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“Витебский государственный технологический университет”**

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**АНГЛИЙСКИЙ ЯЗЫК
СТРАНЫ ЗАПАДНОЙ ЕВРОПЫ
ПРАКТИКУМ**

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Практикум включает тексты страноведческого характера, систему упражнений и лексико-грамматические тесты. Материалы практикума могут быть использованы для накопления словарного запаса, развития навыков чтения, устной речи.

Практикум предназначается для работы на занятиях и самостоятельной работы студентов экономических специальностей неязыковых вузов.

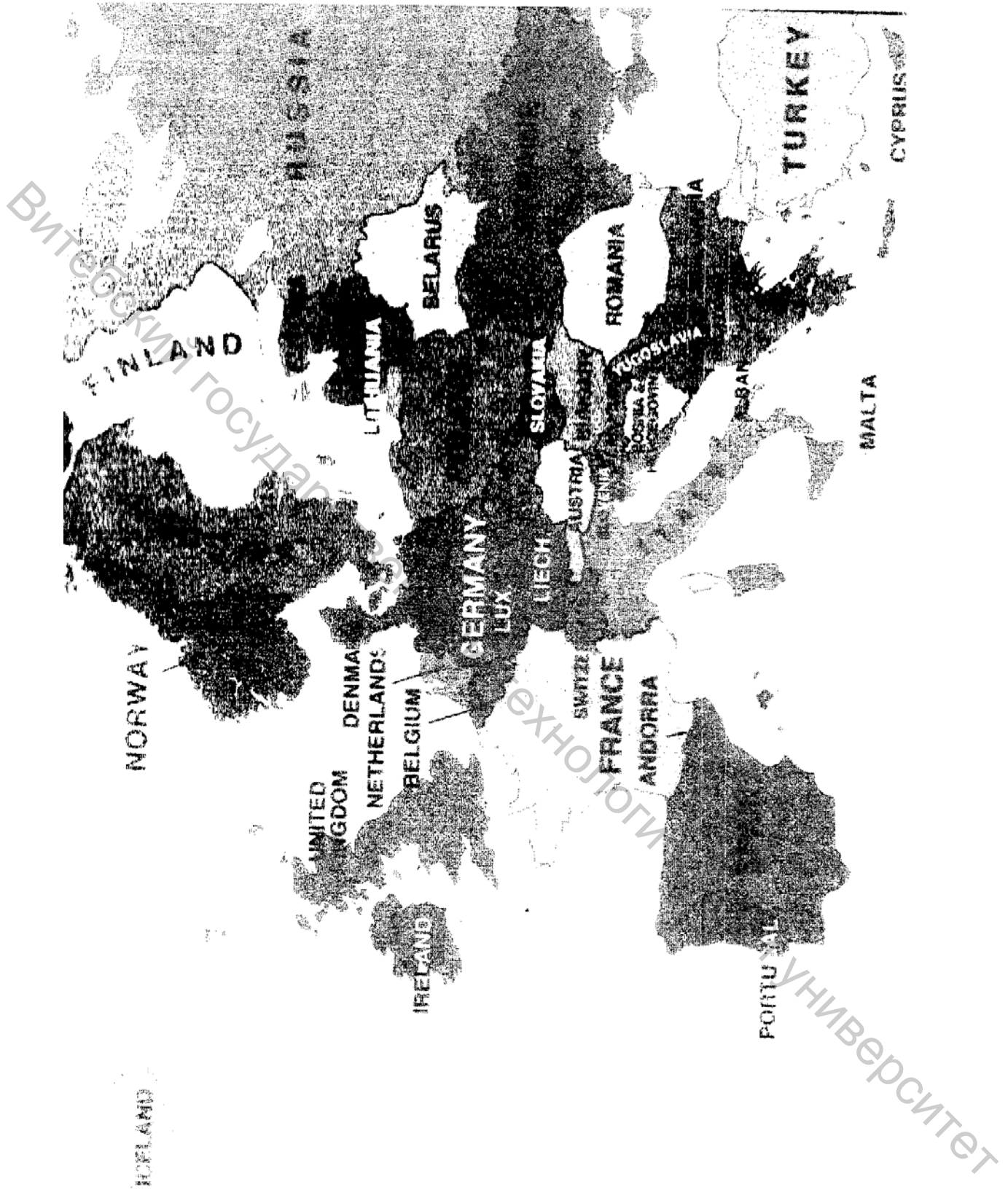
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Предисловие

Настоящее учебное пособие предназначается для студентов экономических специальностей, изучающих иностранный язык в неязыковом вузе. Так как значительное расширение сфер международного сотрудничества требует от будущих специалистов не только знания иностранного языка, но и владения страноведческой информацией, то в учебное пособие включены тексты страноведческого характера.

