

Оглавление

ВВЕДЕНИЕ.....	5
Unit 1. TYPES OF ECONOMIC SYSTEMS	6
1.1. Traditional economy.....	6
1.2. Command economy.....	7
1.3. Market economy.....	7
1.4. Mixed economy	8
1.5. The sharing economy	12
Unit 2. TYPES OF MARKETS.....	15
2.1. Consumer markets.....	15
2.2. Business market.....	16
2.3. Global marketing.....	17
2.4. E-commerce	17
Unit 3. INFORMATION TECHNOLOGIES IN HOUSING SECTOR	21
Unit 4. WORK SAFETY	25
4.1. Safety on the construction site.....	25
4.2. Managing of housing stock	29
4.3. Safety in the operation of the housing stock	31
EXTRA READING.....	34
БИБЛИОГРАФИЧЕСКИЙ СПИСОК.....	35

ВВЕДЕНИЕ

Дисциплина «Иностранный язык» в высших учебных заведениях является важной частью профессиональной подготовки специалистов. На практических занятиях по английскому языку обучающиеся должны развивать коммуникативные компетенции и различные виды речевой деятельности, а также пополнять словарный запас в соответствии с приобретаемой специальностью.

Цель практических занятий — формирование компетенций в области иностранного языка для осуществления профессиональных контактов на иностранном языке в различных ситуациях, обучение будущего специалиста использованию иностранного языка как средства пополнения своих профессиональных знаний, а также развитие умений и навыков, обеспечивающих уровень, необходимый для прочтения профессиональной литературы в оригинале, извлечения информации по теме, формулирования высказывания на профессиональные темы.

В процессе работы над определенной темой рекомендуется отрабатывать технику чтения, выписывать словарь по теме, переводить тексты на русский язык, выделять главную идею текста или просмотренного видео, составлять коммуникативное высказывание на предложенные темы, находить информацию в различных источниках, использовать профессиональные специальные знания в ходе дискуссии и монологического высказывания.

Unit 1. TYPES OF ECONOMIC SYSTEMS

1.1. Traditional economy

READING

A. What do you know about economics? What are the types of economic systems?

B. Read the text and define the main features of traditional economy systems.

Glossary

Economy [i'kɒnəmi] — the system by which a country's money and goods are produced and used, or a country considered in this way.

Economics [i:kə'nɒmɪks] — 1) the study of the way in which money and goods are produced and used; 2) the study of economies and their money system.

Economic [i:kə'nɒmɪk] — connected with trade, industry, and the management of money.

Traditional economy system

Traditional economic system relies on beliefs, customs and traditions forming distribution and production as economic decisions. Societies using traditional economy are rather primitive as they only use barter-oriented agriculture, fishing, hunting, gathering, etc. They generally operate in developing countries and do not use money. The examples of developing countries with traditional economy can be found in Africa, Asia or South America.

Family or tribe are the core of traditional economies. The elders transfer traditions to the society which determines its everyday economic decisions. The example of traditional economy is a nomadic society. The nomads have to follow the herds of animals and migrate through big territories to find enough food to support them. They compete with other same like societies for resources. A trade is not developed, as they usually have the same things to consume or produce. So, as they produce only what they need, there are surpluses and it is not necessary to create money.

When traditional economy develops trade, it relies on barter affairs. This can only happen between groups that do not compete. Hunters exchange food with fishermen. Since they simply exchange meat for fish, there is no need for some complicated currency.

In case if traditional economies they start farming and settling down they begin to develop. A crop usually provides some surplus, which they use to trade. Now, some form of money may occur and a trade over long distances becomes easier.

However, things change when traditional economies face with market economy. Cash gains an important role and the followers of traditional economy get an opportunity to buy better equipment and that increases the level of production in farming, hunting or fishing. On this stage, they transfer into traditional mixed economy. Now the individuals or local leaders make the economic decisions. Central planning is not required as traditional economy rarely produces surplus goods, and because they are still less populated society. Of course, the local leaders can lead the decision-making process at the community level, but not to the same extent as a central bank in a developed country.

C. Answer the following questions.

1. What is the main feature of traditional economy system?
2. How can you explain the limits of this system development?
3. How the market economy can influence on the traditional one?

