и письменно переведите 2-й, 3-й, 4-й и 5-й абзацы.**

## **THE UNITED STATES OF AMERICA**

1. The USA is a country of great differences. At the same time it has surprising similarities. The differences are partly a result of the geography. Occupying nearly half a continent the United States is a country of great contrasts in landscape, climate and even the way of living.

2. On the territory of the United States we can find high mountains and the flattest of prairies, tropical heat and arctic cold, fertile valleys and desert areas. The farmers are raising all sorts of products there and there are industries of every kind.

3. Having rich natural resources the United States have made great progress in its economic development. The engineering industry manufactures about a half of the metalworking equipment produced in the world. The electronic and electrical engineering industries have reached a high level of development in the past decades. The producers of equipment for space and atomic power stations had to use the latest scientific achievements in order to occupy the leading role in the country's economic life.

4. The United States have a highly developed agriculture. Characteristic features of its agriculture are the high degree of regional and branch specialization and concentration at highly mechanized farms.

5. The flag of the USA has 50 stars on a blue background representing 50 states of the country. But the city of Washington, the capital of the USA, is not in any of them and is to be kept by all of them.

6. The population of the United States, which has surpassed 200 million, is growing and the number is to grow some more millions because of the flow of emigrants from Europe.

### **Notes:**

*fertile valley* – плодородная долина

*engineering industry* – машиностроительная промышленность



**IV. Прочтите 6-й абзац текста и вопрос к нему. Из приведённых вариантов ответа укажите номер предложения, содержащего правильный ответ на поставленный вопрос:**

Why is the population of the USA increasing?

1. Because of the high standard of living in the country.
2. Because of the flow of emigrants from Europe.

### ВАРИАНТ 3

**I. Перепишите предложения; подчеркните в каждом из них глагол-сказуемое и определите его видовременную форму и залог. Переведите предложения на русский язык.**

1. Scientists and engineers have worked out many special devices.
2. The construction of the plant was completely mechanized.
3. Canada is building up her own atomic power engineering.
4. Engineering specializes in the production of aircraft in this country.
5. Canada occupies the seventh place among developed countries for volume of industrial production.
6. These locomotives will have been produced by the end of the next month.
7. The lecturer is being listened to by the students.
8. Canada created favorable conditions for its economic development.

**II. Перепишите предложения; подчеркните в них Participle I и Participle II и установите функции каждого из них, т.е. укажите, является ли оно определением, обстоятельством или частью глагола-сказуемого. Переведите предложения на русский язык.**

1. Having vast territory Canada has created favorable conditions for developed economy.
2. One should mention woodworking industry playing the leading role in the country's economic life.
3. When produced at this factory the commodities have high quality and low prices.
4. Though separated by thousands of kilometers Canada and Australia have much in common.

**III. Перепишите предложения; подчеркните в каждом из них модальный глагол или его эквивалент. Переведите предложения на русский язык.**

1. A computer should solve complex problems much faster than a man.
2. New types of plastics had to be obtained for space technology.
3. To make farms profitable farmers have to use the latest achievements of science and technology in agriculture.
4. The workers are to complete building of the house by the end of the year.
5. Canada can become one of the greatest wheat producing countries.
6. Both countries were to take part in this international exhibition.
7. The student was to retell the text.
8. Translating the article you may use a dictionary.

**IV. Прочтите и устно переведите весь текст. Перепишите и письменно переведите 3-й, 4-й и 5-й абзацы.**

### **CANADA**

1. Though separated by thousands of kilometers Canada and Australia have much in common as regards their history, economy and culture. Formerly, both countries were British colonies, which had to be developed by settlers from Europe. Today both countries are members of the British Commonwealth of Nations. Both countries have a highly developed economy.

2. Canada occupies the seventh place among developed countries for volume of industrial production. Canada is approaching the major western powers for level of science and technology, for volume of key industries and agricultural commodities.

3. Having vast territory and an abundance of minerals Canada has created favorable conditions for its economic development. The heavy industry occupies the leading place in Canada's industrial-agrarian complex.

4. Engineering, one of the most developed branches of manufacturing industry, specializes in the production of motor vehicles, locomotives and aircraft. While speaking about Canada's industry one can mention electrical engineering, electronics and shipbuilding. Possessing rich uranium deposits Canada is building up her own atomic power engineering.

5. Canada's highly productive agriculture constitutes an important part of the economy enabling her to become one of the greatest wheat

producing countries. Stockbreeding yields more than 50 per cent of the agricultural output. We should also mention the timber, woodworking and paper industries playing an important role in the Canadian economy.

**Notes:**

*to have much in common* – иметь много общего.

*the British Commonwealth of Nations* – Британское содружество наций

**IV. Прочтите I-й абзац и вопрос к нему. Из приведённых вариантов ответа укажите номер предложения, содержащего правильный ответ.**

What have Canada and Australia in common?

1. Both countries have similar climate.
2. Both countries have a highly developed economy.

**ВАРИАНТ 4**

**I. Перепишите предложения; подчеркните в каждом из них глагол сказуемое и определите его видовременную форму и залог. Переведите предложения на русский язык.**

1. This country occupies the eighth place for volume of industrial production.
2. Farm equipment is manufactured in Sydney.
3. Newcastle has developed shipbuilding industry.
4. The output of iron ore is mounting.
5. This farm equipment has been sold at high prices.
6. All the world scientific achievements in sheep breeding are being widely used by the Australian farmers.
7. Australia lies in tropical and subtropical zones of the Southern Hemisphere.
8. They will sell their produce on the world market.

**II. Перепишите предложения; подчеркните в них Participle I и Participle II и установите функции каждого из них, т.е. укажите, является ли оно определением, обстоятельством или частью глагола-сказуемого. Переведите предложения на русский язык.**

1. Specializing in sheep-breeding Australia holds the first place in the world for the number of sheep.
2. The southeast is the most densely populated part of the country.
3. The engineering and chemical industries are making a growing share of the manufacturing industry output.
4. When broken glass is difficult to repair.

**III. Перепишите предложения; подчеркните в каждом из них модальный глагол или его эквивалент. Переведите предложения на русский язык.**

1. One should be very attentive while choosing samples for the experiment.
2. We can find all types of climate on the territory of this country.
3. You are to come on time in order not to be late for the train.
4. The farmers have to use advanced methods in sheep breeding.
5. Agricultural production may increase in the nearest future.
6. These goods were to be exported abroad.
7. They must lower prices on their produce.
8. The farmers could sell a large number of sheep.

**IV. Прочтите весь текст, устно переведите его. Перепишите и письменно переведите 2-й, 3-й, 4-й и 5-й абзацы.**

### **AUSTRALIA**

1. Australia lies in tropical and subtropical zones of the Southern Hemisphere. Almost equal to Canada in area, Australia has a population half that of Canada. Australia occupies the eighth place among the developed countries for volume of industrial production.

2. One should mention vast mineral resources of the country. The production of lead, zinc and copper ores, cobalt, uranium and other rare metals has reached hundreds of thousands of tons annually. The output of iron ore is mounting.

3. The engineering, oil refining and chemical industries are making a growing share of the manufacturing industry output. Motor vehicles, machine tools, instruments and farm equipment are manufactured in Sydney, Melbourne and other cities.

4. Specializing in beef cattle breeding and sheep-breeding, Australia holds the first place in the world for the number of sheep and the production and export of wool. Australian farmers have to use all the world sci-

entific achievements in sheep breeding in order to sell a large number of sheep on the world market.

5. Wheat is the stable crop and it has become one of the most important products for export. On the whole, agricultural production accounts for two-thirds of the total value of the Australian exports.

6. We may say that the southeast, the principal economic region is the most densely populated part of the country. Sydney is Australia's biggest city, industrial center and port. Newcastle has developed metallurgical, shipbuilding and other industries. Canberra, the capital of Australia has rather small industrial production.

**IV. Прочтите 6-й абзац и вопрос к нему. Из приведённых вариантов ответа укажите номер предложения, содержащего правильный ответ на поставленный вопрос:**

What is Australia's biggest city?

1. Australia's biggest city is Melbourne.
2. Sydney is Australia's biggest city.

### **ВАРИАНТ 5**

**I. Перепишите предложения; подчеркните в каждом из них глагол-сказуемое и определите его видовременную форму и залог. Переведите предложения на русский язык.**

1. India received independence in 1947.
2. Indian people have made considerable progress in economic and cultural development.
3. Farmers are growing rice.
4. The agreement was signed by both countries.
5. India ranks high as a world producer of food crops.
6. These data were being carefully examined by the scientists.
7. The country is surrounded by high mountains.
8. The answer has been already received.

**II. Перепишите предложения; подчеркните в них Participle I и Participle II и установите функции каждого из них, т.е. укажите, является ли оно определением, обстоятельством или частью глагола-сказуемого. Переведите предложения на русский язык.**

1. Dominated by the British for 200 years India got freedom in 1947.

- 2 The coast facing the Indian Ocean is under tropical forests.
3. Many people are engaged in cattle breeding in this country.
4. He used improved methods in his work.

**III. Перепишите предложения; подчеркните в каждом из них модальный глагол или его эквивалент. Переведите предложения на русский язык.**

1. The situation should be improved.
2. The farmers have to change their farming methods.
3. One can see great progress in the development of the country.
4. He is to examine the experiment very carefully in order to get good results.
5. The death-rates declined and the total population was to increase.
6. He must have been to India.
7. Rice may be grown in the Ganges valley.
8. They have to improve some raw material.

**IV. Прочтите весь текст, устно переведите его. Перепишите и письменно переведите 2-й, 3-й, 4-й и 5-й абзацы.**

## **INDIA**

1. India, one of the world's biggest states, is playing an increasingly important role on the international scene. It is a federal democratic republic, one of the members of the British Commonwealth. Situated in the center of South Asia, it has a 15000 kilometer-long border. On all land frontiers the country is surrounded by high mountains. The coast facing the Indian Ocean is under tropical forests. The climate is essentially tropical.

2. A land of ancient culture, India has a population of more than 550 million consisting of different races and tribes. It is the second largest population (after China) in the world. While birth-rates remaining stationary, the death-rates declined resulting in a huge increase in total population.

3. Politically dominated by the British for almost two centuries, India received independence in 1947. Since their independence Indian people have made considerable headway in economic and cultural development.

4. India is rich in coal, gold, iron-ore and oil. India's leading industries are engineering, metallurgy, machine building.

5. The majority of the population are engaged in agriculture. Farmers are growing rice in the Ganges valley. India is a leading producer of tea and jute. Although India ranks high as a world producer of food crops, the

output is not sufficient for the enormous population. The situation is to be improved by a number of measures in the farming methods.

**Notes:**

*Birth-rates* – рождаемость

*Death-rates* – смертность

**IV. Прочтите 6-й абзац текста и вопрос к нему. Из приведённых вариантов ответа укажите номер предложения, содержащего правильный ответ на поставленный вопрос:**

What are the majority of the population of India engaged in?

1. The majority of the population are engaged in machine building.
2. The majority of the population is engaged in agriculture.

### **ЗАДАНИЯ КОНТРОЛЬНОЙ РАБОТЫ ДЛЯ СТУДЕНТОВ 2 КУРСА (СРОК ОБУЧЕНИЯ 5,5 ЛЕТ)**

Чтобы правильно выполнить это задание, необходимо освоить следующие разделы курса английского языка:

1. Сложные формы инфинитива (Passive Infinitive, Perfect Infinitive). Обороты, равнозначные придаточным предложениям: объектный инфинитивный оборот, субъектный инфинитивный оборот.
2. Причастия (Participle I, II). Независимый (самостоятельный) причастный оборот.
3. Условные предложения.

#### **ВАРИАНТ 1**

**I. Перепишите и письменно переведите на русский язык предложения. Помните, что объектный и субъектный инфинитивные обороты соответствуют придаточным предложениям.**

1. We know the British cotton industry to have risen in the eighteenth century.
2. Agriculture is considered to have seen many changes in the eighteenth century.
3. The method to be used here may be tested beforehand.

**II. Перепишите и письменно переведите на русский язык предложения. Обратите внимание на перевод зависимого и независимого (самостоятельного) причастных оборотов.**

1. Britain having most of her coalfields near the sea, this was a great help to cheap transport.

2. Having reached the factory stage, the cotton industry set the pace for the development of other industries.

3. India exporting cotton goods was gradually turned to a big customer for British cotton.

**III. Перепишите и письменно переведите на русский язык сложные предложения. Обратите внимание на перевод условных предложений.**

1. It would be difficult to translate this article without a dictionary.

2. If you had used new methods in your work the results would have been better.

3. You will go to the conference if you send your theses in time.

**IV. Прочтите и устно переведите следующий текст. Перепишите и письменно переведите 1,2,3-й абзацы.**

### **ECONOMIC DEVELOPMENT OF GREAT BRITAIN IN THE EIGHTEENTH CENTURY**

1. We know the eighteenth century in Britain to be marked by the industrial revolution, which transformed commodity production by developing factories using steam power and machinery for mass production. In the middle of the eighteenth century the basic industries for this development were coal and iron. The future of the iron industry, and of coal, was assured. These industries being successfully developed, new inventions led to power-driven machinery and factory production. 1760 may therefore be reasonably taken as the starting point for a new era.