В начале каждого урока представлены незнакомые слова для снятия лексических трудностей при чтении текста. К каждому тексту представлены упражнения для выполнения на текстовом и послетекстовом этапах. Упражнения на дифференциацию (true or false), подстановочные (complete the sentences) и трансформационные (prove that) позволяют проконтролировать степень понимания текста. Задание “comment on the following” способствует развитию навыков устной речи студентов.

В следующем разделе урока приводятся некоторые способы образования различных частей речи от общего корня, так как он посвящен расширению словарного запаса студентов, а также преследует цель ознакомления студентов с различными экономическими терминами (match the words with their definitions), изучение которых позволяет распознавать и понимать значительно большее количество лексических единиц.

Основное внимание в разделе “Grammar Focus” уделяется употреблению предлогов, так как данная тема является одной из наиболее сложных в английском языке.

Последний раздел урока “Writing” ориентирован на развитие письменной речи, рассматривающейся как процесс, в ходе которого студенты упражняются в развитии умения излагать собственные мысли, пользуясь содержанием текста как основой.

Для итогового контроля приобретенных знаний, умений и навыков в пособии приводятся лексико-грамматические тесты, представленные в двух вариантах к каждому уроку.

В данное пособие также включены тексты для дополнительного чтения.

Таким образом, настоящее учебное пособие позволяет не только дать страноведческие знания и знания по предмету, но также расширить и закрепить грамматические и лексические навыки, одновременно является стимулом к активной мыслительной деятельности.

UNIT I. SWEDEN

❖ Words and word-combinations to be remembered:

prosperous [ˈprɒspərəs] – цветущий, процветающий, состоятельный
iron ore [ˈaɪən ɔː] – руда, содержащая железо
outdoor activity [ˈaʊtdɔː ækˈtɪvɪtɪ] – отдых на открытом воздухе
ownership [ˈoʊnəʃɪp] – собственность, владение; право собственности
mine [maɪn] – рудник, прииск, источник
maternity-care benefit [məˈtɜːnɪtɪ-keə] – пособие по уходу за ребенком
to be eligible for [ˈelɪdʒəbl] – иметь право на
income [ˈɪnkəm] – доход, заработок
tax [tæks] – налог
tax burden [ˈbɜːdn] – бремя налога
to avoid paying taxes [əˈvɔɪd] – уклоняться от уплаты налогов
to resort to [rɪˈzɔːt] – прибегать к чему-либо
barter [ˈbɑːtə] – товарообмен
unemployment [ˈʌnɪmˈplɪmənt] – безработица
subsidy [ˈsʌbsɪdɪ] – дотация, субсидия
to reassign [rɪəˈsaɪn] – назначать на другую должность
network [ˈnetwɜːk] – сеть
to permit [pəˈmɪt] – разрешать, позволять
to occur [əˈkɜː] – иметь место, случаться
to be in short supply [səˈplaɪ] – ощущать нехватку, недостаток
Swede [swiːd] – швед, шведка
the Swedes – шведы
Swedish [ˈswiːdɪʃ] – шведский

SWEDEN

Capital: Stockholm

Area: 449,964 km²

Population: 8,559,000

Money: Basic unit – krona

Sweden is a prosperous industrial nation in northern Europe. The people of Sweden have developed highly prosperous industries based on their country's three most important natural resources – timber, which makes up about a fifth of the country's exports, a very high grade iron ore, and water power.

The Swedish standard of living is one of the highest in the world. The Swedes spend more money per person on holidays than any other people in Europe. About a fifth of all Swedish families have country homes where they can spend weekends and holidays enjoying hiking, skiing and other outdoor activities.

About 90 percent of Swedish industry is privately owned. Government ownership is restricted chiefly to mines, public transportation, energy and telecommunications. It also plays a major role in human services by providing free health care, education, welfare and retirement. The Swedish economy, in fact, was for years thought to be the model of European socialism.

Today Sweden is a welfare state. Parents receive generous maternity-care benefits, and education is free from grade school through college. Workers who are ill and can't work are eligible for up to 90 percent of the income they would have earned at their jobs.

In the last few years, however, Sweden has run into some problems because of the cost of financing all of its welfare programs. The government depends heavily on tax money to pay for the programs. Because of this, tax rates are high.

Many Swedes object to the heavy tax burden and have come up with ways to avoid paying taxes. Some have done this by resorting to barter. Others take up residence outside of Sweden.

To make up for the high tax rates, Swedish workers must earn high wages. This makes Swedish goods expensive and, therefore, harder to export. The less income there is from exports, the more the government has to absorb in unemployment and welfare benefits.