1.2. Command economy

A. Read the text.

A command economy is an economy in which the central government plans, manages and controls all economic activity to maximize social welfare. Unlike free market economies, command economies do not allow market forces, such as supply and demand, to determine production or prices. In command economy, all economic decisions are made by central government. The land and the means of production are managed by the government or the collective. This type of economy does not rely on the laws of supply and differs from a market economy. It also ignores the customs and habits that govern traditional economies.

A command economy is an economy based on complete control by the government. Complex social and economic systems are used to coordinate various administrative methods, such as national goals, laws and orders. That is why, command economy is structure of authoritarian economy where the political or social hierarchy makes the economy decision. These decisions made by the leaders are transferred throughout the economy, right down to individual workers.

The government of centrally planned command economy also creates a central economic plan. For example, for each sector of economy and region of the country the government may develop a five-year plan providing economic and social goals. Short-term plans turn the goals into the actual objectives. According to the central plan and in the most efficient way, the government manages all controlled resources like country's capital, labor, and natural resources. By means of quotas and price controls the central plan sets has a priority for the issues and production of all goods and services. The command economy seeks to use personal skills and abilities to their best advantage. Thus, command economy also solves the problem of unemployment. The main goal is to provide enough food, housing, and other necessities to supply majority in the country.

Finance, utilities, and the automobile sector as essential sectors of the economy are monopoly businesses owned by the government. Thus, there is no internal competition in the sectors that become part of the common economy structure. Finally, to force the central plan, the government creates orders, directives and regulations. Due to the fact that the business cannot respond independently to free market forces they follow the goals of the plan to produce and hire.

B. Answer the questions.

1. What are the disadvantages of the command economy?
2. When is the central plan provided?
3. What role does the government play in this type of economy?

1.3. Market economy

A. Read the text.

Market economy system offer freedom of choice and enterprise for consumers and businesses. The laws of supply and demand guide the production of goods and services in it. Natural resources, capital, and labor are the examples supply and demand includes consumer, business and government purchases.

A market economy is one in which it is normal when businesses are owned by private and public owners. Workers and laborers work for them. At the same time businesses and consumers own land, resources, materials, money and real estate.

The businesses can do business with each other, as the consumers can buy and sell what they need and require and will pay the highest price for the sold products and services. The competition determines the rate of prices and allows consumers and businesses to look for the lowest one. For

example, if one business sells something for \$2,00, then the business selling the same may increase the price to \$1,95 to attract more customers. The employees promote their skills and services at the highest possible wage, and the employers seek for the most qualified employees at the lowest possible wage. A market economy offers freedom of choice and entrepreneurship to consumers and businesses.

A market economy influences on the level of which goods and services can be sold and depends on market efficiency. when all buyers and sellers have equal access to the same information about prices, demand, and supply, then a market is considered to be efficient. Hence, the laws of supply and demand reflect on the price changes.

One of the roles of government is to guarantee that the market is open, functioning, safe and stable. The government establishes the monitoring and regulatory agencies to provide safety consumption of products and supervise the businesses in order that everyone had equal access to markets and the business had no advantage of consumers. It ensures that no one manipulates markets and that everyone has equal access to information and punishes the companies known as a monopoly that control too much of the market.

Based on the forces of supply and demand, the market economy system encourages the individual to decide what to produce. These can be individuals or huge corporations and there is no government that tells them what to produce. However, if they want to find a special proposal to supply or produce, they need to consider demand in goods and services.

B. Answer the questions.

1. Which examples of the market economy do you know?
2. What are the advantages of the market economy?
3. How does competition influence on supply and demand?

1.4. Mixed economy

A. Read the text.

A mixed economy is a combination of command, market, and traditional economies. This combination provides both advantages and disadvantages of three different types of economies but it is the most flexible system.

Because of globalization a command or a traditional economy can hardly transform into mixed economy. The free market is the backbone of the world economy. No government can control it. The global organizations have implemented some rules and agreements, but there is no world government capable of creating a global command economy. So, the leaders of most countries realize that their citizens are best served through international trade.

In strategic areas most mixed systems of economy have characteristics of a command economy. This allows the government to protect the people and the domestic market. The government plays a large role in the transportation, military, national and international trade.