2. The production of iron is known to have jumped from seventeen million tons in 1740 to over a hundred and twenty five million tons by the end of the century, and Britain began to export iron. All this helped to increase the expanding export trades. Woolen cloth had been the main export of England, but in the eighteenth century the new cotton cloth became more important and the British cotton industry rose.

3. The rising demand for cotton cloth led to improvements in production. New machines appeared and this led to the factory stage. Cotton was the first industry to reach this stage. For several decades into the next



century cotton provided about half the total value of British exports, and the cotton factories set the pace for the development of other industries.

4. The capital needed for the developments in coal mining, iron-making and cotton factories was taken from the huge profits made earlier in the wool and slave trades, in the exploration of America and West Indies, and then from profits made in these new industries. This period saw the decisive changes in industry and agriculture known in history as the industrial and agricultural revolutions.

**V. Прочтите 4-й абзац текста и ответьте письменно на следующий вопрос:**

Where was the capital for the developments in coal mining, iron-making and cotton factories taken from?

**VI. Перепишите и письменно переведите деловое письмо.**

STANDARD ELECTRIC CORPORATION  
2120 Oak Terrace  
Lake Bluff, Illinois 60044

February 18.200\_

Mr. Bruce Kretchmer  
Kretchmer's Appliance Store  
1135 State Street  
Chicago, Illinois 60688

Dear Mr. Kretchmer:

It is my pleasure to welcome you as an SEC credit customer, for your request for credit has been approved.

Your first order, for 6 Model 18E toasters, will be ready for shipment on Monday, February 22.

On the first of each month, we will prepare a statement of the previous month's purchases. Your payment is due in full on the tenth. With each statement, you will also receive a supply of order forms and return envelopes.

Arlene Ryan, your personal SEC sales representative, will visit you some time next week. In addition to bringing you catalogs and samples,

she will explain you our special dealer options, such as advertising campaigns and rebate programs.

We are delighted that SEC can be a part of your store's beginnings and look forward to serving you for many years to come.

Sincerely yours.  
Milton Smedley  
Credit Department

to approve a request for credit	– одобрить заявку на кредит
a statement	– отчет
to be due in full	– должно быть выплачено полностью
a rebate	– скидка

## ВАРИАНТ 2

**I. Перепишите и письменно переведите на русский язык предложения. Помните, что объектный и субъектный инфинитивные обороты соответствуют придаточным предложениям (см. образец выполнения I).**

1. In Russia the first cooperative organizations are known to have appeared at the beginning of the 19<sup>th</sup> century.

2. Scientific discoveries to be practically applied in industry and agriculture are paid special attention to.

3. We expect these organizations to be of great importance to the development of foreign trade.

**II. Перепишите и письменно переведите на русский язык предложения. Обратите внимание на перевод зависимого и независимого (самостоятельного) причастных оборотов.**

1. The employees of the cooperative food industry having mastered new methods of production of concentrated juices, the selling of natural beverages increased.

2. The customers making much higher demand upon the range and quality of the foodstuffs, the cooperatives must improve their food trade.

3. The students studying chemistry have labworks in the chemical laboratory.

**III. Перепишите и письменно переведите на русский язык сложные предложения. Обратите внимание на перевод условных предложений.**

1. If the goods had been loaded quickly we should have received them in time.

2. If your order were received in time we should ship the goods.

3. It would be necessary to finish this work in time.

**IV. Прочтите и устно переведите с 1 по 5-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й, 3-й 5-й абзацы.**

### **THE GOLDEN AGE OF BRITISH NATIONAL ECONOMY**

1. In the middle of the nineteenth century Great Britain became the greatest industrial state in the world. In the world market British exports had the leading place but their nature changed significantly. Up to the middle of the century exports had been almost entirely of consumer goods, mainly cotton textiles. Now there began the export of means of production, machinery of all kinds, railway lines, railway equipment, iron and coal. This export of capital goods is known to have helped the development of national economies of other countries.

2. Free trade was the natural aim of the strongest trading nation, and this policy was implemented by the removal of British import duties on food and raw materials. We believe the expansion of the world market to have been also stimulated by the steady rise of prices following the discovery of gold in California, U.S.A., and in Australia in 1848. In this market British industry had a virtual monopoly. Exports trebled between 1850 and 1870, the latter year exceeding the total exports of France, Germany and Italy combined.

3. In addition to this export there was an important development in the «invisible exports» insurance, international banking services and shipping. This was the golden age of British national economy. The expansion of production and profits seemed to be at its greatest.

4. In this period industry developed new forms of organization, separating the ownership of capital more clearly from the work of controlling production. Old family firms began to be replaced by the modern limited

liability companies, run by salaried managers. Agriculture soon enjoyed great prosperity, the government lending farmers money at low interest rates to improve their land.

**Notes:**

*limited liability companies* – компании с ограниченной ответственностью

*interest rate* – процентная ставка (процент).

**V. Прочтите 4-й абзац текста и ответьте письменно на следующий вопрос:**

What were the old family firms replaced by in the middle of the 19<sup>th</sup> century?

**VI. Перепишите и письменно переведите деловое письмо.**

HANS & MEYER'S  
1010 Broadway  
New York, NY 10033

August 10.200\_

Mr. Donald Cortland  
20-67 Kissena Blvd.  
Queens, NY 11203

Dear Mr. Cortland:

Thank you for your recent application for a Hans & Meyer charge account. However, we believe it would not be in your best interest to grant you credit at this time.

An impartial credit investigation indicates that your present financial obligations are substantial. We fear that adding to those obligations could jeopardise your sound credit standing in the community.

Of course, Mr. Cortland, you are always welcome to shop at Hans & Meyer's where we will try our best to serve you in anyway possible. And if, in the future, your obligations should be reduced, feel free to apply again for a charge account. We shall be delighted to reconsider.

Cordially yours,

charge account – кредит по открытому счету (в магазине)

to grant a credit	– предоставить кредит
credit investigation	– анализ платежеспособности
to jeopardise	– подвергать опасности

### **ВАРИАНТ 3**

**I. Перепишите и письменно переведите на русский язык предложения. Помните, что объектный и субъектный инфинитивные обороты соответствуют придаточным предложениям.**

1. We know the export of capital to have become the typical activity instead of the export of consumer goods at the end of the 19<sup>th</sup> century.

2. Britain's capital investments abroad were stated to have reached 4,000 million pounds by 1914.

3. A high proportion of the capital investments to be made into railway construction helped British engineering.

**II. Перепишите и письменно переведите на русский язык предложения. Обратите внимание на перевод зависимого и независимого (самостоятельного) причастных оборотов.**

1. Between 1851 and 1901 the proportion of the population working in the basic industries fell from 25 to 15 per cent.

2. The discovery of gold in South Africa started a new period of rising prices, trade improving.

3. Having improved the quality of their products they could increase the sales.

**III. Перепишите и письменно переведите на русский язык сложные предложения. Обратите внимание на перевод условных предложений.**

1. If the gathered data had been presented in time, the results of the experiments would have been different.

2. It would be impossible to answer these questions without consulting specialists.

3. If the engineer comes here, he will explain everything.

**IV. Прочтите и устно переведите с 1-го по 4-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й и 3-й абзацы.**

## **BRITISH ECONOMIC DEVELOPMENT (1875 – 1914)**

1. The end of the golden age of British national economy was marked by an economic crisis starting in 1873, which turned into a long period of stagnation called the “Great Depression”. The market had taken a severe blow from the rapidly growing output of Britain’s new competitors, mainly Germany and the U.S.A. In the previous period British exports are known to have increased fourfold in twenty-five years; in the slump of 1873 to 1879 they fell by 25 per cent, and only in 1890 did they regain their 1872 level. The practical monopoly of the world market, which Britain had enjoyed up to that time, was over. Coal and cotton retained their position as Britain’s chief exports for a few more decades, but this basis was more and more insecure.

2. British agriculture was hit hard by the imports of cheap wheat from America, frozen meat from Australia and New Zealand, and butter from Denmark and Holland. We know farm workers to have numbered nearly a million in 1881, but only 689,292 in 1901.

3. A new stage of economic development had been reached. It was characterized by the concentration of production, leading to a greater concentration of capital and the emergence of monopolies. This tendency was accelerated by the long depression, and the growth of a few giant firms began in the iron and steel, shipbuilding and chemical industries. Within half a century the bulk of production in iron and steel was in the hands of ten huge firms, shipbuilding in ten, chemicals in one, aluminum in one, cement in two, artificial silk in one and soap in one. It should be noted that the newer industries were more fully centralized, this tendency leading to a higher degree of monopoly.

4. Then came the growth of banking capital and its closer links with industry. In 1875 the British government used a bank to buy shares in the Suez Canal. Transactions like this led to the integration of banking with commercial and industrial capital. In Britain the Big Five banks held one-quarter of all bank deposits at the beginning of the twentieth century, and over three-quarters by 1936.

**V. Прочтите 4-й абзац текста и ответьте письменно на следующий вопрос:**

What led to the integration of banking with commercial and industrial capital?

**VI. Перепишите и письменно переведите деловое письмо.**

ENTERNA TOOLS, INC.

Route 9

Saddlebrook, N.J. 07666

April 19.200\_  
Mr. Jack Patterson  
Jack's Hardware Store  
72 Elm Street  
Kennebunk, Maine 06606

Dear Mr. Patterson:

We are sorry that the model 88b handsaws you purchased have not lived up to your expectations. Frankly, we are surprised they have proved so fragile and appreciate your returning them to us. Our lab people are already at work trying to discover the source of the problem.

We are glad to assume the shipping costs you incurred, Mr. Patterson. But may we suggest that, instead of a refund, you apply the price of these saws to the cost of an order of model 78b saws. Your own experience will bear out their realibility, and we are sure your customers will be pleased with an Eterna-Tool Product.

If you will drop us a line okaying the shipment, your 78b handsaws will be on their way within the week.

Sincerely yours,

to live up to one's expectations	– оправдать ожидания
fragile	– хрупкий
lab	– (сокр.) лаборатория
shipping costs	– транспортные расходы

#### **ВАРИАНТ 4**

**I. Перепишите и письменно переведите на русский язык предложения. Помните, что объектный и субъектный инфинитивные обороты соответствуют придаточным предложениям.**

1. Foreign trade is known to have become an important factor of international cooperative cooperation.

2. A number of scientists believe the Tunguska explosion to have been caused by a meteorite.

3. All the questions to be discussed at the meeting are of great importance for us.

**II. Перепишите и письменно переведите на русский язык предложения. Обратите внимание на перевод зависимого и независимого (самостоятельного) причастных оборотов.**

1. The changes taking place in our consumer society are really magnificent.

2. After the World War II many cooperative societies in Britain were in serious difficulties earning no surplus to pay dividends to their members.

3. In 1950s thousands of supermarkets appeared in Britain, many of them forming chains of stores owned by giant firms.

**III. Перепишите и письменно переведите на русский язык сложные предложения. Обратите внимание на перевод условных предложений.**

1. If this business adopted a policy of competitive prices, it would expand its trade.

2. If they use new methods of trade they will get much profit.

3. It would be impossible to launch space rockets without the necessary polymeric materials and synthetic fuels.

**IV. Прочтите и устно переведите с 1-го по 4-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й и 3-й абзацы.**

## **HISTORY OF CONSUMER COOPERATIVES IN GREAT BRITAIN**

1. Since the beginning of the 19<sup>th</sup> century there had been a number of local cooperative societies in Britain. Some of them were set up to break a monopoly of millers and to provide cheap flour for their members. Others started shops in opposition to the shops run by the factory owners whose profits were increased by the high prices they charged.

2. The new model in cooperative development is considered to have been the Rochdale Pioneers' Society established in 1844. Its aim was to run a shop in a business-like way selling mainly foodstuffs at current prices and distributing the profits as dividends based on the amount of purchases made by the member. This was the basis of the great development of cooperative societies all over Britain. The movement is known to have been strengthened by the establishment of the Cooperative Wholesale Society in 1863 first of all for mass buying and distributing goods to retail societies. In 1869 the first Cooperative Congress was held, the movement having become a really national one.

3. The majority of workers saw the improvement in their living conditions in a general fall of prices. This was achieved by the growth of co-



operative movement. It was a passive method of getting progress but an attractive one for those who could see little hope of improvement of living conditions by other means. It attracted attention of thousands of workers to lower prices. We know this tendency to have strengthened the growth of cooperative movement.

4. During the First World War the cooperatives were imposed upon a tax by the government though they were non-profit –making societies. They felt the need for political action to defend their legal rights. And it was in 1917 that Cooperative Party was established.

