

Программа поддержки экономического профиля по английскому языку.

Автор: Стяжкина Елена Вадимовна

Цели программы:

- Совершенствовать навыки чтения экономических текстов;
- Формировать у учащихся навыки аудирования, говорения и письма, необходимые для изучения экономических статей и делового общения с англоязычными партнерами;
- Расширить их кругозор, общую эрудицию, и аналитические способности в области экономической деятельности в нашей стране и за рубежом, особенностях экономики разных стран.

Программа предполагает разнообразную информацию по различным областям деловой активности как общего характера (экономическая организация общества), так и конкретного (маркетинг, торговые марки, франчайзинг и т.д.). при отборе и подготовке материалов я учитывала их актуальность, информационную насыщенность и доступность.

Каждый раздел построен по монотематическому принципу и состоит из текстов и разнообразных заданий.

Некоторые тексты могут использоваться для чтения с общим пониманием содержания.

Содержание разделов программы	Кол-во часов
Тема N1 «Экономические системы»	10
Экономика свободного предпринимательства или экономика маркетинга. (Рыночная экономика).	5
Планируемая экономика	5
Тема N2 «Бизнес»	24
Маркетинг	3
Реклама	3
Что такое торговая марка?	3
Получение лицензии на производство или продажу (Франчайзинг)	3
Поиск работы	4
Компания. Виды компаний	4
Деловой этикет	4
Тема N3 «Мир денег»	6
Банки	3
Американский венчурный капитал в Европе	3
Тема N4 «Международная торговля»	9
Формы международной торговли	3
Условия международной торговли	3
Контракты	3
Тема N5 «Российская экономика: выживание или экономическое развитие»	12

Экономические ресурсы России	3
Повышенный интерес к экономике России	4
Угасание теневой экономики	3
Розничный сектор в Москве	2
Тема №6 «Деловое общение»	7
Деловая корреспонденция	3
Телефонные переговоры, факсы, электронная почта	4
Итого:	68

Тематическое планирование экономического профиля по английскому языку.

UNIT 1

1. Read and learn vocabulary:

- **Free-enterprise economy** - экономика свободного предпринимательства
- **Household** - домашнее хозяйство, семья
- **Consumer goods** - потребительские товары
- **Demand and supply** - спрос и предложение
- **Supplies** - запасы, ресурсы, товары, принадлежности; поставка, снабжение, предложение
- **To be in short supply** - быть дефицитным
- **A large supply** - широкое предложение
- **Utilities** - муниципальные коммунальные предприятия
- **Profitable** - прибыльный
- **Competition** - здесь: конкуренция
- **To prevent** - предотвращать, предупреждать
- **To restrict** - ограничивать
- **Restriction** - ограничение
- **Price restriction** - ограничение цен
- **Import restriction** - импортные
- **For the sake of** - ради
- **Responsibility** - ответственность, обязанность
- **Values** - ценности
- **Employment** - занятость
- **Share** - доля
- **Gross domestic product** - валовой внутренний продукт
- **Gross domestic product** - the total value of goods and services produced in the country in a year.

2. Read and translate the text:

"Free-enterprise or market economy"

There are two forms of economic organization, the **free-enterprise**, or market economy, and the centrally planned economy. The main principles of free-enterprise economy were formulated in the 18th century by British economist Adam Smith. According to Smith, people acting in their own economic interests will maximize the economic situation of society as a whole. A free-enterprise economy consists of **households** and firms that are free to do as they please. There is private property of **consumer goods** as well as producers' goods. Firms sell consumer goods to households, and producers' goods to other firms. Households sell their services - labour for example - to firms. Buying and selling constitute markets, and prices are formed in such markets according to **demand and supply**.

The role of the government is providing defense, law and order, education, protection of private property and regulating some economic activities. Governments generally regulate "natural monopolies", such as **utilities** or rail service. These industries require such large investments that it would not be **profitable** to have more than one provider. Regulation is used in place of **competition to prevent** these monopolies from making too big profits.

Governments may also **restrict economic freedom for the sake** of individual rights. Examples include laws that restrict child labour, take care of environment and sale of safe goods.