Even the unemployment rate is not as low as it seems. A person is counted as unemployed only when he appears at the welfare office to collect unemployment pay. When a factory needs more money to operate, it turns to the government to get another subsidy. So most workers, rather than being laid off, merely are reassigned to other jobs. As a result, the unemployment rate appears unrealistically low.

Although the Swedish people say they want a change, the government has found it hard to cut benefits. As a result, one of the major problems facing the Swedish economy in the years ahead is that of finding ways to either finance or control social welfare spending.

Comprehension

I. Say if the statements are true or false to the text:

1. Timber makes up about a fifth of the country's exports.
2. The Swedish standard of living is one of the lowest in the world.
3. Nowadays Sweden has problems because of the cost of financing all of its welfare programmes.
4. About 50 percent of Swedish industry is privately owned.
5. Tax rates are high in Sweden.
6. The unemployment rate is low in Sweden.
7. Some Swedes resort to barter in order to avoid paying taxes.
8. The Swedes spend more money per person on holidays than any other people in Europe.

9. Swedish goods are very cheap.
10. The Swedish economy was for years thought to be the model of European socialism.

II. Complete the sentences:

1. Sweden is a prosperous ...
2. The people of Sweden have developed industries based on ...
3. About a fifth of all Swedish families ...
4. Government ownership is restricted to ...
5. Workers who are ill and can't work are eligible for ...
6. The government depends on tax money to ...
7. Many Swedes object to heavy tax burden and ...
8. The less income there is from exports, the more ...
9. A person is counted as unemployed ...
10. One of the major problems, facing Sweden ...

III. Answer the questions:

1. What natural resources are industries in Sweden based on?
2. What facts show that the Swedish standard of living is one of the highest in the world?
3. Is education free in Sweden?
4. Why are tax rates high in Sweden?
5. What are the ways to avoid paying taxes?
6. Why is Sweden's unemployment rate deceptively low?
7. What is one of the major problems facing the Swedish economy in the future?

IV. Prove that:

- the Swedish standard of living is one of the highest in the world.

V. Explain why:

- the unemployment rate in Sweden is not as low as it seems;
- tax rates are high in Sweden.

VI. Comment on the following:

1. The Romans were the first people to make written records about the Swedes. About A.D. 100, the Roman historian Tacitus wrote about the Svear, a Scandinavian people. Sverige (Sweden) means land of the Svear.

2. The Swedish Broadcasting Corporation, run partly by the government, operates two television networks and several radio networks. The government does not permit advertising on radio or television.
3. Great economic and social changes occurred during the 1800's in Sweden. More land was brought into use for farming. But food was often in short supply because of a great increase in the population. There were not enough jobs and nearly 450 000 people left Sweden between 1867 and 1886. Most of them went to the United States.
4. Sweden is famous for smörgasbörd, an assortment of cold and hot foods placed on a large table for self-service. Smörgasbörd is served on holidays, in fine restaurants, and on board many Swedish cruise ships.

Word Study

I. Increase your vocabulary:

own – собственный; иметь в собственности

owned – находящийся в собственности (напр. государства), принадлежащий
 privately ~ – находящийся в частном владении
 publicly ~ – принадлежащий государству или местным органам власти

owner – собственник, владелец

~ pro tempore – *лат.* временный собственник

~ of account – владелец счета (в банке)

~ of real estate – владелец недвижимости

absentee ~ – собственник, живущий вне своего владения

copyright ~ – владелец авторского права

lawful (legal, legitimate) ~ – законный владелец

outright ~ – неограниченный собственник

record (registered) ~ – зарегистрированный владелец

trademark ~ – собственник торговой марки

ownership – собственность, право собственности; владение

employee stock ~ – принадлежность акций служащим компании

joint ~ – совместная собственность

corporate ~ – акционерная собственность

mixed ~ – смешанная собственность (государственная и частная)

to pass into the ~ – перейти в собственность

II. Match the words with their definitions:

<i>ownership</i> <i>expensive</i> <i>tax</i> <i>price</i>	Dear; costing much money; needing great expense, high priced
	An amount of money that you have to pay to the government so it can pay for public services
	The right to hold a thing entirely as one's own, including complete and permanent control over it
	The rate at which a commodity can be exchanged for another commodity or for money

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

- Parents in Sweden usually receive generous
- Government ... is restricted to public transportation and telecommunications.
- Sweden is a ... industrial nation.
- A factory turns to the government to get ..., if it needs money to operate.
- Tax rates are high in Sweden, that's why many people have come up with ways to
- Many Swedish families spend holidays enjoying hiking, skiing and other
- The less ... there is from exports, the more the government has to absorb in ... and welfare benefits.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

spend	
turn	
depend	<i>up</i>
resort	<i>on</i>
make	<i>to</i>
take	

- Some people ... residence outside of Sweden in order to avoid paying taxes.
- If you are ill or can't work, you can ... the government and get a benefit.
- Swedes ... more money per person ... holidays than any other people in Europe.
- Swedish workers must earn high wages to ... for the high tax rates.
- Swedish economy ... foreign trade.
- If you want to avoid paying taxes, you can ... to barter.