**Notes:**

*Rochdale Pioneers' Society* – общество рочдейлских пионеров.  
*in a business-like manner* – по-деловому.

**V. Прочтите 4-й абзац текста и ответьте письменно на следующий вопрос:**

When was Cooperative Party established?

**VI. Перепишите и письменно переведите деловое письмо.**

ATLAS VACUUM CLEANER COMPANY

81 Warren Street

New York, New York 10028

August 28.200\_

Mr. Thomas Shandy  
109 Glimmer Circle  
Larchmont, New York 10107  
Dear Mr. Shandy:

We are sorry that you are not completely satisfied with your Atlas Vacuum Cleaner. You are entirely justified in expecting more than four years reliable use from an Atlas appliance, and we are always eager to service any product that does not for some reason live up to standard.

We appreciate your giving us the opportunity to examine the damaged vacuum cleaner. According to our service department, the filter had never been replaced although the owner's manual advises replacement every few months. As a result, the motor itself gradually became clogged with dust and dirt.

The cost of repairing and cleaning the vacuum is estimated at \$35. If you would like to have it repaired, please let us know. With regular clean-

ing and replacement of the filter, you should receive several more years of service from your Atlas appliance.

Yours truly,	
to live up to standards	– соответствовать стандартам
to replace	– заменять
owner's manual	– руководство по эксплуатации
clogged	– забитый (пылью)

## ВАРИАНТ 5

**I. Перепишите и письменно переведите на русский язык предложения. Помните, что объектный и субъектный инфинитивные обороты соответствуют придаточным предложениям.**

1. The industrial cities of Scotland and Wales are known to have greatly suffered from crises.

2. The newspaper reported many mines and factories to have been closed and thousands of workers to have been sacked.

3. London is one of the biggest commercial centers and ports of the world, its major industries being metalworking, engineering, automobile, food industries and some others.

**II. Перепишите и письменно переведите на русский язык предложения. Обратите внимание на перевод зависимого и независимого (самостоятельного) причастных оборотов.**

1. Imports, passing through Liverpool consists of cotton, wool, non-ferrous metals and oil.

2. Great Britain is one of the most densely populated countries in the world, the average density being over 200 people per 1 square kilometer.

3. The cooperators of food industry are expanding production, the quality of foodstuffs and labour productivity increasing all the time.

**III. Перепишите и письменно переведите на русский язык сложные предложения. Обратите внимание на перевод условных предложений.**

1. If the agreement had been concluded our factory would have got necessary raw materials and equipment.

2. If the young researchers apply the new progressive methods of work they will obtain better results.

3. It would be difficult to analyze this method without using a computer.

**IV. Прочтите и устно переведите с 1-го по 4-й абзацы текста, перепишите и письменно переведите 1-й, 2-й и 3-й абзацы.**

### **ECONOMIC OUTLINE OF GREAT BRITAIN**

1. Great Britain is a highly developed industrial country, the main branches of its industry being machine-building, shipbuilding, coal-mining, light engineering and textile industry. There are many industrial cities here, such as Birmingham, Manchester, Liverpool, Cardiff, Sheffield and many others, some of them numbering over a million inhabitants.

2. The industries are concentrated in the central part of the country. Here coal is mined and nearby there is iron ore, salt and clay. The main cities of this region are Birmingham and Sheffield. They are the most ancient centers of English iron and steel industry. They are believed to have played the leading role in the creation of England's heavy industry in the period of English industrialization. Birmingham is well known for its motorcars, railway carriages, guns, aircraft and electronic equipment. Sheffield is the city of steel. We know it to produce high-quality steel and articles of steel.

3. One of the leading industries of Great Britain is considered to be the textile industry. The main centers of the textile region are Liverpool and Manchester. Manchester is the chief cotton-manufacturing city.

4. Plants of Manchester producing textile machinery satisfy the needs of the British industry and export great quantities of machinery to other countries. Liverpool is the center of shipbuilding and textile industries. It is the main port of West England. Imports passing through Liverpool consist of cotton, wool, non-ferrous metals and oil; exports consist of fabrics, yarn, textile machinery and electrical equipment. The woolen industry is the oldest one in Britain. Leeds and Bradford are the centers of the woolen industry. London is one of the biggest commercial centers and ports of the world, its major industries being metalworking, engineering, automobile making and food industry.

**V. Перепишите 4-й абзац текста и ответьте письменно на следующий вопрос:**

What is the main port in the West of England?

**VI. Перепишите и письменно переведите деловое письмо.**

JUSTIN'S  
Winston Salem, NC 27106

January 24.200\_  
Dear Customer:

Now that the scaffolds are down and the hammering has stopped, you are probably aware that Justin's has opened a new store in the Bethabara Shopping Center. We are extremely proud of this gleaming new addition to the Justin family.

To celebrate the occasion, we are having a Grand Opening Sale, and every Justin store will be in on it.

EVERYTHING in ALL our stores will be marked down 10-30%. Designer jeans that were \$25-\$40 are now \$20-\$36. An assortment of 100% silk blouses, originally \$60-\$95, are on sale \$40-\$65. The savings are incredible.

The sale is for one day only, January 31. But the doors will open at 9 a.m., so you can shop early for the best selection. And, of course, your Justin's and VISA cards are always welcome.

Sincerely yours.

to mark down                    – снизить цену  
savings                            – экономия

**ЗАДАНИЯ КОНТРОЛЬНОЙ РАБОТЫ  
ДЛЯ СТУДЕНТОВ, ЗАНИМАЮЩИХСЯ  
ПО СОКРАЩЕННОЙ ПРОГРАММЕ**

Чтобы правильно выполнить задание, необходимо освоить следующие разделы дисциплины английского языка:

1. Грамматические функции и значения слов that, one, it.
2. Пассивный залог (The Passive Voice) видо-временных форм Indefinite, Continuous, Perfect.
3. Функции глаголов to be, to have, to do.
4. Простые неличные формы глагола. Инфинитив в функции:
  - а) подлежащего;
  - б) составной части сказуемого;
  - в) определения;

г) обстоятельства цели.

5. Бессоюзное подчинение в определительных и дополнительных придаточных предложениях.

## **ВАРИАНТ 1**

**I. Перепишите предложения, определите в каждом из них видовременную форму и залог глагола-сказуемого (см. образец). Переведите предложения на русский язык.**

1. When all the examinations had been passed the students left for their vacations.

2. The lecturer is listened to with great attention.

3. Today a very interesting experiment is being carried out in our laboratory.

4. All the business letters have already been answered.

**II. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов *it, that, one*.**

1. One must take part in scientific work.

2. It is not advisable to work late at night before the examination.

3. We know that they study at the University.

**III. Перепишите предложения и переведите их на русский язык, обращая внимание на значения глаголов *to be, to have, to do*.**

1. They have graduated from the University this year.

2. You have to come to the language laboratory of the university to work at your pronunciation.

3. Do you really know this man?

4. The exam was to start in the morning.

**IV. Перепишите предложения и переведите их на русский язык, обращая внимание на бессоюзное подчинение.**

1. We know they have already returned from their practical work.

2. This is the principle the electronic computer is based upon.

**V. Перепишите предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.**

1. It is not necessary to go into details.

2. I rose to receive my guests.
3. The scientists of our country were the first to construct and launch the space rocket.
4. To know London is to know the contrasts of a big ancient city.

**VI. Прочтите и устно переведите с 1-го по 5-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й, 3-й и 4-й абзацы.**

### **CAMBRIDGE UNIVERSITY**

1. Cambridge is situated at a distance of 70 miles from London; the greater part of the town lies on the left bank of the river Cam crossed by several bridges.

2. Cambridge is one of the loveliest towns of England; it is not a modern industrial city and looks much more like a country town.

3. The dominating factor in Cambridge is its world-known University, a center of education and learning, closely connected with the life and thought of Great Britain. Newton, Byron, Darwin, Rutherford and many other scientists and writers were educated at Cambridge. In Cambridge everything centers on the University and colleges, the eldest of which was founded in 1284. They are 27 in number. There is a close connection between the University and colleges, though they are quite separate in theory and practice.

4. It is a place where students live no matter what profession they are trained for: so that students studying literature and students trained for physics may belong to one and the same college. However the fact is that you are to be a member of a college in order to be a member of the University. Every college is headed by a dean. Discipline is looked after by Proctors and numerous minor officials. A college is a group of buildings forming a square with a green lawn in the center.

5. The University existed before the colleges. It has the power to grant degrees, it defines courses of study, and organizes most of the formal teaching. The teaching is provided by professors, readers and lecturers. The University trains about 7,000 students in different specialties.

**VII. Прочтите 5-й абзац текста, перепишите вопрос к нему и выберите соответствующий ответ. Ответ запишите.**

In what specialties does the University train students?

1. ... in one specialty.
2. ... in different specialties.
3. ... in many specialties.

**VIII. Перепишите и письменно переведите деловое письмо.**

CONDO CORPORATION  
209 West Street  
Kingston, Jamaica, W.I.

October 2, 2000  
The Executive Inn  
2 Main Street  
Evansville, Illinois 60821

Dear Sirs:

Please reserve a double room with bath for Ms. Linda Lettman for October 27-29. Ms. Lettman, executive of the Condo Corporation, will arrive at the hotel at approximately 6 p.m. on October 27.

While in Evansville, Ms. Lettman will meet with six members of the local Chamber of Commerce. She would, therefore, like to reserve the use of a small conference room for the morning of October 28, from about 9 a.m. until noon.

Please let us know the rates for both Ms. Lettman's accommodations and the conference room, and confirm this reservation.

Truly yours,

to reserve  
double room

executive  
chamber of Commerce

to confirm

– резервировать

– комната на двоих

– административный исполнитель

– (зд.) коммерческий центр

– подтвердить

**ВАРИАНТ 2**

**I. Перепишите предложения, определите в каждом из них видовременную форму и залог глагола-сказуемого. Переведите предложения на русский язык.**

1. Foreign languages are trained at every educational establishment.
2. The students at Oxford are being influenced by tutors.
3. All the examinations have already been passed.
4. By the end of the conference all the reports had been discussed.

**II. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов it, that, one.**

1. It is necessary to come to the university on Monday.
2. We know that professor very well.
3. This laboratory work is much more difficult than the previous one.

**III. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов to be, to have, to do.**

1. According to the curriculum all the students are to study foreign languages.
2. All the books are taken from the library.
3. You have to study well.
4. We do not know the results of this test.

**IV. Перепишите предложения и переведите их на русский язык, обращая внимание на бессоюзное подчинение.**

1. He said he had studied at the University.
2. The university these students study at is very large.

**V. Перепишите предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.**

1. The teacher told the students to translate the article in a written form.
2. Our country was the first to send man into space.
3. Her first action was to visit a library.
4. The question was too difficult to answer it without any preparation.

**VI. Прочтите и устно переведите с 1-го по 4-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й и 3-й абзацы.**

### **AT OXFORD**

1. Oxford is one of the world-known centers of education and learning in Britain. It is an ancient city. Oxford is about eight hundred years old.

2. A British University consists of a number of colleges. The lectures and examinations for the whole body of students are arranged by the university authorities. The colleges provide for residence and tutoring. A tutor is a college instructor who directs the studies of students.

3. The tutorial system of education has many advantages. The tutor is a great help to his students: he decides what lectures they must attend, recommends them books for reading, discusses and criticizes their written work and knows all about their discipline inside and outside the college.



4. At all British Universities there are good sporting grounds for jumping, boxing, skating, running, playing football, golf and other games; but since colleges don't provide the students with sports equipment sport is the privilege only of the rich who have means for buying all that is necessary for any kind of sport.

**VII. Прочтите 5-й абзац текста, перепишите вопрос к нему и выберите и запишите соответствующий ответ.**

Do the University students go in for sports?

1. No, they do not.
2. Yes, they do.

**VIII. Перепишите и письменно переведите деловое письмо.**

THE COMMITTEE TO KEEP MINNESOTA GREEN  
24 North Main Street  
Blackduck, Minnesota 56630

July 3.200\_

Ms. Christine Solars  
Solars, Solars, and Wright  
62 Onigum Road  
Walker, Minnesota 56484

Dear Ms. Solars:

We are pleased that you will be participating in the Ecology Colloquium sponsored by the Committee to Keep Minnesota Green. As we discussed in our recent conversation, the Colloquium will take place on June 29 in the convention room at the Blackduck Inn.

The Colloquium will begin with the keynote address at 10:30 a.m. At 11:00, you will join our other guests of honor in a debate on the topic «The Cost of Conservation: Public or Private Responsibilities?»

Along with the other members of the Committee, I am looking forward to our meeting on the 29th.

Sincerely yours.

to participate	– участвовать
a convention room	– зал заседаний
a keynote address	– основной доклад
guests of honor	– почетные гости
debate	– дебаты
a topic	– тема

### ВАРИАНТ 3

**I. Перепишите предложения, определите в каждом из них видовременную форму и залог глагола-сказуемого. Переведите предложения на русский язык.**

1. The accrediting of colleges and universities is carried out largely by nongovernmental organizations in the USA.
2. Admission to the college has been already accomplished.
3. All the examinations were carried out in a written form.
4. All the students are taking an active part in the scientific work now.