A market economy can leave unsupported such areas as aerospace, defense, and technology. But the disadvantages of a market economy are also minimized in mixed system of economy providing a greater role for government to mobilize the development of these priority areas. However, the disadvantages of other types of economies can also make a strong impact on a mixed economy as well.

B. Answer the questions.

1. Which examples of the mixed economy do you know?
2. What is the impact of globalization on the business affairs of the state?
3. What advantages and disadvantages of this type of economy do you know?

C. Give the English equivalents.

Средство выживания, выполнять задачи производства и распределения, несмотря на возникновение большого разнообразия, для того чтобы решить экономическую проблему, ограничивать выбор потребителей, свободное предпринимательство, достичь эффективности, определить с достаточной точностью, создание неформальной социальной сети, давать разрешение на ведение частного бизнеса, контролировать основные сектора экономики, чистый рынок, характерные черты, структура рыночной системы, управлять основными отраслями промышленности, получать бесплатные медицинские услуги.

D. Translate into English.

1. Экономическое общество является средством выживания, где люди могут выполнять задачи производства и распределения.
2. Экономическая система — это способ ответа на основные экономические вопросы: что, как и для кого производить.
3. Проблема дефицита требует ответа на вопросы, такие как: что производить, как производить, кто получит то, что было произведено.
4. Традиции решают, как люди зарабатывают на жизнь и как выполняется их работа.
5. В традиционной экономической системе люди производят товары и услуги методами, изобретенными в далеком прошлом.
6. В рыночной экономической системе все вопросы по производству и распределению решают покупатели и продавцы на рынке.
7. В административно-командной экономической системе государство и правительство контролируют основные сектора экономики.
8. Структура рыночной экономики имеет шесть характерных черт.
9. Нет ни одной страны, имеющей чистую экономическую систему, которая являлась бы полностью традиционной, административно командной или рыночной.
10. Практически всеми средствами производства в стране с командной экономической системой владеет правительство.

E. Fill in the gaps with appropriate words:

scarcity, wages, interest, rent, choices, systems, resources

1. Everyone goes through life having to make _____ .
2. The price paid for the use of land is called _____ .
3. The price paid for the use of labour is called _____ .
4. Traditional economic _____ are usually found in the more remote areas of the world.
5. Payment for the use of someone else's money or capital, is called _____ .
6. _____ exists because human wants are virtually unlimited, whereas the necessities to satisfy those wants are limited.
7. The _____ or factors of production as they are called, are land, labour, capital and entrepreneurship.

F. Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary

Definitions

- | | |
|---------------------------------------|--|
| 1. _____ to facilitate | a) not used a lot or enough |
| 2. _____ inconsistent | b) something you own that has value if sold |
| 3. _____ underutilised | c) to make a process or action easier |
| 4. _____ lucrative | d) to make money quickly |
| 5. _____ to make a quick buck | e) to not want to do something because it's too much trouble |
| 6. _____ to not bother with something | f) something that can make you a lot of money |
| 7. _____ consumerist society | g) something that keeps and is not always the same |
| 8. _____ an asset | h) a society where people who love owning things and are always buying new goods |

G. Ask questions to the following sentences.

- As a mechanism for survival.
- It is possible to group these different economic structures into four broad categories.
- The oldest and the most common way of solving economic problems was that of tradition.
- Supporters of planned economies cast them as a practical measure to ensure the production of necessary goods.
- Efficiency is best achieved through a market economy where individual producers each make their own production decisions based on their own profit motive.
- All countries today have mixed economic systems or mixed economies, with some free enterprise and some government ownership.
- Economies in states ranging from the United States to Cuba have been termed mixed economies.
- If the government owns and operates almost all of the nation's means of production, then that nation's economic system is called communism.
- The U.S. has a free enterprise, or capitalist, economic system.

H. Complete the table.

<i>Problems</i>	<i>Type of System</i>		
	<i>Traditional</i>	<i>Command</i>	<i>Market</i>
<i>What to produce?</i>			
<i>How to produce?</i>			
<i>For whom to produce?</i>			

ADDITIONAL PRACTICE

A. Make up sentences with given words and word-combinations. Let your fellow-students to translate them.

To earn one's living, to produce goods and services, to produce agricultural goods, to produce manufactured goods, to provide services, economic activity, economic system of the world, to undertake the work, to provide people with money, to buy essential commodities, to buy non-essential commodities, to provide personal satisfaction.