II. Study the examples:

1. *pay (someone) FOR something*

I don't have enough money to pay for your service

but: *pay a bill / a fine / a fare etc.* (no preposition)

2. *depend ON someone / something*

Government depends on tax money

but: You can leave out *on* before question words

(when / where / how etc.):

“Are you going to buy this company?” “It *depends* how much it is.”

3. *spend (money) ON something*

How much money do Swedes spend on holidays?

Note that we usually say “spend (time) doing something”

I *spend* a lot of time *reading* about Swedish economy.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. 90 процентов шведской промышленности находится в частном владении.
2. Уровень безработицы в Швеции не такой низкий, как кажется.
3. Шведы тратят много денег на отдых. Они проводят каникулы, катаясь на лыжах, путешествуя пешком.
4. Многие предприятия перешли в собственность государства.
5. Правительство Швеции не разрешает рекламу на радио и телевидении.
6. Если вы не можете работать, вы можете обратиться к правительству и получить пособие.
7. Вам придется заплатить штраф, если вы будете уклоняться от уплаты налогов.
8. Он является владельцем недвижимости в Шотландии.
9. Национальный доход – это общая сумма доходов всех людей, живущих в данной стране.

II. Write a summary of the text.

UNIT II. AUSTRIA

❖ Words and word-combinations to be remembered:

scenery ['sɪ:nəri] – пейзаж, общий вид

foothill ['fʊθɪl] – предгорье

powerful ['paʊəfʊl] – сильный, могущественный

royal ['rɔɪəl] – королевский, царственный

to gain control – приобретать контроль

empire ['empraɪə] – империя, господство

to collapse [kə' læps] – рушиться, потерпеть крах

political unrest – политическая смута (беспорядок)

private – частный, личный, тайный

to own – иметь, владеть

fiscal policy ['fɪskəl 'pɒlɪsɪ] – фискальная политика

partnership ['pɑ:tnəʃɪp] – участие, товарищество, компания

to overcome [ouvə'kʌm] – побороть, преодолеть

cooperation [kou əpə'reɪʃən] – кооперация, сотрудничество

labour ['leɪbə] – труд

difficulty – трудность

core [kɔ:] – сущность, суть, внутренность

trade [treɪd] – торговля

annual ['ænjʊəl] – ежегодный, годовой

minerals – полезные ископаемые

artificial [ɑ:ti'fiʃəl] – искусственный

handicraft ['hændɪkra:ft] – ремесло, ручная работа

craftworker – ремесленник, специалист, мастер (своего дела)

glassware – стеклянная посуда

woodcarving – резьба по дереву

consequence ['kɒnsɪkwəns] – последствие, влияние

refugee [refju:'dʒi:] – беженец, эмигрант

workshop ['wɜ:kʃɒp] – цех, мастерская

Austrian – австрийский; австриец, австрийка

the Austrians – австрийцы

AUSTRIA

Capital: Vienna

Area: 83,849 km²

Population: 7,611,000

Money: Euro

Austria is a small country in central Europe famous for its beautiful mountain scenery. The towering Alps and their foothills stretch across the country. In many areas, broad, green valleys separate the mountains. Austria has many lovely, mirrorlike lakes.

Most Austrians live in cities and towns. About a fifth of the people live in Vienna, which lies on the Danube River in the northeastern part of the country.

Austria was once one of the most powerful countries in Europe. The royal Habsburg family began to gain control of Austria in the late 1200's. In time, the country became the centre of a huge empire that was ruled by the Habsburgs. This empire collapsed after World War I ended. Austria then became a republic and went through a long period of economic difficulty and political unrest.

Since the early 1950's, Austria has become increasingly industrialized, and its economy has grown steadily. Today, Austria is a prosperous country with little unemployment. Austria's economy is based mostly on private ownership. But the government owns companies in several industries as well as certain transportation and communication services.

Austria's macroeconomic policy of the 1970s and of the first half of the 1980s may be characterised as a mix of an expansive fiscal policy, tight money policy, and an incomes policy based on social partnership. The social partnership can be described as a system which attempts to avoid and overcome the class struggle by cooperation between labour business and agriculture. This combination of an expansive fiscal policy, a tight money policy, and an incomes policy is often described as "Austro-Keynesianism". Austro-Keynesianism helped to overcome the consequences of the first oil-shock (1973-1974), but the second oil shock (1979-1980) demonstrated its limitations.