**II. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов *it, that, one*.**

1. It was noisy in the hall as the students were discussing their practical training.
2. In ancient times men believed that gods governed nature.
3. One has to be careful when crossing the streets.

**III. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения глаголов *to be, to have, to do*.**

1. It is not easy to master English pronunciation.
2. Do you know where they study?
3. A new department is to be opened at our university.
4. She answered that the students had returned from their holidays.

**IV. Перепишите предложения и переведите их на русский язык, обращая внимание на бессоюзное подчинение.**

1. Our friend did not know we had returned from the expedition.
2. The article we are discussing is very interesting.

**V. Перепишите предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.**

1. They promised to give us all the necessary information.
2. The aim of our work is to receive certain data of this material.
3. To answer this question you must read this book.
4. I have no desire to go there.

**VI. Прочтите и устно переведите с 1-го по 4-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й, 3-й абзацы.**

### **COLLEGES AND UNIVERSITIES IN THE USA**

1. In most countries of the world the standards or requirements for higher education institutions are set by the government, usually through the ministry of education. In the United States, the Federal Government does not set such standards and only a few states undertake to do so. Here each state, under its constitution and statutes, has developed its own public colleges and universities. All of these institutions both public and private possess a high degree of autonomy in organizing and developing their educational programs. State agencies do not generally inspect the institutions.

2. A great variation among the institutions in the character and quality of their programs creates many problems in a country where the population moves from region to region. Many students while they are studying transfer from one institution to another, and after obtaining their bachelor's degrees they scatter all over the Nation and to foreign countries for their education or for work in their chosen fields.

3. The practice of collecting fees from the students is almost universal among American institutions of higher education. Even the state-controlled institutions usually charge substantial fees.

4. Tuition fees are usually calculated by the semester or quarter, though in some cases they are stated as a single sum for the entire year, payable in one or two installments. The estimated total costs to the student attending undergraduate college average about \$1,500 a year at public institutions and about \$2,000 a year at private ones. These costs include the educational and living expenses.

**VII. Прочтите 4-й абзац текста, перепишите вопрос к нему и выберите соответствующий ответ.**

What is the estimated total costs a year to the student attending private undergraduate college?

1. It is \$1,500.
2. It is \$2,000.

**VIII. Перепишите и письменно переведите деловое письмо.**

THE BARCLAY  
5500 South 96th Street  
Omaha, Nebraska 68127

August 10. 200\_

Mr. Albert Durrell  
2233 Connecticut Avenue, N.W.  
Washington, D.C. 20008

Dear Mr. Durrell:

This letter will confirm your reservation for a single room with bath for August 24-27. Your room will be available after 2 p.m. on the 24th.

Since you will be arriving in Omaha by plane, you may want to take advantage of the Barclay's shuttle. Our limousine departs from the domestic terminal every hour on the half hour, and the service is free for guests of the hotel.

Cordially yours,

to be available	– быть в наличии
to take advantage	– воспользоваться
to depart from	– отправляться от
to be free	– (зд.) бесплатно

#### **ВАРИАНТ 4**

**I. Перепишите предложения, определите в каждом из них видовременную форму и залог глагола-сказуемого. Переведите предложения на русский язык.**

1. The admission to the London University had been finished by October 1.
2. The conditions of entry and admission to our university are compared to those in Great Britain.
3. In our library any information will be obtained on various subjects.
4. Today plastics are being widely used instead of metals.

**II. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов it, that, one.**

1. One can learn about the conditions of entry and admission to our university.
2. The territory of London is not larger than that of Moscow.
3. It was very difficult to enter Novosibirsk University.

**III. Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения глаголов to be, to have, to do.**

1. Why do College authorities sometimes require the withdrawal of students?
2. The students are to get all the books in our library.
3. These computers will have to perform millions of operations per second.
4. Oxford University was founded in the 12th century.

**IV. Перепишите предложения и переведите их на русский язык, обращая внимание на бессоюзное подчинение.**

1. The hostel our students live in is situated near the metro station.
2. I think he has already graduated from the university.

**V. Перепишите предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.**

1. To enter a university one must pass entrance examinations.
2. To read ancient mathematical tables was very difficult.

**VI. Прочтите и устно переведите на русский язык с 1-го по 5-й абзацы текста. Перепишите и письменно переведите 1-й, 2-й, 3-й, 4-й абзацы.**

## **ENTRY TO A UNIVERSITY IN BRITAIN**

1. Admission to the universities is carried out by examinations and selection. Women are admitted on equal terms with men, but at Cambridge their number is limited by statute.
2. All universities in Britain limit the number of undergraduates, which they will accept. The university receives applications for admission

to its course of training up to 12 months before the opening of a session in October. Candidates should submit their applications in the normal way.

3. Candidates for admission to the four-year course must satisfy the Entrance Requirements of the University. The minimum age for admission to the four-year course is normally 18 years by October 1 in the year of admission

4. It is customary for universities to interview all candidates. Science and mathematics lecturers are usually given opportunities to see entrants after the students enter College.

5. An examination scheme is launched by the College a month before the beginning of the examinations. The normal academic qualification for admission to the College is a pass in 5 subjects taken at Ordinary level, or a combination of passes at Ordinary and Advanced levels. The entrants are enrolled in about three dozen classes and tutorial groups. Students entering on a three-year course for a degree may be transferred to the two-year course, if they are unable to satisfy their lecturers. The College authorities also reserve the right to require the withdrawal of any student at any time during the period of training if the progress, conduct or physical condition of the student make such a decision desirable.

**VII. Прочтите 5-й абзац текста. Перепишите вопрос к нему и выберите соответствующий ответ.**

Have the College authorities the right to require the withdrawal of a student?

1. Yes, they have.
2. No, they have not.

**VIII. Перепишите и письменно переведите деловое письмо.**

KRETCHMER'S APPLIANCE STORE  
1135 State Street  
Chicago, Illinois 60688

February 3, 200\_

Standard Electric Corporation  
2120 Oak Terrace  
Lake Bluff, Illinois 60044

Dear Sirs:

Enclosed is our purchase order 121 for 6 four-slice toasters., model 18E. We would like to place this order on an open account according to your regular terms. Our store has been opened for two months, and you may check out our credit rating with Ms. Peggy Sawyer, branch manager of the First Bank of Chicago, 1160 State Street, Chicago, Illinois 60688.

You may also check our credit standing with the following companies:  
The Kenso Clock Company, 150 Ottawa, N.W., Grand Rapids, Michigan 49503  
National Kitchen Products, Inc., 55 East Main Street  
Round Lake Park, Illinois 60733.  
Eastern Electric Corporation, 750 East 58 Street, Chicago, Illinois 60637  
Please let us know your decision regarding our credit as well as an approximate delivery date for our first order.

Sincerely yours,

Bruce Kretchmer

to place the order  
account  
credit rating  
credit standing  
approximate

– сделать заказ  
– счет  
– состояние кредитных счетов  
– состояние кредитных счетов  
– приблизительный

## ВАРИАНТ 5

**I. Перепишите предложения, определите в каждом из них видовременную форму и залог глагола-сказуемого. Переведите предложения на русский язык.**

1. Now a new building of a student hostel is being built not far from the academic building of the university.

2. Commodity experts, economists and accountants are trained at cooperative educational establishments.

3. The teacher was correcting the students' mistakes.

4. We know that they have already entered the University.

**II. Перепишите предложения и переведите их на русский язык, обращая внимание на значения слов *it, that, one*.**

1. It is well known that Novosibirsk Cooperative Institute was founded in 1956.

2. One must take part in scientific work.

3. I spent last summer in the south. We had a lot of rain that summer.

**III. Перепишите предложения и переведите их на русский язык, обращая внимание на значения глаголов *to be, to have, to do*.**

1. The meeting was attended by thousands of people.

2. I am sorry you do not know my brother.

3. You had to bring these books yesterday.

4. According to the timetable the exam was to start in the morning.

**VI. Перепишите предложения и переведите их на русский язык, обращая внимание на бессоюзное подчинение.**

1. They knew he had returned.

2. The man you are speaking about is the monitor of our group.

**IV. Перепишите предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.**

1. The plan of our work will be discussed at the meeting to be held tomorrow.

2. He came here to speak to me, not to you.

3. It was necessary for him to return immediately.

4. He asked me to wait a little.



**VI. Прочтите устно и переведите на русский язык с 1-го по 6-й абзацы. Перепишите и письменно переведите 1-й, 2-й, 4-й, 5-й и 6-й абзацы.**

### **LIFE AT COLLEGE AND UNIVERSITY IN BRITAIN**

1. It is known that the academic year in Britain's universities, Polytechnics, Colleges of Education is divided into three terms, which usually run from the beginning of October to the middle of December, from the middle of January to the end of March, and from the middle of April to the end of June or the beginning of July. There are about one hundred universities in Britain. The oldest and best-known universities are located in Oxford, Cambridge, London, Leeds, Manchester, Liverpool, Edinburgh, Southampton, Cardiff, Bristol, and Birmingham.

2. It is necessary to get good A-level results in at least two subjects to receive a place at a university. However, good exam passes alone are not enough. Universities choose their students after interviews. For all British citizens a place at a university brings with it a grant from their local education authority. English universities greatly differ from each other. They differ in date of foundation, size, history, tradition, general organization, methods of instruction, way of student life.

3. Oxford and Cambridge Universities date from the twelfth and thirteenth centuries. The Scottish universities of St. Andrews, Glasgow, Aberdeen and Edinburgh date from the fifteenth and sixteenth centuries.

4. In the nineteenth and the early part of the twentieth centuries the so-called Redbrick universities were founded. These include London, Manchester, Leeds, Liverpool, Sheffield and Birmingham universities. During the late sixties and the early seventies some 20 "new" ones were set up. Sometimes they are called "concrete and glass" universities. Among them are the universities of Sussex, York, East Anglia and some others. During these years the Government set up thirty Polytechnics which were to offer first and higher degrees. Colleges of Education are to provide two-year courses in teacher education or sometimes three years if the graduate specializes in some particular subject.

5. One can also study in one's own free time. There is an interesting form of studies, which is called the Open University. The Open University students have no formal qualifications and would be unable to enter ordinary universities.

6. Some 80,000 overseas students study at British universities or further education colleges or train in nursing, law, banking or in industry.

**VII. Прочтите 3-й абзац текста, перепишите вопрос к нему и выберите соответствующий ответ. Ответ запишите.**

What century do the Scottish universities date from?

1. The Scottish universities date from the fifteenth and sixteenth centuries.
2. The Scottish universities date from the twelfth and thirteenth centuries.

**VIII. Перепишите и письменно переведите деловое письмо.**

STANDARD ELECTRIC CORPORATION

2120 Oak Terrace

Lake Bluff, Illinois 60044

February 7, 200\_

Ms. Peggy Sawyer  
Branch Manager  
The First Bank of Chicago  
1160 State Street  
Chicago, Illinois 60688

Dear Ms. Sawyer:

Kretchmer's Appliance Store, 1135 State Street, Chicago, has placed an order with us \$120 worth of merchandise and listed you as a credit reference.

We would appreciate your sending us information regarding Kretchmer's credit rating. We would especially like to know how long the owner, Bruce Kretchmer, has had an account with you and whether or not any of his debts are past due. We will, of course, keep any information we receive in the strictest confidence.

A reply envelope is enclosed for your convenience.

Sincerely yours,  
Standard electric corporation

Milton Smedley  
Credit Department

merchandise	– товары
credit reference	– кредитная рекомендация
debt	– долг
to be past due	– быть просроченным

## **ДОПОЛНИТЕЛЬНЫЕ ТЕКСТЫ ДЛЯ СТУДЕНТОВ 1 КУРСА**

### **LONDON**

1. London the capital of Great Britain. It lies in the south East of England on both banks of the river Thames. London is one of the largest cities in the world and the largest port and industrial town in England. London is more than twenty centuries old.

2. The heart of the capital is the City. The territory of the City is only about one square mile, but it is the financial and business center of the country.

3. The West End of London is famous for its beautiful monuments and palaces, fine parks, fashionable shops and big hotels. The East End is quite different from the West End. It is the district of factories, plants and the docks. The main branches of industry are machine building, shipbuilding, metal processing and others.

4. There are many places of interest in London. One of them is Trafalgar square with the Nelson's monument 185 feet high. Buckingham Palace is the royal residence. Westminster Abbey is one of the most beautiful buildings in London.

5. Across the road from Westminster Abbey are the Houses of Parliament, the seat of the British government. The clock tower is over the Houses of Parliament. It contains 'Big Ben' – one of the largest clocks in the world.

6. The Tower of London is one of the most interesting places in London. It was fortress, a royal residence, a prison, now it is a museum. London is famous for its green parks. Hyde Park is the most popular of them.