B. Complete the sentences.

- | | |
|---|---|
| 1. Most people work in order to _____ | a) agricultural _____ manufactured |
| 2. People produce _____ | b) the work which people do. |
| 3. There are _____ and _____ goods. | c) services. |
| 4. Schools, hospitals and shops provide _____ | d) what they want or provide them with money. |
| 5. The economic activity is _____ | e) essential commodities. |
| 6. The sum total of all economic activities and people's wants is _____ | f) earn their living. |
| 7. The work which people do provides _____ | g) essential and non-essential |
| 8. People need _____ commodities. | h) provide some personal satisfaction. |
| 9. Food, clothes and shelter are _____ | i) goods and services. |
| 10. People buy non-essential commodities to _____ | j) an economic system. |

C. Put the right word in the blanks (economic, economical, economically, economics, economist, economize, economy).

1. A person is _____ free, if he can do what he wishes with his own money, time and property.
2. _____ say that there are different types of economic systems.
3. The national _____ could be planned ahead over a number of years.
4. The principles of production and distribution of goods and services and the development of wealth are called _____ .
5. If you want to go to the Crimea in summer you should start _____ your money right now.
6. It's more _____ to go by bus.
7. A new president is rebuilding a solid _____ base for the future of the country.

SPEAKING

A. Discuss the following with your partner.

1. Can you actually think of any examples of countries with a completely free market or a totally controlled one?
2. Give any examples you can think of or say why you can't come up with any true examples.

B. Read the poem and name the basic concepts of economics as a discipline.

ECONOMICS AS A DISCIPLINE (BY MICHAEL GRAYSON)

Economics is the study of how people behave,
Including how much they spend and how much they save.
We use graphs to illustrate at least some of these ideas;
That way, we can use both our eardrums and our corneas
To learn about the actions that people make.
Using the right graph makes it a piece of cake.
Supply and demand are the basic concepts here
Which to every economist's heart are truly held dear.
However, static models are also highly prized,
And students are encouraged to become familiarized.
How do they work? What do they mean?
What insights from these models can we glean?
What would happen if we changed this thing?
Would the results be happy, or would they be alarming?
Insights flow quite well when we can show the effects of a shift.
Putting it down on paper helps us through alternatives sift.
Policy recommendations can result from this. Oh, yes, it is true;
That is why so many people want to argue
That their answer is the one which all others should adopt,
For that is the one which causes money in their lap to be plopped.

C. Decide whether it represents a market, traditional or command economic system.

1. Sandra and her family live in housing that the federal government provides.
2. Madison believes that her community needs another restaurant, so she decides to open a new restaurant.
3. The Cuba Planning Commission decides how many pounds of sugar that should be produced in Cuba.
4. Most of the population of this country is engaged in agriculture. The products produced are enough to feed the people of this country.

1.5. The sharing economy

A. Have you ever participated in the sharing economy?

B. Read the text.

The sharing economy

If we look around us at the things we have purchased at some point in our lives, we would no doubt notice that not everything we own is being put to good use: the thick woollen coat which we thought looked trendy despite the fact that we live in a tropical country, the smartphone that got put away when we bought ourselves the newest model, the car that only gets used at the weekends, or even the guest room in our house that somehow got turned into a storeroom.

Those underutilised items may seem useless to some, but could be an asset to others. With the advent of the internet, online communities have figured out a way to generate profit from the sharing of those underused assets. Using websites and social media groups that facilitate the buying and selling of second-hand goods, it is now easier than ever for peer-to-peer sharing activities to take place. And this is known as the sharing economy.

These democratised online platforms are providing a chance for people to make a quick buck or two. To give an example, busy parents previously might not have bothered with setting up a stall at the local market or car boot sale to sell their children's old equipment, but with online marketplaces, parents are now able to sell on those hardly worn baby clothes that their children have outgrown and the expensive pushchairs and baby equipment they have invested in, so as to put some cash back into their pockets.