Since the beginning of the 1980s the economic difficulties in Austria have increased. The core of the problem has been that the process of structural change in Austria has been too slow. Austria's economic policy concentrated too much on solving current problems; it failed to develop a programme of structural change.

Now Austria depends heavily on foreign trade, especially trade of manufactured goods with other European industrialized nations. Service industries provide about 60 per cent of the total value of Austria's annual economic production. Services also employ about 60 per cent of the country's workers. Austria has a variety of minerals. The country ranks as one of the world's leading producers of magnesite, which is used to make such products as heat-resistant bricks, plaster, and artificial stone. The production of fine handicrafts forms an important part of Austria's economy. Skilled craftworkers make a variety of objects, including glassware, jewellery and woodcarvings.

Comprehension

I. Say if the statements are true or false to the text:

1. Austria is a small country in eastern Europe.
2. Most Austrians live in cities and towns.
3. Service industries provide about 80 per cent of the total value of Austria's annual economic production.
4. Austria's economy is based on private ownership.
5. Once Austria was a centre of a huge empire that was ruled by the Habsburgs.
6. The combination of an expansive fiscal policy, a tight money policy and an incomes policy is often described as "Austro-Keynesianism".
7. Since the early 1950's, Austria has become increasingly industrialized.
8. Magnesite is used to make such products as heat-resistant bricks, plaster, and artificial stone.
9. Austro-Keynesianism helped to overcome the consequences of the first oil-shock.
10. Austrian craftworkers make a variety of objects, including glassware, jewellery and woodcarvings.

II. Complete the sentences:

1. Austria was once ...
2. About a fifth of the people live ...
3. Today, Austria is a ...
4. The government owns ...
5. Austria's macroeconomic policy of the 1970s ...
6. Since the beginning of the 1980's ...
7. Now Austria depends ...
8. Austria ranks as one of ...
9. The production of fine handicrafts forms ...
10. Austria is a small country in ...

III. Answer the questions:

1. What is Austria famous for?
2. Where do most Austrians live?
3. Who ruled Austria when it was a centre of a huge empire?
4. Is Austria a prosperous country now?
5. What is "Austro-Keynesianism"?
6. How many people do services in Austria economy?
7. What is an important part of Austria's economy?

IV. Prove that:

- service industries play an important role in Austria's economy;
- Austria was once one of the most powerful countries in Europe.

V. Explain why:

- since the beginning of the 1980's the economic difficulties in Austria have increased.

VI. Comment on the following:

1. As a neutral nation, Austria serves as an important channel for the exchange of ideas between the countries of Western Europe and Eastern Europe. Many refugees from Communist countries such as Czechoslovakia or Hungary escaped into Austria. Vienna is the home of a number of UN agencies.
2. Throughout Austria's history, many different groups of people settled in the country. Each group mixed with other peoples and so helped shape the ancestry of present-day Austrians. In ancient times, the peoples of Austria included Celts and Romans. Later, Asians, various Germanic groups settled in Austria. From the 1300's, Austria attracted Italians and various Slavic groups. As a result of this mixing of peoples, there is no typical Austrian.
3. Manufactures in Austria tend to stress high quality rather than mass production. Many factories are small or medium-sized. In small workshops throughout Austria, skilled craftsmen produce fine glassware, needlework, porcelain objects and other handicrafts.
4. Austria is one of Europe's most popular holiday sports. Millions of tourists visit the country every year. Skiers from many countries flock to the superb ski areas in the Austrian Alps. The booming tourist industry adds substantially to Austria's national income.

Word Study

I. Increase your vocabulary:

- business – бизнес, дело; сделка; компания, предприятие; заказ; профессия, занятие
- out of business – банкрот
- to be in ~ on one's own account – вести дело на свой страх и риск
- to conduct a ~ – руководить предприятием, вести дело
- to establish a ~ – основывать фирму

exchange ~ – биржевая торговля
 family (-owned) ~ – семейное предприятие
 not-paying ~ – нерентабельное предприятие
 retail ~ – розничная торговля
 wholesale ~ – оптовая торговля
 unauthorized ~ – предприятие, действующее без разрешения
 small ~ – мелкое предпринимательство
 sham ~ – фиктивное предприятие
 businesslike – деловой
 businessman – бизнесмен, коммерсант

II. Match the words with their definitions:

<i>expansion</i>	The process of becoming greater in size, number, or amount
	Association of two or more persons carrying on business together for the purpose of making a profit
	To get or obtain something wanted