7. London is the center of the country's cultural life. There are many picture galleries and museums there. The National Gallery houses a priceless collection of paintings. The famous British Museum is one of the best museums in the world.

### **WALES**

1. Wales became part of England in 1536 by the Act of Union. The Welsh call their country Cymru, and themselves they call Cymru, a word which has the same root as "comrader" (friend, or comrade). The popula-

tion of Wales is over 3 million people. About 75 per cent of the people of Wales live in towns and urban districts.

2. Wales is a highland country of old, hard rocks. North Wales is a country of mountains and deep valleys, South Wales is a land of high hills and wide valleys. The pride of Wales in scenery is Snowdonia, a region of high mountains. Snowdon is the highest mountain in England and Wales. Except for coal, mineral resources are limited, and include gold, silver, lead and copper. South Wales is more developed, coal-mining, steel production, electronics, electrical engineering can be found here.

3. The capital of Wales is Cardiff, the largest city of Wales. Cardiff is situated near the mouth of the Taff River. It is an important industrial city and a port. It is also an administrative and educational centre. The second largest city in Wales is Swansea where mainly steel production can be found. Since World War II there has been intensive development in the metals industries especially in the south and Southeast.

4. The Welsh people, especially in rural areas, are fond of folk music, singing poetry and drama. Welsh literature is one of the oldest in Europe. There are many choirs in Wales, the standard of singing is high and the love of good music is widespread. Now there is a growing movement of revival of Welsh culture from which sprang the revival of Eisteddfod.<sup>1</sup> Eisteddfod in the form of a gathering of bards had occasionally been held in the 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> centuries. Now Eisteddfod is a festival of Welsh culture. It includes competitions in prose, poetry and singing. Wales has its own flag called the Welsh dragon.

Eisteddfod [ais'te dfod] – айстедфод, состязание бардов

## SCOTLAND

1. Although Scotland takes up one third of the territory of the British Isles, its population is not very big. It is the most northern part of the island of Great Britain and is not far away from the Arctic Circle.

2. Scotland is not densely populated: its population is a little over 5 million people. The Cheviot Hills mark the boundary between England and Scotland. Apart from this land link with England, Scotland is surrounded by sea. Scotland is bounded by the North Sea on the east.

3. Scotland had been an independent state and was joined into the UK in 1707, after a long struggle for its independence. The national emblem of Scotland is a thistle.

4. One of the things that people associate with Scotland is the kilt. The kilt is a relic of the time when the clan system existed in the Highlands. Everybody in the clan had the same family name, like Mac Donald or Mac Gregor. (Mac means “son of”). The clan had its own territory and was ruled by a chieftain. Each clan had its own tartan.

5. Edinburgh has been the capital of Scotland since the 15<sup>th</sup> century. It is the cultural center of Scotland and is often associated with the names of George Byron, Walter Scott, Robert Burns, Robert Louis Stevenson and Arthur Conan Doyle.

## **NORTHERN IRELAND**

1. Northern Ireland is the smallest component of the United Kingdom. It occupies the northeast of the island of Ireland, only one-sixth of its territory. Northern Ireland contains six of the nine counties of the historic province of Ulster and that is why the name “Ulster” is sometimes used as equivalent to Northern Ireland. Its capital city is Belfast.

2. For seven centuries Ireland was a colony of Britain. Due to the colonial policy of Great Britain the Irish nation was forcefully partitioned. As a result of the hard struggle of the Irish people for independence the large part of Ireland (26 counties) gained the status of a British dominion in 1921. Much later, in 1949 it was officially proclaimed an independent state, the Irish Free State of Eire. The industrial northeast (Northern Ireland with its 6 counties) was retained by Great Britain as its smallest component. But certain forces of both the Irish Republic and Northern Ireland are for the reunification of the country, against social deprivation which is at its worst among Catholics.

3. If one asks an Irishman away from home what he misses most about Ireland, he will probably tell you “the greenness”. Irish poets often called Ireland “the Emerald Isle”. Is the grass really greener in Ireland? The fact is that the winds usually blow in from the Atlantic Ocean and make the air and soil warm and damp. Grass grows well in such a climate and it makes the island look so beautiful.

4. There are low hills and peaks of rocks in the northwest, while the northeast sector of the island is flat. The rivers of Ireland are short, but

deep. The largest river is the Shannon. The population of Northern Ireland is about 1,5 million people. 53 per cent of the total population live in urban areas.

5. The whole economy of Northern Ireland is closely integrated with that of Great Britain. It has its roots in three basic industries – agriculture, textiles and shipbuilding. The largest industry is agriculture conducted for the most part on small family farms. It occupies about 72 per cent of the land area.

6. Belfast, the capital of Northern Ireland is the leading industrial center and a large port. Its chief industries are the production of linen and other textiles, clothing, shipbuilding, engineering.

In Ireland the national musical instrument is the harp.

### Notes:

1. *Ulster* – Ольстер (историческая область на севере острова Ирландия; большая её часть после раскола страны в 1921 году была включена в качестве автономной провинции в состав Соединённого королевства как Северная Ирландия).
2. *dominion* – доминион (название стран Британской империи, формально суверенных и имевших равные права с Великобританией, фактически находившихся в разной степени экономической и политической зависимости; признавали в качестве главы государства британского монарха).
3. *Eire* – Эйре (другое название Ирландской Республики).
4. *the Emerald Isle* – Изумрудный остров (так называют Ирландию из-за ярко-зелёного цвета растительности).

## WINDSOR AND ETON.

1. Do you know that Windsor is one of the most popular towns in England for foreigners? Why? Because the Queen often stays here at her castle and because Windsor itself is one of the oldest towns in England. The people in Windsor always know when the Queen is at the castle because a special flag is put up to tell everybody about it.

2. The river at Windsor is not as wide and busy as it is in London. There are no big cargo ships sailing away to other countries and there are no big bridges with thousands of cars and buses crossing them every day. Instead, there are rowing boats on the river, canoes, and sailing yachts. Windsor, in fact, is a very good place to go if you are interested in boats.

3. A mile up the river Thames from Windsor is the little town of Eton. The most important building here is Eton College – one of England's best known public schools (English state schools give free education, but some people like to send their children to a public school, although they have to pay). It was founded by King Henry VI in 1440, when he was only eighteen. Today, there are about a thousand boys at the school. Because Eton is so popular it is very difficult for parents to get a place for their sons there. So some parents put their sons' names on the waiting list while they are still babies!

**Notes:**

*cargo ship* – грузовое судно

*rowing boat* – лодка с вёслами.

## **BRITAIN AND THE WORLD**

1. What is the Commonwealth? It is a group of former British colonies together with six countries, which are still British. Britain, because it is an island, has always been forced to have good trading relations with other countries. During the nineteenth century, Britain traded all over the world and had a large colonial Empire. Britain's international links with the Commonwealth today are still based on the Empire, although the Commonwealth now works to encourage good cultural relations between members.

2. The present members of the Commonwealth have many different styles of government. Some of the countries, such as Canada, are monarchies and recognize the Queen as their Head of State; others, such as India, are republics, and choose their own Heads of State; some countries, such as the Falkland Islands, are British colonies and rely on Britain for defense. All of the countries recognize the Queen as the Head of the Commonwealth.

3. After the Second World War, Britain still believed it was a world power. In fact, Britain had no money. After 1956, Britain knew it could

not rely on America. In 1963, Britain realized it had to join the Common Market, but its application was not accepted. It was only in 1973 that Britain was allowed to become a member.

4. Now over half of Britain's trade is with the EU. About half of British people believe that Britain needs Europe because it offers British companies a market of over 350 million people to buy its products. Britain also needs Europe so that it can buy food, clothes and fuel, which it does not produce. Other people think that Britain has always been separate from Europe, that it is an island and should try to keep its differences.

5. Britain and the USA had for many years what was called a "Special Relationship". They were allies in both World Wars and in the Korean War. In recent years, however, they have not always supported each other. The USA did not help Britain and France during the Suez crisis in 1956. Britain did not support the USA in the 1964-73 Vietnam War. Both President Bush and President Clinton have announced that Germany is now the most important ally of the USA.

## **HIGHER EDUCATION IN BRITAIN**

1. Most big towns in Britain have both a university and a college of higher education. There are 91 universities in Britain and 47 colleges of higher education. Universities offer three- and four-year courses; colleges of higher education offer both two-year HND (Higher National Diploma) courses, as well as degree courses. A degree is the qualification you get from university when you pass your final exams. You are then awarded a BA (Bachelor of Arts), BSc (Bachelor of Science) or BEd (Bachelor of Education).

2. Undergraduates, students who are studying for degrees, go to large formal lectures, but most of the work takes place in tutorials: lessons in groups of ten or more when the students discuss their work with the lecturer.

3. Only 25 per cent of the student population goes on to higher education. Competition to get into one of Britain's universities is fierce and not everyone who gets A levels can go. Students usually need three A levels to go to university and grades at A level go from A, the highest grade, to E.

4. Students apply to universities months before they take their A-levels. The students are given a personal interview and the universities then decide which students they want. They offer them a place which de-



depends on A-level results. The more popular the university, the higher the grades it will ask for.

5. Most British students choose to go to university a long way from their home town: university is seen as a time to be independent, to live away from home and develop new interests. British students do not have to pay to go to university, but do need money to live away from home while they are studying.

6. Some students whose parents do not earn a lot of money are given a grant (money) from the local authority. If students do not get a grant, parents are expected to pay for their children. Some students borrow money from the bank, which must be paid back after they leave university. In theory, the grant pays for rent, food, books, transport and socializing. In fact, the grant is not a lot of money. Students used to work during the holidays to earn more money, but it is now difficult to find such jobs. The result is that more students are dropping out, failing to finish their courses.

7. Not all students study full-time at university or college. Many people combine their studies with work. Some companies release their staff for training one or two days a week or for two months a year. Large companies often have their own in-house training schemes. The British government is very enthusiastic about such training schemes, in particular because so few people go to university.

8. If you are unemployed, there are two forms of training schemes: employment training for people who have been out of work for a long time and Youth Training Schemes for school leavers who cannot find a job.

## **THERE IS NO PLACE LIKE HOME**

1. About 80 per cent of British people live in houses. Detached houses are usually in expensive suburbs, quite far from the town center, near to the countryside. Semi-detached houses are often in suburbs, which are nearer the town center. Terraced houses and blocks of flats are mostly found in town centers. They can either be small two-storey houses with one or two bed-rooms or large houses with three to five floors and four or five bedrooms.

2. About 67 per cent of the people in Britain own their houses or flats. Most of the rest live in rented accommodation (2 per cent live in sheltered accommodation). People in Britain buy houses or flats because there is not enough rented accommodation and what there is can be expensive.

3. Council flats and houses are built and owned by the local council. After the Second World War, a lot of high-rise council flats, known as tower blocks, were constructed. Some were as high as 20 storeys and so badly built that they had to be pulled down only thirty years later.

4. Modern council housing estates are built differently now. There might be a mixture of two-storey terraced houses, together with a four-storey block of flats. There are play areas for children and there is often a community center where people who live on the estate can meet.

5. Most British houses have a garden and many British people spend a lot of time in it. Most gardens, even small ones, have flowers and a lawn. If you don't have a garden, it is possible to grow flowers and vegetables on an allotment, which is a piece of land rented from the local council.

## **PLACES TO VISIT**

### **York**

The history of York stretches back to Roman times. Few cities look as completely medieval as York as many buildings have remained more or less unchanged for centuries. With its ancient wooden houses and narrow winding streets, the whole city gives off an atmosphere of history. Today, these streets contain a fascinating variety of shops. York has been called "the City of churches" for there are no fewer than 17 pre-Reformation churches within the city walls. The pride of York is the huge and magnificent Minster which towers over the whole city. It is thought to contain the largest area of medieval coloured glass in the world.

### **Dover**

The white cliffs of Dover are familiar to millions of travellers. Dover, the gateway to Britain, is the busiest ferry port in Europe. In times gone by, the town has been host to kings, armies, pilgrims and all kinds of travellers. Ancient monuments and ruins testify to Dover's long and fascinating history and today the town offers a great deal to interest visitors all the year round. On a fine day, the harbour itself offers excellent walks. Particularly recommended is the Prince of Wales Pier at the end of which you will find a viewing place with a splendid outlook over the entire port, the white cliffs and Dover Castle. With two direct trains each hour from London Victoria and London Charing Cross, Dover is ideal for a day-trip from the capital.

## **Portsmouth**

This is a very special year for Portsmouth. The historic military city is celebrating its 800<sup>th</sup> anniversary and we want you to join the party! Apart from special events such as military displays and parades, there is always something to do in Portsmouth. Visit our historic ships, explore under the sea in our Underwater World, enjoy the year-round Resort Centre – the possibilities are endless. And once you've had a taste of what the town has to offer, why not hop on the luxury cruise vessel Solent Enterprise and enjoy a leisurely day trip to the beautiful Isle of Wight?