Many people believe that free market gives individual **responsibility** to make decisions and economic freedom. But free-market economy is also criticized. It does not solve the problem of poverty, and many people become too rich. They can become so powerful, that it can be dangerous for society. Market forces are indifferent to social **values** and can be manipulated by a few owners of wealth. Market economy can't guarantee full **employment**, and use all the resources of the state.

Experience of many countries shows that market economy can't regulate itself in the periods of hard depressions. This task should be solved by the state. In the 20th century the role of the state in economy greatly increased. The **share** of the state in **gross domestic product** increased four times and reached more than 40% in European countries. Nowadays only the fourth part of world economy is functioning in the conditions of free market.

UNIT 2

1. Write questions to these answers.

- _____? There are two forms of economic organization.
- _____? They were formulated in the 18th century by British economist Adam Smith.
- _____? It consists of households and firms that are free to do as they please.
- _____? They sell consumer goods to households.
- _____? They sell their labour to firms.
- _____? They are formed according to demand and supply.
- _____? It is providing defense, law and order, education, protection of private property and regulating some economic activities.
- _____? Governments generally regulate "natural monopolies", such as utilities or rail service.
- _____? Because these industries require such a large investment that it would not be profitable to have more than one provider.
- _____? Regulation is used in place of competition to prevent these monopolies from making too big profits.
- _____? They may also restrict economic freedom for the sake of individual rights.
- _____? It gives individual responsibility to make decisions and economic freedom.
- _____? It does not solve the problem of poverty, and many people become too rich.

2. Find the words in the text which mean the following:

- to provide people with something that they need or want, especially regularly and over a long period of time;
- to make as large as possible;
- money received from doing business;
- person who buys goods or services;
- rule that limits what people can do.

UNIT 3

1. Complete the following sentences with the words from the list, use the correct form, active or passive.

compete restrict prevent restrictions

provide protect own supply

- Russian beer market is becoming crowded. Many companies _____ on it.
- "Natural monopolies" can grow so huge that the government should _____ their activities.
- Some economists believe that crisis of 1998 in Russia could be _____.
- Moscow government is taking steps to _____ small business.

- Under socialism means of production are _____ by people.
- There are _____ on what you can bring to some countries. For example, alcohol is completely forbidden in some Arab countries.
- Dozens of companies in Moscow _____ communication services.
- A continuous _____ of something, especially from one place to another is called a flow.

2. Study the words in the box.

Economy- Economic - Economical-

Economise- Economics

Economy

- 1) экономика страны *Economy of Japan has had a deep crisis over the past years.*
- 2) экономия *If your family has average income you should take care of domestic economy.*

Economic

"относящийся к экономике", экономический. *In 1998 we had an economic crisis in Russia.*

Economical

экономный *Small cars are more economical to run.*

To economise

экономить

Economics

экономика как наука и учебный предмет

3. Fill in the gaps with the proper words from the box above.

1. Oka is the most _____ car in Europe.
2. Many people think that _____ situation in Russia is improving.
3. _____ housewives use lots of ways of saving about the house.
4. Do you want to major in _____ ?
5. _____ of the countries of the Far East in a crisis some years ago.
6. Adam Smith wrote about _____ man.
7. The study showed that Russian people don't like _____ on food.
8. The first Nobel prize in _____ was awarded in 1969.

4. A Study the word in the box.

DEMAND - спрос

to be in demand - пользоваться спросом

to be in high / great / strong / brisk demand - пользоваться большим спросом

to be in poor demand - пользоваться маленьким спросом

to meet or satisfy demand - удовлетворять спрос

demand for - спрос на

consumer demand - потребительский спрос

the law of supply and demand - закон предложения и спроса

DEMAND can :

Grow / go up / increase - расти

Fall / drop / decrease - падать

Be - быть , **stay, remain** - оставаться

Steady / constant - постоянный

Poor - маленький

High / great / strong / brisk - высокий

B. Use the expressions above and speak about DEMAND for small cars, consumer goods, education, books, milk products, healthy food, managers, economic lawyers and so on. Use the verbs in Present Perfect, Past Simple or Present Simple.