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. A huge ... that was ruled by the Habsburgs ... after World War I.
2. Austria's economy is based on ... ownership.
3. The government ... companies in several industries.
4. The social ... can be described as a system which attempts to avoid and ... the class struggle.
5. Nowadays any country depends on ... with other countries.
6. The ... of the problem was that Austria's economic ... concentrated on solving current problems.
7. The ... of the second oil-shock demonstrated limitations of Austro-Keynesianism.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

comply	
combine	<i>of</i>
dispose	<i>from</i>
retire	<i>with</i>
interfere	

1. She the firm after 25 years' service.
2. This new design ... elegance ... efficiency and strength.
3. This uncertainty about oil prices could our plans for expansion.
4. It is important to any special Customs regulations.
5. Our marketing department is encouraging customers to their old machines and buy replacements.

II. Study the examples:

1. *to agree WITH* a person, opinion or policy.
I entirely agree with you.
but: *to agree ABOUT* a subject of discussion.
We agree about most things.

to agree ON a matter for decision.
Let's try to agree on a date.

to agree TO a suggestion.
I'll agree to your suggestion if you lower the price.

2. *to believe IN* God, Father Christmas etc. (=believe that...exists; trust)
If you believe in me I can do anything.
but: *to believe* a person or smth that is said (=accept as truthful/true)
I don't believe a word she says.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Большинство австрийцев живут в городах.
2. Миллионы туристов посещают Австрию каждый год.
3. Австрийская экономика основана на частной собственности.
4. В небольших мастерских искусные мастера производят изделия из стекла, рукоделие, фарфоровые изделия.
5. Сфера обслуживания играет важную роль в экономике Австрии.
6. Австрия – процветающая страна с небольшой безработицей.
7. Производители в Австрии стремятся придавать большее значение высокому качеству, чем массовому производству.
8. С начала 1980-х годов экономические трудности Австрии увеличились.
9. Государство владеет предприятиями в некоторых промышленности, а также в сфере транспортных и коммуникационных услуг.

II. Write a summary of the text.

UNIT III. NORWAY

❖ Words and word-combinations to be remembered:

edge [edʒ] – край, кромка

to melt [melt] – таять, плавиться, растворяться

seafaring ['si: feəriŋ] – мореходный

inlet ['inlet] – небольшой залив, бухта

harbour ['hɑ:bə] – гавань, убежище, пристанище

crew [kru:] – экипаж корабля

cod [kɒd] – треска

haddock ['hædɒk] – пикша (род трески)

fleet [fli:t] – флот, флотилия, залив, ручей

to rank [ræŋk] – выстраиваться в ряд, распределять, считаться

to promote [prə'məʊt] – повышать, производить в чин, содействовать, способствовать

plateau ['plɑ:təʊ] (pl. plateaux) – плато, плоскогорье

rock [rɒk] – утес, скала, горная порода

to rush down – нестись, мчаться, устремляться вниз

pulp [pʌlp] – мякоть, бумажная, древесная масса

mining ['maɪnɪŋ] – горное дело, горная промышленность

to account for [ə'kaʊnt] – объяснять, быть причиной

lumber ['lʌmbə] – лесоматериалы

birch [bɜ:tʃ] – береза

pine [paɪn] – сосна

spruce [spru:s] – ель

merchant (adj.) ['mɜ:tʃənt] – торговый, коммерческий

source [sɔ:s] – источник

pace of life – темп жизни

allowance [ə'lauəns] – позволение, разрешение, принятие во внимание, содержание

recreation [rekri'eɪʃən] – отдых, развлечение, игры

to support [sə'pɔ:t] – поддерживать, содержать (семью)

Norwegian [nɔ:'wi:dʒən] – норвежец, норвежка; норвежский

the Norwegians – норвежцы

NORWAY

Capital: Oslo

Area: 386, 958 km²

Population: 4,319,000

Money: Basic unit – krone

Norway is a long, narrow country on the north-western edge of the European continent. Oslo, Norway's capital and largest city, is in the southern part of the country. Most of the Norwegian people live near or along the sea. Winds warmed by the sea give the coast much warmer winters than other regions so far north, and snow melts quickly there. Inland areas are very much colder, and snow covers the ground much of the year.

Since the time of the Vikings, the Norwegians have been a seafaring people. Norway's coast is famous for its many long, narrow inlets of the sea called fiords, which provide fine harbours. Norwegian fishing crews bring in large numbers of cod, haddock, herring and mackerel. Much of the catch is processed for export. Norway began developing its great shipping fleet during the 1600's. Today, Norway's fishing and shipping industries rank among the world's largest.