## **Oxford**

Oxford has a timeless beauty which is found at every twist and turn of this ancient university city: in the soft golden stone of the college buildings and the peaceful courtyards and gardens. There is so much to see and do in Oxford. Take the "Guide Friday" open-top bus tour to see 25 of the 35 colleges – it leaves every 15 minutes and one ticket lasts all day. Or explore on foot – guided walking tours start at the information centre. Get a bird's eye panorama of the whole city from the top of St Mary's. Take a journey through time at the unique Oxford Story exhibition in Broad Street. And then there are the shops. Lose yourself in famous Blackwell's bookshop in Broad Street – with the largest display of books for sale in one room anywhere in the world. The Gallery at Gloucester Green has a busy cosmopolitan atmosphere, with speciality shops, pavement cafés and street entertainers. And of course there are many big name shops too.

## **Llangollen**

For six days every July Llangollen becomes the cultural centre of the world, attracting choirs, musicians, folk singers and dancers from all continents. Over 40 different countries are represented with colourful national costumes, taking part in daily competitions and performing in evening concerts. But if you are more of the outdoor type, why not try riding the rapids? Experience the excitement of white water rapids on the River Wild. All equipment can be hired. Llangollen is also a centre for outdoor clothing and equipment for climbing, walking, mountain biking and camping. From Llangollen wharf you can embark on a 45-minute horse drawn boat trip along the river or, on certain days, you can go for a longer journey on the Thomas Telford, which has refreshments on board to add to your enjoyment.

## **ДОПОЛНИТЕЛЬНЫЕ ТЕКСТЫ ДЛЯ СТУДЕНТОВ 2 КУРСА**

### **WHAT IS INTERNATIONAL TRADE?**

1. When Honduras exports bananas to Switzerland, they can use the money they earn to import Swiss chocolate – or to pay for Kuwaiti oil or a vacation in Hawaii. The basic idea of international trade and investment is simple: each country produces goods or services that can be either consumed at home or exported to other countries.

2. The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in U.S. dollars, the trading itself involves various currencies. Japanese video-cassette recorder is paid for in German marks in Berlin, and German cars are paid in U.S. dollars in Boston. Indian tea, Brazilian coffee, and American films are sold around the world in currencies as diverse as Turkish liras and Mexican pesos.

3. Whenever the country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation, and money flows out of the importing nation. Trade and investment is a two-way street, and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

4. In the interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.

5. Some trade barriers will always exist as long as any two countries have different sets of laws. However, when a country decides to protect its economy by erecting artificial trade barriers, the result is often damaging to everyone, including those people whose barriers were meant to protect.

6. The Great Depression of the 1930s, for example, spread around the world when the United States decided to erect trade barriers to protect local producers. As the other countries retaliated, trade plumpered, jobs were lost, and the world entered into a long period of economic decline.

**MARKETING BEGINS WITH THE CONSUMER.**

1. The origin of this word is the Latin word “mercuri”, meaning to “track and barter”. As defined by the committee on definitions of the American Marketing Association, marketing is “the performance of business activities that direct the flow of goods and services from producer to consumer or user”.

2. Production becomes more highly specialized. Producers and consumers become more widely separated. A huge distribution network is necessary to move goods to consumers. Thus, marketing is crucial to all phases of business. It is necessary also to gather market information, choose target markets, study consumer behaviour, and develop strategies for production, channelling, promotion and pricing. All these activities are parts of a single process that really begins and ends with the consumer. Successful modern marketing begins with his needs and desires, and it ends with his satisfaction, as he buys goods, uses services or accepts ideas.

3. The decisions of a marketer depend upon many factors that are constantly changing. Some factors are internal. The marketer has some control over the factors that affect the product: its nature, promotion of it, the way it will follow from producer to consumer, and its price. But when something is produced, it enters an existing external environment of law, economy, society and culture. Intelligent decisions about the product can be made only within the current and changing environment. The marketer cannot control these external factors; instead, they control him. The legal limits may be in form of restrictions on safety, advertising and price. A company competes not only with other companies that make similar products, but with all other companies. All want share of the same consumer market.

4. The social and cultural nature of that public influences the marketer’s decisions. He must know what kind of people will need and use the product. Are they rich or poor? What is their level of education? Are they increasing or decreasing in numbers and buying power? What are their interests, attitudes and values?

5. Without a market the product is useless, knowledge of the environmental factors being necessary in marketing any product. It is especially crucial in international marketing, where one must understand the legal, economic and sociocultural differences before trying to enter a foreign market.

## **THE MARKETING STRATEGY**

1. To market a product successfully, a marketer must develop strategy. The marketing strategy is more efficient (of time and money) if it is aimed at those people the company can reasonably expect to serve.

2. From studying the demographic data, the manager might decide to aim his strategy towards a very specific target, or segment of the population, as an example. An automobile company provides a common example of this strategy, with the wide variety of style, purpose and cost of its cars. The marketing programs of one car company might vary as widely as its products.

3. In planning the strategy for marketing his product, a marketer will want to know all he can about consumers' needs and wants for it, their motives for buying or not buying it, their perceptions of the product (how it looks, feels) and their attitude toward it and the company.

4. Whether the potential market is domestic or foreign, it is necessary for the marketing manager to understand the internal and external determinants of consumer behaviour. All people are supposed to have some needs, motives, and perceptions. All are members of groups, societies and cultures. Despite all human variety there are patterns of behaviour. One of the marketer's tasks is to know the buying patterns of specific groups of consumers and to match his products to their needs.

## **BRAND ACCEPTANCE**

1. A brand is a name, sign, symbol, design, term or some combinations of those, used to identify one company's offerings and to distinguish them from a competitor's. A brand name is that part of the brand that can be spoken. For instance, the style of lettering on a Coca-Cola bottle is familiar throughout the world. That is part of the Coca-Cola brand or identity. But it cannot be spoken, while the words 'Coca-Cola' can. Coca-Cola is the brand name. Brand names should be easy to pronounce, recognise and remember; they should create a desirable idea or image in consumer's mind; and they should be legally protectable.

2. There are three levels of brand acceptance: recognition, preference and insistence. A new product with a new name aims for the first level, simply bringing the brand if it is easily available, though they may not go out of their way to find it. Brand insistence – "I will have this brand and no other" – is the goal of most companies, but it is seldom achieved. The

second major means of product identification is its packaging. The original purpose of a package was to hold and protect its contents, but now it has much greater importance in marketing.

3. For some types of consumer goods, the packaging is likely to be more important than the product itself. It may be the primary tool for selling the product. The package must be easy for the consumer to open, use and store. It must communicate information: the brand name, the nature of the contents and any directions for the product's use. Finally it must be distinctive and attractive enough to catch the attention of the customer. Colour is especially important. However, the designer of a package for foreign markets must be aware that colour can have very different meanings in different countries of the world.

## **NEW PRODUCTS**

1. A new product is anything that is new to consumer, even a modification of an old product or a change in name or packaging. A firm that wants to stay in business has to give constant consideration to introducing new products, in order to meet the changing desires of consumers. Because of potential for growth, the idea of offering a new product can be very attractive to a company. But producing something new can also be hazardous for as many as 90 per cent of new products fail.

2. Some of the most common reasons for failure are these: inadequate market research, problems with the product itself, unexpectedly high production costs, entering the market at the wrong time, insufficient preparation and testing of the product, competition, poor organisation of the marketing effort and failure to study the reasons for failure and so to learn from testing before the product is introduced in the market.

3. Some of the best ideas for the new product are expected to come from customers themselves and from customers' complaints. Ideas may also come from within the company, from employee suggestions, analysis of the competition, or the research and development department. Independent consulting groups might be hired from outside the company. Crucial to the success of a new product is its identity in the mind of the consumer, an identity created principally by brand and distinctive packaging.

4. The key concept of market selection and product planning is the Product Life Cycle. It predicts that any product pass through various stages between its life and death (introduction – growth – maturity – de-

cline). So companies can make better marketing decisions if they find out where each of their products stands in its life cycle.

## HABITS RULE

How does an increased range of products in the shops influence the consumer? How is the consumer impacted by new values? There are many questions, and the answers are not easy to find.

Research into consumer patterns needs to keep up to date ask the right questions. This type of research is in big demand, but this is a field fraught with problems.

Take ecologically produced food for example. Despite the fact that many consumers feel that ecologically cultivated food is positive in many ways, they do not buy products. Surprisingly few people choose ecological products, even though many feel that they would probably be helping to improve the environment in various ways if bought ecological food.

«Other factors are more important when shopping, such as good flavour and perishability. The nutritional value of the food and the price are also important purchasing criteria for the consumer».

So says Maria Magnusson, postgraduate student at the Department of Public Health and Caring Sciences at Uppsala University. Maria's work is part of the FOOD 21 programme, and she is researching into consumer attitudes and behavioural patterns. Health and environment are important elements in her research.

Maria Magnusson sent a questionnaire to 2 000 randomly chosen persons between the ages of 18 and 65, in order to study consumer attitudes to ecological food. The frequency of response was 58 percent. Maria has also conducted telephone interviews with around 30 persons.

«Generally speaking, women are more positive to ecological products than men, but few people are regular buyers. Many people feel that ecological food is more nutritious than conventional food, but there is no clear evidence that this is the case. Some consumers also feel that the ecological alternatives taste better than the conventional foods.»

The ecological foods included in Maria Magnusson's questionnaire were milk, meat, potatoes and bread. Milk is the most commonly purchased ecological product (nine percent buy it always or very often), but a very large group (49 percent) say that they never buy ecological milk. One possible reason for this is that ecological milk is sold in easily recognis-



able cartons, often produced at mealtimes, and therefore is a clearly ecological product.

The packaging of some products, such as ecological meat, can vary between different shops, and this can make the products hard to find. Consumers feel that meat is the most important product to buy in ecological form. Nevertheless, more than 50 percent of consumers never, or very rarely, buy ecological meat. But consumers probably feel that when they buy Swedish meat, they are automatically buying an ecological product anyway.

«Many consumers feel that ecological foods should not cost more than conventional foods. Consumers often blame the cost when explaining why they do not buy ecological food.»

In her Ph.D. thesis, Maria Magnusson also looks at consumer attitudes to genetically modified food. This issue was also studied through a large questionnaire to 2 000 people. The data has not yet been processed and the results are not complete, but it seems as if few consumers are positive to genetically modified food.

One important component of FOOD 21 is the consideration of the environmental impact of food production. A new way of looking at food consumption is how ecological food makes for a better environment. However, concern for the environment does not seem to be major factor in consumer choices.

### **Same Decisions**

Consumers are not a homogeneous group when they make their purchases. Many consumers always buy the products they are used to, and little time is allocated to making decisions. Habits and attitudes are established early in life, and are difficult to break. Often, we do not think too much about why we buy certain products. At the same time, the social situation is important. The stressed parent of small children probably makes different decisions in the food store than someone who lives alone.

«Old habits die hard, especially if we always shop in the same store. On the other hand, we may change our purchasing patterns if we go into an exciting delicatessen,» says Anders Biel of Göteborg University. Anders researches into consumer issues and is part of a group of researchers involved in the FOOD 21 programme.

Anders Biel feels that the environment impact of different actions needs to be brought out and kept in focus. The environmental consequence

of a particular activity is not obvious to all people in all situations. For many people environmental awareness involves developing, and taking into consideration, new values and a willingness to make sacrifices. People need to be reminded that what they are doing is for the sake of the environment. More information is needed about how the environment benefits from certain actions. Sometimes, shock tactic may be necessary to get the message through to people.

«Today, many people live very stressed lives full of activities, and yet, at the same time, we have become more comfortable. Few children walk to school today, even if the school is nearby. Parents drive the children instead, and the use of cars around many schools has risen sharply. We all know that driving a car is negative for the environment, but we do it anyway. Leaving the car at home, and using public transport seems to be too big a sacrifice.»

Constant warnings about the contents of different foods also impact consumer choices: high cadmium content in potatoes, mercury in fish, risk of BSE in beef, etc. As a consumer, to feel that you make the right choices amidst the flood of alarm reports is virtually impossible.

Information concerning the behavioural patterns of young consumers is important. The Bikupan research company in Stockholm has conducted a study, about young people's values, including their consumption of food. One of the findings is that 95percent of women under the age of 25 believe that Swedish food is safer than imported food. They are also prepared to pay more for Swedish products, and in particular, they want meat (including chicken) and milk products to be produced in Sweden.

## **THE HEALTH SERVICE**

1. We know the level of medical service both in Britain and the USA to be very high. Every employed citizen is obliged to pay weekly a certain amount of money to the national health service. The sum necessary to run medical services is very big and a large part of it comes not from weekly form payment but from taxes. Various forms of Medical Insurance are widespread in these countries.

2. Everything is paid. For example, in the USA if you turn to a city hospital, you should pay at least \$ 50. Separately you will pay for a consultation, minimum \$ 50 –60 for a visit. A medicine will cost you another

minimum & 15 –20. You should take a prescription for purchase of many drugs in American drugstores.