Businesses have also caught on to the profitability of the sharing economy and are seeking to gain from making use of those underutilised resources. A business model that has rapidly risen in popularity sees companies providing an online platform that puts customers in contact with those who can provide a particular product or service. Companies like Airbnb act as a middleman for people to cash in on their unused rooms and houses and let them out as lucrative accommodation. Another example is Uber, which encourages people to use their own personal cars as taxis to make some extra cash in their free time.

This move towards a sharing economy is not without criticisms. Unlike businesses, unregulated individuals do not have to follow certain regulations and this can lead to poorer and inconsistent quality of goods and services and a higher risk of fraud. Nevertheless, in the consumerist society we live in today, the increased opportunities to sell on our unwanted and underused goods can lead to a lesser impact on our environment.

C. Choose the correct answer.

1. The sharing economy does not involve _____ .
 - a) people selling their used things to others;
 - b) people offering their services to others;
 - c) businesses selling their goods to people;
 - d) businesses acting as a middleman for people who want to sell a product and people who want to buy it.

2. People can now sell things more easily because _____ .
 - a) people nowadays buy more things;
 - b) businesses want to buy the things they don't use;
 - c) there are now more market stalls and car boot sales;
 - d) there are now online platforms where they can meet people who want to buy their goods and services.

3. Parents might want to sell their baby clothes and baby equipment because _____ .
 - a) they want to make back some of the money some of the money they spent on those baby purchases;
 - b) they don't like the baby items they have bought;
 - c) the baby clothes and equipment are old and worn out;
 - d) they need the money for other investments.

4. Which of these is something that the author says we might underutilise?
 - a) a thick coat in a cold country;
 - b) the latest smartphone;
 - c) clothes our babies don't or can't wear any more;
 - d) the storeroom in our house.

5. It might be a problem for unregulated individuals to sell to others because _____ .
 - a) they have to follow certain regulations;
 - b) what they sell might be of a lower quality;
 - c) they don't have a business licence;
 - d) they like to criticise their buyers.

6. What might be a good title for this article?
 - a) the consumerist society;
 - b) parents who need money;
 - c) the rise of the sharing economy;
 - d) why we buy things we don't need.

D. Read the following sentences and decide whether they are true or false.

1. We don't always use everything we buy.
2. By offering our goods and services online, we can make a profit.
3. Things that are useless to you will also be useless to others.
4. Businesses have realized that they can make money by buying people's unwanted goods.
5. Airbnb is a company that sells people's unwanted houses.
6. The chance to buy other people's unwanted goods can lead to a greener true lifestyle.

SPEAKING

Talking about advantages or disadvantages

1. Advantages

The first advantage of "this" is _____

There are many advantages to _____ and one of them is _____

The positive aspects of _____ are _____

The positive points include _____

Another positive aspect is _____

Another benefit is _____

Another advantage is _____

The benefits/advantages are far more than the disadvantages _____

2. Disadvantages

The first disadvantage of _____ is _____

There are many negative aspects and one of them is _____

The drawbacks are _____

The negative points include _____

Another disadvantage is _____

One of the major disadvantages is the fact that _____

A negative consequence of _____ is _____

The disadvantages are far more than the positive aspects in this case _____

3. Expressing opinion

In my opinion, _____

From my perspective, _____

In my view, _____

From my point of view, _____

Taking into account/consideration the fact that _____ I (firmly) believe _____

I (strongly) agree/disagree with the view that _____

Find extra information about types of economics and compare all types of economy. Discuss their essential features, advantages, and disadvantages of each economy.

Unit 2. TYPES OF MARKETS

2.1. Consumer markets

A. What is market? What types of market do you know?

B. Read the text and explain the meaning of highlighted words.

🔍 Glossary

Consumer [kən'sju:mə] — a person who buys goods or services for their own use.

Consumption [kən'sʌmp.fən] — an amount of something that is used, or the process of using something.

Marketing ['mɑ:ki.tɪŋ] — 1) a job that involves encouraging people to buy a product or service; 2) the business activity that involves finding out what customers want, using that information to design products and services, and selling them effectively.

Consumer markets

The consumer market consists of **consumers** (and users), who do not resell the **products** or services. The businesses develop because of it and the economy of the country grows as well. In short, when people spend products or goods the **producers** and **entrepreneurs** produce and deliver more products. Thus, the **production and consumption cycle** influences on the national economy of the whole country.