Norway has a well-developed economy. Since the late 1940's, the nation's income from the production of goods and services has increased sharply. The rapid economic growth has resulted largely from (1) government programmes to promote investment and industries, and (2) increased foreign demand for the goods and services of Norway.

Norway is mostly a high, mountainous plateau covered by bare rock, and it has a relatively small amount of farmland. But the rivers that rush down from the mountains provide much cheap electricity. Norway generates more hydroelectric power per person than any other country. Norwegian manufacturing is based on this cheap power. Important products of Norway include chemicals, metals, petroleum, processed foods and wood pulp and paper.

Mining became a major Norwegian economic activity during the 1970's, when the country began producing petroleum and natural gas from North Sea fields. Today, petroleum and natural gas account for a large part of the country's income.

Forestry has been an important industry in Norway for hundreds of years. Lumber became a major export during the 1500's. The chief commercial trees include birch, pine and spruce.

Norway depends heavily on foreign trade to help keep its standard of living high. The nation's trade is one of the largest in the world in relation to its population. Norway, with limited natural resources, imports a wide variety of foods, minerals and manufactured goods. Norway's merchant fleet, one of the largest in the world, is also an important source of income for the country. The fleet provides shipping services for countries in all parts of the world.

Comprehension

I. Say if the statements are true or false to the text:

1. Norway is a small country on the north-eastern edge of the European continent.
2. Since the time of the Vikings, the Norwegians have been a seafaring people.
3. Norway began developing its great shipping fleet during the 1800's.
4. Norway generates more hydroelectric power per person than any other country.
5. The rivers that rush down from the mountains provide much cheap electricity in Norway.
6. Today, petroleum and natural gas account for a small part of the country's income.
7. Forestry isn't an important industry in Norway.
8. Norway has limited natural resources.
9. The nation's trade is one of the largest in the world in relation to its population.
10. Norway's fleet provides shipping services only for Scandinavian countries.

II. Complete the sentences:

1. Oslo, Norway's capital, is ...
2. Most of the Norwegian people live ...
3. Norway's coast is famous for ...
4. The rapid economic growth has resulted from ...
5. Important products of Norway include ...
6. Mining became a major ...
7. The chief commercial trees include ...
8. Norway depends heavily on foreign trade to ...
9. Norway, with limited natural resources, imports ...
10. Norway's merchant fleet is ...

III. Answer the questions:

1. Where do most of the Norwegian people live?
2. What is Norway's coast famous for?
3. What were the reasons of the rapid economic growth?
4. When and why did mining become an important economic activity in Norway?
5. What provides cheap electricity in Norway?
6. Why is Norway's large merchant fleet helpful to the country's economy?
7. Why does Norway depend on foreign trade?

IV. Prove that:

- the Norwegians have been a seafaring people since the time of the Vikings;
- Norway depends on foreign trade.

V. Explain why:

- most of the Norwegian people live near or along the sea;
- Norway has had a rapid economic growth.

VI. Comment on the following:

1. Norwegian cities sprawl into surrounding suburbs but are smaller than most other European cities. They have fewer high-rise commercial buildings and lack the fast pace of life often found in cities of other industrial nations.
2. The government of Norway provides the people with many welfare services. All families with more than child receive yearly allowance for each youngster under the age of 16, beginning with the second one. These families also may receive financial aid in paying their rent.
3. Outdoor sports are an important part of Norwegian life. Recreation areas lie within short distances of all homes. Skiing, Norway's national sport may have started there thousands of years ago as a means of crossing the snow-covered land. Many Norwegians take cross-country ski trips to the country's mountains or wooded hills.
4. Norway has about 80 daily newspapers. Many of the country's newspapers support the views of one of the major political parties.

Word Study

I. Increase your vocabulary:

to promote – содействовать, способствовать, стимулировать, повышать в должности, учреждать

promoter – лицо, содействующее какому-либо мероприятию, основатель, учредитель

company ~ – учредитель акционерного общества

promotion – содействие, поощрение, стимулирование; учреждение, основание; продвижение по службе; рекламно-пропагандистская деятельность; предоставление преференций

demand ~ – стимулирование спроса

effective sales ~ – эффективное продвижение товара
 foreign trade ~ – содействие развитию внешней торговли
 industrial ~ – содействие развитию промышленности
 weekly ~s – рекламные компании, проводимые (в магазинах) еженедельно

II. Match the words with their definitions:

<i>manufacturing corporation income to import to invest</i>	Money received during a given period (as salary, receipts from trade, interests from investments, etc.)
	The making or production of goods and materials
	Group of persons authorized to act as an individual (e.g. for business purposes)
	To bring in, introduce (esp. goods from a foreign country)
	To put money in, to buy (smth. considered useful)