3. However you can take your medical service free of charge in medical institutions attached to different charity and religious organisations. Thus, the National Health Service (NHS), UK, provides free medical treatment for visitors from EU and Commonwealth countries and to visitors from other countries with reciprocal health arrangements. A NHS prescription costs 5, 25 pounds at present.

## **ELECTRONIC BANKING**

Electronics is increasing the "pulse" of banking in terms of transactions and the circulation of money. It has replaced the methods of transfer via written order and telegraphic urgent transfer. In former times such methods could take days or at least hours.

Electronic data transfer is, however, not only undergoing further development for the sake of speed, which is not always the deciding factor in the banking world. Electronic transactions also make auditing easier. To do this manually with the aid of individual forms is much more time-consuming than using the clearing system of a mainframe computer.

Today more and more bank transfers use coded order forms which are especially suited to conversion into computer data. Major customers with large-scale problems such as insurance firms or public cash offices (which, for example, pay out rent) help each other by exchanging data. In some banks, 90 per cent of all transactions take place by such formless data transfer.

## **THE INTERNET**

1. The Internet, a global computer network, which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Owing to this technology, if some computers on the network are knocked out (by a nuclear explosion, for example), information will just route around them. One such

packet-switching network already survived a war. It was the Iraqi computer network, which was knocked out during the Gulf War.

2. Most of the Internet host computers (more than 50 per cent) are in the United States, while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately, nobody seems to know exactly how many people use the Internet, there are millions, and their number is growing by thousands each month world-wide.

3. The most popular Internet service is e-mail. Most of the people, who have access to the Internet, use the Network only for sending and receiving e-mail messages. However, other popular services are available on the Internet: reading USENET News, using the world-wide Web, telnet, FTP, and Gopher.

4. In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunications systems of these countries. Commercial users can communicate over the Internet with the rest of the world and can do it very cheaply. When they send e-mail messages, they only have to pay for phone calls to their local service providers, not for calls across their countries or around the world. But who actually pays for sending e-mail messages over the Internet long distances, around the world? The answer is very simple: a user pays his / her service provider a monthly or hourly fee. Part of this fee goes towards its costs to connect to a larger service provider. And part of the fee got by the larger provider goes to cover its cost of running a world-wide network of wires and wireless stations.

**Notes:**

*packet-switching* – пакетная коммутация

*FTP* – File Transfer Protocol

## **LINE AND STAFF POSITIONS**

1. In business, organisation structure means the relationship between positions and people who hold the positions. Organisation structure is very important because it provides an efficient work system as well as a system of communication.

2. Historically, line structure is the oldest type of organisation structure. The main idea of it is direct vertical relationships between the posi-

tions and tasks of each level and the positions and tasks bellow each level. For example, a sales manager may be in a line position between a vice-president of marketing and a salesman. Thus, a vice president of marketing has direct authority over a salesman. This chain of command is sure to simplify the problems of giving and taking orders.

3. When a business grows in size and becomes more complex, there is a need for specialists. In such case administrators may organise staff departments and add staff specialists to do specific work. These people are usually busy with services, they are not tied in with the company product. The activities of the staff departments include an accounting, personnel, credit and advertising. Generally they do not give orders to other departments.

## **MARKETS, EXCHANGES**

1. Generally speaking, a market is a gathering of people for buying and selling, the place where they meet. There are two types of markets according to the character of concluded contracts: spot markets and futures markets. Spot market is known to be the buying and selling of goods, currency or securities that are available for immediate delivery. Futures market is the buying and selling of goods, currency or securities for delivery at a future date for a price fixed in advance.

2. Also, there are three types of markets according to their function: commodity markets/exchanges; foreign exchange markets and stock markets/exchanges. Commodity markets/exchanges are the places where raw material and some manufactured goods are bought and sold for immediate or future delivery. Foreign exchange markets are the markets where foreign currencies are traded. Stock markets/exchanges are the places where stocks and shares are bought and sold under fixed rules, but at prices controlled by supply and demand.

3. The Stock Exchange of the United Kingdom and the Republic of Ireland was formed in 1973. The Stock Exchange has centres in Birmingham, Liverpool, Belfast, Bristol, Leeds, Manchester, Newcastle, Glasgow and Dublin, the main trading operations being performed in London.

4. On 27 October 1986 the capital market underwent revolutionary changes known since then as the «Big Bang». It admitted «outsiders» to the Stock Exchange, which had been limited to stockbrokers and stock jobbers. The «Big Bang» allowed banks and other institutions to acquire

their own security businesses. It also introduced the ideas of «dual capacity». Before that a member firm could be only a broker acting as agent of clients and trading on a commission basis or a jobber buying and selling shares as a principal «on his own book». It could not be both. But after the «Big Bang» a member firm might combine these functions at the same time. The «Big Bang» led to bigger markets and higher profits in Great Britain's financial industry.

**Notes:**

*spot market* – спотовый рынок (наличные товары).

## **HOTELS IN LONDON**

### **The City Refuge**

This Refuge was started in the 19th century by Methodist Missionaries in the East End of London. Traditionally, the East End has always been the poorest part of London and the people who started this Refuge went in aid of those who had no money, and nowhere to sleep. There is no charge to stay there, and there is even tea and toast in the morning. The people who run the Refuge, however, do not accept anyone who has been drinking alcohol or taking drugs. They will only take people who are in desperate need of somewhere to sleep. The problem they face, however, is that nowadays there are more people needing this accommodation than the Refuge has room for.

### **Long Term Hotels**

There are several streets around an area of London called King's Cross that only have this type of accommodation. They used to be for tourists who were on a budget and wanted to be centrally located. But this has now changed. King's Cross has turned into an area notorious for crime of all kinds, and tourists in particular are advised not to go there at all. Long Term Hotels in this area are fairly cheap due to the accommodation being very basic: a bed and a wash-basin in the rooms, with a shared bathroom. They are often dirty, damp and dangerous. They seldom have proper fire precautions and dealing in drugs is a common feature in these hotels. Not for the clean-living visitor!

### **The Bayswater Hotels**

This area of London is a few minutes' bus ride away from Hyde Park. The hotels here are reasonably priced and the area is a safe one which attracts many tourists. The Bayswater Hotels are often large houses which have been turned into small hotels. As a result they have a warm, friendly atmosphere. The rooms, though small, are kept very clean and have that special English touch – the tea-tray. This is to enable guests to make themselves a cup of tea or coffee at no extra charge. These hotels sometimes have a bar and restaurant which are reasonably priced, and can be used by people who are not even staying in the hotel. Very often guests of the hotels have their breakfast and evening meal included in the price of the room.

### **The YMCA**

The Young Men's Christian Association has a very impressive complex in the heart of London's West End. Originally the YMCA met together for religious studies, but it has now grown into a huge international organization. The YMCA in Tottenham Court Road has some of the best facilities in Central London. It has a gym, squash courts and a swimming pool. It is a long term hotel and many residents, both men and women, stay there for months, even years. The rooms are for single people. They are very comfortably furnished and all have their own bathroom. It may seem an expensive place to live, but if you want lots of things to do and want to meet lots of people in a safe, central environment, then this is for you.

### **The Dorchester Hotel**

The Dorchester, situated in the heart of London, is one of the most luxurious and expensive hotels in the world. A single night in one of their suites can cost you thousands of pounds. The services they offer are the best you can find, from serving you tea to driving you around London. The staff have a strict dress-code and always wear a uniform. The Dorchester offers everything the lover of luxury could want, especially as it's provided in a very discreet, professional and very friendly manner. This hotel is not for people who like the casual touch. The rooms are absolutely luxurious, with colour televisions, jacuzzis, a fully-stocked bar, fresh flowers and fruit. Definitely a hotel for people with taste and a large bank account.

## **CONSUMER RIGHTS**

1. In their role as consumers, ordinary EU citizens are sure to be key players in the Union's new frontier-free single market. The Union has in fact incorporated as the basis of its consumer policy, the protection of the five fundamental rights, which lie at the heart of national policies. These are:

***a) The protection of consumers' health and safety.***

Only products, which will not endanger health or safety, may be put on the market. This means setting safety requirements, providing full information about potential risks, protecting consumers against physical injury.

***b) The protection of consumers' economic interests.***

There is for example a general ban on misleading advertising and unfair terms in contracts with consumers.

***c) Consumer rights to information and education.***

Consumers need to be put in a position where they can make an informed choice among goods and services offered. This includes objective information on the features and price of the items available. Consumers also require proper information about their efficient and safe use.

***d) The right to redress.***

Consumers have the right to receive advice and help when seeking redress for faulty products or for injury or damage resulting from the use of goods and services. There must be simple, affordable and rapid procedures for settling complaints and claims.

***e) Consumer representation and participation.***

Representatives of consumers need to be present in decision-taking procedures on issues of concern to them at local, national or EU level. At Union level, this covers not only specific consumer issues but also other relevant policy areas like food laws, transport, competition policy, financial services, environment, and the like.

2. When the Community (the former name of European Union) adopted its first consumer program, it focused on the practical application of the five principals. As a first result, a number of directives were adopted over the next 10 years covering among other things the safety of cosmetic products, the labeling of foodstuff, misleading advertising, consumer rights in door-step selling, product liability and the provision of consumer credit.

3. In addition to its program of legislation on consumer protection, the Union took steps to make sure the interests of consumers are taken into account at local and EU level. It has supported the development of na-



tional consumer organizations and of five major EU-wide organizations with consumer interests.

**These are:**

The European Consumer's Organization (BEUC),

The Confederation of Family Organizations in the European Union (Coface),

The European Community of Consumer Cooperatives (Eurocoop),

The European Trade Union Confederation (ETUC),

The European Interregional Institute for Consumer Affairs (EIIICA).

**ДОПОЛНИТЕЛЬНЫЕ ТЕКСТЫ ДЛЯ СТУДЕНТОВ,  
ЗАНИМАЮЩИХСЯ ПО СОКРАЩЕННОЙ ПРОГРАММЕ**

**TYPES OF PROPRIETORSHIP**

1. A business may be privately owned in three different forms. These forms are the sole proprietorship, the partnership and the corporation. The sole proprietorship is the most common in many western countries. For example, more than 80 per cent of all businesses in the USA are sole proprietorships.

2. But it is evident that sole proprietorships do not do the greatest volume of business. They account for only 16 per cent of all business receipts, for example, in America. What kind of business is likely to be a sole proprietorship? First of all, service industries such as Laundromats, beauty shops, different repair shops, restaurants.

3. A partnership is an association of two or more persons to carry on a business for profit. When the owners of the partnership have unlimited liability they are called general partners. If partners have limited liability they are "limited partners". There may be a silent partner as well – a person who is known to the public as a member of the firm but without authority in management. The reverse of the silent partner is the secret partner – a person who takes part in management but who is not known to the public.

4. Any business may have the form of the partnership, for example, in such professional fields as medicine, law, accounting, insurance and stockbrokerage. Limited partnerships are a common form of ownership in real estate, oil prospecting, quarrying industries, etc.

5. Partnerships have more advantages than sole proprietorships if one needs a big capital or diversified management. Like sole proprietorship they are easy to form and often get tax benefits from the government. Partnerships have certain disadvantages too. One is unlimited liability. It means that each partner is responsible for all debts and is legally responsible for the whole business. Another disadvantage is that partners may disagree with each other.

**Notes:**

*limited partner* – партнёр с ограниченной юридической ответственностью.

*general partner* – общий партнёр (несущий полную юридическую ответственность за дело). *silent partner* – партнёр без права голоса.

*secret partner* – секретный партнёр (с правом голоса, но неизвестный общественности как партнёр)

*stockbrokerage* – биржевое маклерство

*real estate* – недвижимость

*quarrying industries* – добывающие промышленности.

## CORPORATIONS

1. A business corporation is an institution established for the purpose of making profit. It is operated by individuals. Their shares of ownership are represented by stock certificates. A person who owns a stock certificate is called a stock-holder.

2. There are several advantages of the corporate form of ownership. The first is the ability to attract financial resources. The next advantage is the corporation attracts a large amount of capital it can invest it in plants, equipment and research. And the third advantage is that a corporation can offer higher salaries and thus attract talented managers and specialists.

3. The privately owned business corporation is one type of corporation. There are some other types too. Educational, religious, charitable institutions can also incorporate. Usually such corporation does not issue stock and is nonprofitable. If there is a profit it is reinvested in the institution rather than distributed to private stockholders.

4. In some western countries, cities, states, federal government and special agencies can establish governmental corporations. A few examples of these governmental corporations are state universities, state hospitals and city owned utilities. Governmental corporations are non-profitable as a rule and they do not issue stock certificate.