When a consumer gets a product, he becomes part of the **consumer market**. The clients (buyers) make their own decisions what and when to buy in the **marketplace**. The entire consumer market is divided into four main types: **retail, transportation, food, and beverages**.

Advertising and **marketing** play a very important role in making consumers' buying decisions. By means of educating they order them to choose the right product. Because of the **brand loyalty** product selection is usually based on branded products. Brand loyalty of goods provides a lot of research to get relevant information about their share in market and then target them with television **commercials** and other promotional activities. The consumer market has other **marketing strategy** and differs from other market types. The **marketing experts** divide the consumer market into different segments based on consumer characteristics (psychology, behavior and demography) aiming at the consumers' interests, likes and dislikes, opinions and values.

What are the examples of consumer markets? Food, drinks, beverages, legal, medical and financial services, clothing, electronic items and accessories and many others are all the examples of consumer markets where customers buy and consume products or services for the sake of the consumer, rather than buy them to resell.

C. Make a brief summary of the text.

D. Fill in the gaps with an appropriate characteristic of the consumer market.

Consumer Psychology	Consumer Demography	Consumer Behavior
---------------------	---------------------	-------------------

_____ means what consumers have as their interests, values and even activities. It is the issue of their psychological nature of consumption and it is very important to know all these things to set the marketing strategy based on their views. The companies usually build focus groups and make questionnaires with the consumers of the **target market**. It helps them to foresee the **consumer behavior** at the target market.

_____ is a part of very important research to study the level of consumer loyalty to the product and brand, reactions. Having figured out the loyalty of their consumer market, the **advertisers** and marketing experts form a list of light, medium and heavy users. After that, they target them and test the consumer response. Thus, they want to simulate and build a forecast of consumer behavior.

_____ refers to the nationality, type of work, age, income, social and economic background, gender, education level, etc. The marketing experts collect all this information through different surveys, telephone interviews or local government agencies.

SPEAKING

Working in pairs discuss the following questions.

1. Can you explain the main idea of consumer market?
2. Why advertising and marketing are important for the consumer market?
3. How do you understand the term of Geography of consumer market?
4. What are characteristics of the consumer market?
5. Which biggest consumer markets do you know?

2.2. Business market

A. Read the text and find Russian equivalents for the highlighted words.

A business marketplace is identified as the process of selling product and services to other businesses, where those products and services will be used as **raw materials** to produce other products. Or instead, the mentioned businesses will buy products or services and resell them.

The business markets are **expanding**, so people are putting more money and resources into business markets than consumer markets. For example, Tesla plans to invest over \$5 billion in its new project of electric car powered with battery in Europe. Various suppliers will then be brought in to provide parts and accessories, and then Tesla can offer the **finished product** to consumers.

The businesses will buy products or services to produce a number of products for sale. The next **batch** will not be bought unless the finished products are sold. Unlike the temporary relationship of the consumer market, the business market involves a long-term **buyer-seller deals** and relationships. If it keeps working well, this is what makes them **volatile** and very stable.

It is also important that a business market is running when one business sells products or services to other businesses. Then, products or services are either to be resale or a reused.

In terms of selling there are following types of business markets:

Business-to-Business market (B2B) is the type of market in which businesses sell their products or services to other businesses. The examples are raw material sold to a construction company, or when an accounting firm provides services to various businesses.

Business-to-Consumer Market (B2C) is the type of market where companies and marketers advertise their products or services using different media channels to reach large audiences. It is one of the largest market types because it targets mass audiences at all levels. Clothing, fashion, grocery stores and food are some examples.

Industrial Market is a market in which industries buy the products or services of businesses. It does not include consumers or mass audiences because the product or service is not used by them. The examples are steel, wood, glass, and other raw materials that the businesses sell to industries.

Professional Service Market provides businesses with expertise in a particular area, in advance they offer services to other businesses or consumers. The examples of such kind are services of doctors, law and accounting firms.

Service Market offers **intangible** services to the businesses. It can be a business-to-business service or a business to consumer service. The most common examples of professions in service market in our daily lives are cable operator, telephone lines, Internet, plumber and electrician.

Конец ознакомительного фрагмента.

Приобрести книгу можно

в интернет-магазине

«Электронный универс»

e-Univers.ru