

Содержание

Preface	3
Part I. English for general purposes	9
<i>Unit I. The Workshop of the World</i>	9
Text: The Workshop of the World	9
Text analysis	11
Grammar review and development	13
<i>Unit II. How It All Started</i>	20
Text: How It All Started	20
Text analysis	23
Grammar review and development	25
<i>Unit III. Made in Britain</i>	27
Text: Made in Britain	27
Text analysis	29
Grammar review and development	31
<i>Unit IV. The Welfare State</i>	35
Text: The Welfare State: Food for Thought	35
Text analysis	37
Grammar review and development	39
<i>Unit V. Made in the USA</i>	43
Text: From Coffee to Wheels for All Mankind	43
Text analysis	45
Grammar review and development	47
<i>Unit VI. The City of London</i>	51
Text: The City of London: Its Past and Present	51
Text analysis	53
Grammar review and development	56
<i>Unit VII. Wall Street</i>	63
Text: Wall Street	63
Text analysis	66
Grammar review and development	68
Part II. English for Special Purposes	72
<i>Unit VIII. Choosing a Career</i>	72
Prereading activity	72
Reading and comprehension	73
Text 1. The Power of Economics and Economists	73
Summarizing	75
Text 2. Reporting News from the World of Business	75
Discussion	77
Text 3. Adam Smith	77
Text 4. Homo Economicus	80
Text 5. Job Hunting	82

Text 6. Personal Applications	83
Text 7. Preparing for an Interview	86
Mastering the vocabulary	87
Grammar review and development	95
<i>Unit IX. Economic Literacy</i>	<i>101</i>
Prereading activity	101
Reading and comprehension	102
Text 1. Why Study Economics?	102
Summarizing	104
Text 2. Is Studying Economics Worth your Time and Effort?	104
Text 3. The Need for Economic Literacy	106
Discussion.	108
Text 4. London School of Economics and Political Science	108
Text 5. Adam Smith: a Student and a Lecturer	110
Text 6. Economic Literacy is Akin to Speaking a Foreign Language	113
Text 7. Economic Literacy and Society	115
Text 8. Economists Versus the Public	117
Text 9. How Economically Literate are People in the United States?	120
Text 10. What do we Need Economic Surveys for?	122
Text 11. Is There Little Glamour in Economics for Women?	127
Mastering the vocabulary	128
Essay writing and making a presentation	134
Grammar review and development.	142
<i>Unit X. Economics: «The Dismal Science»</i>	<i>151</i>
Prereading activity	151
Reading and comprehension	152
Text 1. Is Economics a Dismal Science?	153
Summarizing	156
Text 2. What is Economics?	158
Text 3. The Nature and the Causes of the Wealth of Nations. Economics as a Conversation. High Standards of Living	161
Text 4. Reasonable Dialogue	162
Discussion.	162
Text 5. Types of Resources.	164
Text 6. Resources are Scarce.	166
Text 7. Production	170
Text 8. Interpreting Economic Data	171
Mastering the vocabulary	174
Essay writing and making a presentation	182
Text 9. Economic Resources	183
Grammar review and development.	187
<i>Unit XI. Economics: Divisions and Schools of Thought</i>	<i>193</i>
Prereading activity	193
Reading and comprehension	194
Text 1. Schools of Thought in Economics: a Historical Outline	194
Summarizing	196
Text 2. Contemporary Economic Theories: from Political Economy to Monetarism	199
Text 3. Monetarism	202
Discussion.	204

Text 4. Divisions and Schools of Thought	205
Text 5. Kinds of Economics	207
Text 6. Macroeconomics Versus Microeconomics	208
Text 7. Applied Fields in Economics	210
Text 8. Positive and Normative Economics	213
Mastering the vocabulary	217
Essay writing and making a presentation	225
Grammar review and development	227
<i>Unit XII. There is No Free Lunch</i>	231
Prereading activity	231
Reading and comprehension	232
Text 1. There is No Free Lunch	233
Summarizing	235
Text 2. The Core of Economics	237
Text 3. Unlimited Wants	239
Discussion	241
Text 4. Aristotle Socrates Onassis	241
Text 5. Rational Behaviour	243
Text 6. Marginal Benefits and Marginal Costs	244
Text 7. Thinking Incrementally	246
Text 8. Trade-offs are Everywhere, aren't They?	247
Text 9. The Economic Perspective: Fast-Food Lines	250
Text 10. Scarcity Versus Allocation	251
Mastering the vocabulary	253
Essay writing and making a presentation	260
Grammar review and development	264
<i>Unit XIII. Laissez-faire: Markets, Work, And Money</i>	268
Prereading activity	268
Reading and comprehension	270
Text 1. Scarce Resources, Unlimited Wants, and Production	270
Summarizing	273
Text 2. Economic Systems	275
Text 3. Demand, Supply, and Markets	278
Discussion	281
Text 4. Ticket Scalping: a Bum Rap?	281
Text 5. Universal Opulence	284
Text 6. Fundamental Questions of Economics	287
Text 7. Fundamental Questions of Economics	287
Text 8. Questions All Economies Face	290
Text 9. Economic Goals	292
Text 10. Foundations of the Market Economy	294
Text 11. Markets and Governments	297
Text 12. Shortcomings of the Market System	298
Text 13. Markets, Prices, and Money	300
Text 14. Money and its Functions	302
Text 15. The Bank of England	304
Text 16. British Banks	308
Text 17. Britain's Major Financial Institutions	312
Mastering the vocabulary	318
Essay writing and making a presentation	325
Grammar review and development	328

<i>Unit XIV. Revision</i>	330
Revising assignments	330
Test: Are you Economically Literate?.	348
Answer key	350

CONCISE ENGLISH-RUSSIAN GLOSSARY OF BASIC TERMS AND CONCEPTS . . 353

KEY SECTION	373
Unit IX. Economic Literacy	373
Unit X. Economics: «The Dismal Science»	374
Unit XI. Economics: Divisions and Schools of Thought	375
Unit XII. There is no Free Lunch	375
Unit XIII. <i>Laissez-faire</i> : Markets, Work, and Money	376
Unit XIV. Revision.	377

REFERENCE 378