UNIT 4

Translate into English:

1. В 2000 году доля России в мировом валовом внутреннем продукте составляла всего 1%.
2. Снабжение чистой водой представляет проблему во многих больших городах.
3. Если предложение превышает спрос, цены становятся меньше. Если спрос превышает предложение, цены поднимаются.
4. Ограничения на цены - один из способов контроля инфляции.
5. Вы изучали экономику в институте?
6. Американские автомобильные компании проиграли японским фирмам борьбу за экономный автомобиль.

UNIT 5

1. Read and learn vocabulary:

Means of production - средства производства

Allocate - распределять

Lack of - нехватка

Needs - потребности

Crop failure - неурожай

Raw materials - сырье

To respond - отвечать

Volume - объем

New Deal - новый курс

CIS - СНГ

Efficient - эффективный

2. Read and translate the text: " The centrally planned economy"

The centrally planned economy operates in such a way that the government makes decisions regarding production and distribution. **All means of production** are owned by people. State planners **allocate** materials, workers and factors of production to factories.

Planned economy was criticized for deficit and **lack of** competition, for slow reaction to the **needs** of consumers and changes in economic situation, for example, **crop failure** or changes in the world prices of **raw materials**.

Economic planning was first used in the Soviet Union in the 1920s in order to achieve rapid industrialization of the country. About the same time, planning was used in non-Communist countries as a way of responding to the economic difficulties of the period between two world wars. Later, during the second World War, most governments were forced to introduce control of their economies, and by the 60s the idea that government should take a significant role in planning and influencing economic activities was widely accepted.

Today most countries have some forms of planning activity. The **volume** of planning and government control is different in different countries, but practically all of them have capitalist **framework** and private sector. Most Western governments control one or two publicly owned sectors and influence their economies by regulating such broad economic factors as the money supply, **interest rates**, etc.

The detailed characteristics of economy planning in the West are different. French President Charles de Gaulle realized the strategy of state monitoring of economy by introducing eight five-year plans. Theory of state stimulation of demand of the British economist G. Keynes was successfully used in the USA after Great Depression of 1929-1933 and in many other countries. To improve the economic situation of the country after the Great Depression American President Franklin Roosevelt introduced the "**New Deal**". It combined state regulation of economy and reforms in social sphere. Since that time state regulation has been used in this country in this or that form.

Nowadays economy of Japan is developing according to five-year plans. The European Union constantly develops and implements major economic projects. Experience of countries of Central and Eastern Europe, the **CIS**, the China shows that new **efficient** market institutions

can be created only by a strong state which can manage its property and fulfill its responsibilities.

UNIT 6

1. Fill in the gaps with the words from the box.

Factors of production property

Responsibilities lack means of production

1. In socialist economy _____ belong to the state.
2. A strong state can manage its _____ and fulfills its.
3. State planners allocate materials, workers and other _____ to factories.
4. Planned economy is associated with deficit and _____ of competition.

2. Complete these word combinations with verbs. They all appear in the text.

1. to _____ responsibilities
2. to _____ resources
3. to _____ five-year plans
4. to _____ economic planning
5. to _____ in some form of planning activity
6. to _____ major economic projects
7. to _____ capitalist framework and private sector
8. to _____ on the market forces
9. to _____ control of the economies
10. to _____ decisions
11. to _____ means of production

3. Study the words in the box.

Effective - producing the result that was wanted or intended

Efficient working well, without wasting time, money or energy

Effective

действенный, эффективный, успешный, полезный *Effective cooperation*

Effective measures

действующий, имеющий силу *effective date* - дата вступления в силу *to be / to*

become effective - вступать в силу

фактический, реальный

имеющий хождение (о деньгах) *effective coin* - звонкая монета *effective money*

- наличные деньги

Efficient

квалифицированный, умелый, знающий свое дело *efficient worker*

эффективный, действительный, действующий *efficient work of the committee*

целесообразный, рациональный *efficient system of distribution*

продуктивный *efficient engine*

4. Translate into English.

1. Успех компании "Марс" на рынке объясняется, в частности, рациональной структурой менеджмента.
2. Миссис Мей не работает уже много лет, но часто вспоминает то время, когда она была деятельным сотрудником большой фирмы.
3. Новые эффективные рыночные механизмы могут быть созданы только сильным государством.
4. Теория потребностей Маслоу - самая известная из всех подобных (similar) теорий.
5. Некоторые отрасли промышленности зависят от постоянных поставок сырья.