5. The international corporation or global company has its origin. Usually it is the outgrowth of the great trading companies of the 17<sup>th</sup> and 18<sup>th</sup> centuries. In 1811 a New York statute said corporations could be created by the filing of documents. After that it became a matter of bureaucratic operations to become a corporation. By 1850 it was a very common thing in the United States and was under general statute in European countries as well. Since that time the corporate movement began. As the jet plane, satellite communications and computers began, it became possible for a company to control business in all the world.

6. The growth of international corporate operations is faster than the economic growth of the industrialized nations. There are some projects which predict that within a generation almost a half of the free world's production will be internationalized.

7. This trend for internationalism presupposes some benefits such as new jobs, higher living standards and the closing of the gaps between people – economic, educational and technological. At the same time serious questions can be asked. Is it the most efficient way to use world resources? Can the international corporation be the best force for a better world? Is it politically stronger than government? Can it take care of the self interest and competitiveness on behalf of the greatest good? And in what way can the global company work toward easing the world's crises – monetary, political, energy and food?

## **ACCOUNTING**

1. Accounting shows a financial picture of the firm. An accounting department records and measures the activity of a business. It reports on the effects of the transactions on the firm's financial condition. Accounting records give a very important data. It is used by management, stockholders, creditors, independent analysts, banks and government.

2. Most businesses prepare regularly the two types of records. That is the income statement and balance sheet. These statements show how money was received and spent by the company.

3. One major tool for the analysis of accounting records is ratio analysis. A ratio analysis is the relationship of two figures. In finance we operate with three main categories of ratios. One ratio deals with profitability, for example, the Return on Investment Ratio. It is used as a measure of a firm's operating efficiency.

4. The second set of ratios deals with assets and liabilities. It helps a company to evaluate its current financial position. The third set of ratios deals with the overall financial structure of the company. It analyses the value of the ownership of the firm.

**Notes:**

*Return on Investment Ratio* – коэффициент возвращения инвестиций.

*overall financial structure* – полная финансовая структура.

## **BANKS AND BUSINESS**

1. Banks are different in different countries. Let's speak about the banks in the United States of America. There, commercial banks are classified into two main groups. First, there are national banks. They are chartered and supervised by the Federal Government. Secondly, there are state banks. They are chartered and supervised by the state in which they are operating. All commercial banks can make loans to borrowers.

2. Major commercial banks in such cities as Tokyo, Paris, Rio cooperate with each other. In this way they finance imports and exports between countries.

3. An importer buys merchandise from another country using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And in the same way if an exporter receives foreign money from sales to other countries, he sells this currency to his bank. By this method the currency of any country can usually be exchanged.

4. Nowadays technological innovations and increased competition are changing the face of banking. Banks and other financial institutions are using computer technology now. One of the innovations is the electronic funds transfer, which transfers money from individuals to the bank, and from city to city through an electronic system.

5. Large banks are installing automatic teller machines outside their buildings. A customer can get cash, make loan payments or transfer money from one account to another at any time of the day or night. The key to the automatic teller machine is a debit card, which helps to make transfers directly to and from a customer's checking account.

6. The banking industry is becoming less regulated and the competition that results from deregulation is urging the banks to offer more and better services to their customers.

**Notes:**

*innovation* - нововведение

*teller* – кассир

*deregulation* – ослабление ограничений, дерегуляция

## **ECONOMY AND INDUSTRY**

1. Britain used to have many manufacturing industries, but since the Second World War its service industries, especially banking and retailing, have expanded. Between 1951 and 1991, the percentage of people working in service industries rose from 36 per cent to 71 per cent. The number of people working in manufacturing industries has gone down.

2. Heavy industries, including steel manufacture and shipbuilding, have been replaced by high-technology manufacturing industries, such as aeroplane engine manufacture and pharmaceuticals. For example, Glaxo is Britain's leading pharmaceutical company and is one of the largest in the world. It tries to find and make new medicines, which can cure or reduce the effects of disease. Two and a half million people work in retailing (shops, supermarkets, chain-stores) in Britain. It is one of Britain's biggest service industries.

3. The City is a part of London. It used to be the old Roman and medieval town of London, but is now the area of London with all the banks. The City is now one of the most important financial centers in the world. Although the City is only one square mile, 300,000 people work there. It contains 8,500 companies and 524 banks from 76 countries. The City earns 10 billion pounds a year by selling its financial services. LIFFE (a futures market for financial services and goods) was founded here in 1992. It is now the second-largest market of its kind in the world. In 1994, Lon-

don had 40 per cent of the world's foreign exchange trade (buying and selling of foreign currencies), far more than its nearest rival, New York.

4. In Britain, there are only a few successful large companies, but many successful small companies. The large companies often invest a lot of money in research and development, R & D, to find new and better, usually high-technology, products. Successful small manufacturing companies in Britain often make expensive products. These companies are successful because they use first-class materials, have excellent quality control and the workers are proud of what they make. They include J. Barbour & Sons, which makes waterproof jackets; the Morgan Motor Company, which makes elite cars; Quad Electroacoustics, which makes top-quality hi-fi equipment; Wilkin & Sons, which makes jams.

5. Many foreign companies have opened factories in Britain. Toyota and Honda have their main European factories in Britain. The Korean electronics company Samsung opened a factory in Sunderland in 1995. All major car manufacturers in Britain are owned by foreign companies. Rover is owned by the German company, BMW. The foreign companies give jobs to many local people.

## **GROWING CONFIDENCE IN THE EURO**

On 4 January 1999, the first day of trading after the start of the third phase of economic and monetary union, the stock exchanges of the 11 euro members welcomed the new currency with the kind of spectacular performance none of the experts had ever expected.

The following figures illustrate the importance of the new currency: More people (290 million) live in Euroland than in the United States (265 million). The total gross domestic product of these eleven countries is almost as large as that of the world's main economic power. The euro participants and the USA each contribute about 18% to the world's gross domestic product. At DM 1098 billion in 1997, exports from the euro zone almost matched those of the USA. The amount exported by all 15 EU members was actually well above that of the United States. The euro countries account for 20% of the world's exports.

The euro could not have had a more triumphal launch. Prices and indexes shot up. The new currency remained stable against the dollar. The euro may not be displacing the greenback as the world's leading currency, but it is approaching it in terms of its global significance – and is well

ahead of the yen. Euro-phoria – that is what people are calling the feeling that spread around the financial centres from Lisbon to Helsinki. Even the Germans, known around Europe for their lack of enthusiasm, have started to change their attitude.

### **A look back**

The dream of European monetary union came true on 2 May 1998 in Brussels. The European Union's top politicians wanted to commemorate the historic day properly. The members of the European Parliament played their role to perfection. José María Gil-Robles, the Parliament's Spanish President, compared the significance of the decisions to establish the European Economic and Monetary Union (EMU) with the Treaties of Rome which back in 1957 founded the EEC – the European Economic Community, the predecessor of the European Union (EU). After a brief debate in the special session, the parliamentarians approved the resolution which provides for the beginning of monetary union and the introduction of a single currency, the euro, on 1 January 1999.

The subsequent events rather took some of the shine from the great day. The heads of state and government of the EU spent eleven hours arguing about who should be the first President of the European Central Bank (ECB). Wim Duisenberg, the experienced head of the Dutch central bank and President of the European Monetary Institute since 1997, was not nominated until he agreed "in view of my age" (he was 64 at the time) not to run the ECB for the full 8-year term of office. He is to be followed by the other candidate for the post, the Frenchman Jean-Claude Trichet, governor of France's central bank. Both are known as excellent, stability-oriented central bankers. Political interests alone had prevented a consensus solution.

After this start, those at the Summit needed less than 20 minutes to take the most important decision of the day: the finance ministers had prepared things well, and eleven countries were admitted to the European Monetary Union. In 1997, Finland, Ireland, the Netherlands, Belgium, Luxembourg, France, Spain, Portugal, Italy, Austria and Germany fulfilled the conditions for the introduction of the euro which had been stipulated in the EU Treaty of Maastricht back in 1992.

Even before it was introduced, the euro created an unparalleled degree of price stability in Europe. In fact, price stability has virtually been achieved in Europe. No inflationary dangers are in sight.

The majority of economists and financial market experts agree: assuming it is stable, the euro can become the world's leading currency alongside the dollar. This assumption is backed by the healthy current-account surplus of the euro states (which probably totals around \$100 billion). That contrasts with the United States, which has been suffering for years from a current-account deficit which is roughly two-and-a-half times as high). It is therefore to be expected that a large proportion of the world's currency reserves, 60% of which are currently held in dollars, will be changed into euros in future.

Japanese economists are already predicting that billions of investment currently held in 30-year US bonds by Japanese financial institutions will be withdrawn from the USA after they mature in 2010 and moved to Euroland. The US economy, which unlike Euroland has a massive current-account deficit, could be hit by the resulting higher interest rates. But at the same time, such great interest on the part of foreign creditors in monetary union would also be a demonstrational confidence in the euro.

### **The euro will necessitate reforms**

The political parties have recognised that the euro will force a process of reform to take place. The message is that local conditions for business will have to improve so that new jobs can be created. This will necessitate action like cuts in taxes and non-wage labour costs. It is becoming clear that the beginning of monetary union will heighten the pressure to realise the various reforms, and particularly to implement a tax reform. Models for reforms are being debated in detail. Welfare experts and leading representatives of business associations are looking enviously across to the successful reforms in the Netherlands. There, the government, in close cooperation with unions and management and helped by an ongoing readiness on all sides to reach consensus, has reformed the entire range of welfare benefits over the last ten years. The government has reduced its obligations, and in return the individual has assumed greater responsibility for his own social security. As a result, the Netherlands has become more attractive for business. People starting up new companies have praised the good environment, and more foreign investors have been coming into the country.

### **SO YOU WANT TO BE A MILLIONAIRE?**



There is no specific formula you can use to become a millionaire. At school, we are told that gaining knowledge is all that we need to do well in society.

Other studies show that there is little connection between how well children do at school and the success they achieve as adults. At the moment, there are 95,000 millionaires in Britain alone. Those who recently became millionaires come from a wide variety of backgrounds.

If you are not born wealthy, you may be able to take advantage of your good looks. Dr Raymond Bull of Portsmouth University says that good looks make early life easier. He then adds that people expect a good-looking person to be kinder and more efficient.

Professor Cooper has divided successful people into two categories: *the entrepreneurs and the intrapreneurs*. The former often left school early, and had several business disasters. They have awkward personalities, but they are very determined. The latter, however, have risen up through the levels of organisations. They are the children everyone thought would do well. Over half of them went to universities. They are good organisers and get on well with people.

However, even if you were born poor and lack the height or looks of a top model, there is still plenty you can do to improve your chances of success. There are many courses and self-help manuals available to help you reach the top. There is even a magazine called *Personal Success*, filled with ads for courses that will “transform your thinking and behaviour”.

«Success does not happen by accident,» says Michael Breen, who runs seminars on various aspects of being successful. «Successful people,» says Breen, «are the ones who, when something doesn't work, try something else. Unsuccessful people keep on doing the same thing, only harder.»

Breen gets students to concentrate on specific tasks that need attention, rather than allowing themselves to be overwhelmed by a mountain of things waiting to be done. He makes his students concentrate on getting one thing done, and helps them focus on the good feeling it produces when the job has finished.

However, what none of these techniques do is to look at the quality of your life, or consider whether the price of success is too high.

One thing is sure, though. True success turns out to be based on more than motivation. There is a need for harmony, balance, creativity and healthy relationships.

## LEADRES OF COOPERATIVE MOVEMENT IN RUSSIA

1. Many novels and stories were written about the Decembrists but it is a little known fact that after their revolt was crushed and they were exiled to Siberia the Decembrists set up the prototype of a consumer society. This society was founded in 1831, it had a charter and was called the Big Artel.

2. One of the Artel's founders and an active member was the Decembrist Ivan Gorbachevsky, who was also chairman of the board. He was active in setting up the Decembrist consumer society - the Big Artel – and then a consumer cooperative for miners and metal workers in the village of Petrovskoye in Eastern Siberia.

3. In exile the Decembrists lived a very hard life. Enterprising merchants following convicted noblemen to Chita set up shops there and sold them goods at very high prices. That is why one of the cooperative's aims was to buy goods in bulk for the whole consumer society at low prices.

4. In March 1831 the cooperative's charter was written and approved by all the members. One of the men who took a very active part in drawing up the charter and later in the work of the Big Artel was Ivan Pushchin, an intimate friend of the Great Russian poet Alexander Pushkin.

5. The rules and work of the Decembrist consumer society had all the main features of a cooperative: free membership, equality, and elective management. The activities of the consumer society were wide, including production, trade and loans. It even had a system of services, consisting of a canteen, bathhouse, laundry, barbershop and drugstore. The society had 58 members.

6. In 1834 I. Pushchin organized a mutual aid society called the Small Artel which he headed during the last years of his life. The society functioned for over 50 years.

7. In 1861 there appeared one of the first consumer cooperatives in Russia. In Petrovskoye, Ivan Gorbachevsky together with Afanasi Pershin, a local smith, set up a consumer society and a general school.