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

- Norway is a long, narrow country on the north-western ... of the European continent.
- Norwegian fishing ... bring in large numbers of ..., ..., herring and mackerel.
- Today, Norway's fishing and shipping industries ... among the world's largest.
- Norway is mostly a high, mountainous ... covered by bare
- When Norway began producing petroleum and natural gas from North Sea fields, ... became a major economic activity.
- Norway's fleet is an important ... of income for the country.
- The chief commercial trees include ..., ... and

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

to account	
to be based	<i>from</i>
to concentrate	<i>on</i>
to be famous	<i>for</i>
to prevent	

- Today, petroleum and natural gas ... a large part of the country's income.
- Laws ... business persons ... engaging in various unfair practices, such as price fixing and other means of restraining trade.

3. Norwegian manufacturing is ... cheap hydroelectric power.
4. Norway ... foreign trade to help keep its standard of living high.
5. Norway's coast is ... its fjords, which provide fine harbours.

II. Study the examples:

1. *ask (someone) FOR something:*

I wrote to the company asking them for more information about the job.

but: *ask (someone) a question* (no preposition)

2. *live ON money / food:*

George's salary is very low. It isn't enough to live on.

3. *think ABOUT (= consider, concentrate the mind on):*

I've thought about what you said and I've decided to take your advice.

but: *think OF (= remember, bring to mind, have an idea):*

He told me the name of the company but I can't think of it now.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Норвегия зависит от торговли с другими странами для поддержания высокого уровня жизни.
2. Горная промышленность также является важным источником дохода для страны.
3. Правительство содействовало развитию новых промышленных предприятий.
4. Вы платите налог, если ваш доход превышает 50 000 крон в год.
5. Норвежская торговая флотилия одна из самых больших в мире.
6. Норвегия импортирует широкое разнообразие продуктов, полезные ископаемые и промышленные товары.
7. Все семьи, где более одного ребенка, получают годовое содержание на каждого ребенка до 16 лет, начиная со второго.
8. В прошлом году он получил продвижение по службе.
9. В Норвегии большинство рыбного улова экспортируется.

II. Write a summary of the text.

UNIT IV. NETHERLANDS

❖ Words and word-combinations to be remembered:

to create [kri'eit] – создавать, производить (впечатление)

swamp [swɒmp] – болото, топь

to pump out – выкачивать (воду)

polder ['pɒldə] – польдер

concrete ['kɒkri:t] – бетон

pile [paɪl] – свая, столб

soggy ['sɒɡi] – сырой, мокрый, тяжеловесный

amount [ə'maʊnt] – количество

productive [prə'dʌktɪv] – производительный, продуктивный

GDP (gross domestic product) – валовой внутренний продукт

repair shops – ремонтная мастерская

in terms of – с точки зрения, на языке (чего-либо, кого-либо)

employer [ɪm'plɔɪə] – работодатель

to establish [ɪs'tæblɪʃ] – основывать, устанавливать; устраивать

strike [straɪk] – забастовка, стачка

dairy ['deəri] – молочный, маслобойня

drug [drʌɡ] – лекарство, наркотик

fertilizer ['fɜ:tɪlaɪzə] – удобрение

rubber ['rʌbə] – резина, каучук

diamond cutting and polishing – обработка и шлифовка бриллиантов

crop [krɒp] – урожай, жатва, посев

livestock ['laɪvstɒk] – домашний скот

horticulture ['hɔ:tɪkʌltʃə] – садоводство, огородничество

greenhouse ['ɡri:nhaʊs] – теплица, оранжерея

bulb [bʌlb] – луковица

freight [freɪt] – фрахт, стоимость перевозки

bishop ['bɪʃp] – епископ

fellowship ['feləʊʃɪp] – товарищество, братство, чувство товарищества

purpose ['pɜ:pəs] – цель, назначение, успех

Dutch [dʌtʃ] – голландский

Dutchman ['dʌtʃmən] – голландец

Dutchwoman [dʌtʃ wʊmən] – голландка

NETHERLANDS

Capital: Amsterdam

Area: 41,863 km²

Population: 15,740,000

Money: Euro

The Netherlands is a small country on the North Sea in northwestern Europe. “God created the world, but the Dutch created Holland,” according to an old Dutch saying. More than two fifths of the country’s land was once covered by the sea, lakes or swamps. The Dutch “created” this land by pumping out the water. In these drained areas, called polders, are the richest farmlands and largest cities of the Netherlands. Amsterdam, the capital and largest city, is on a polder. Buildings in Amsterdam stand on wooden or concrete piles driven deep into the soggy ground. The Netherlands is famous for its many canals.

The Netherlands’ economy is technically advanced and highly industrialized. Skilled workers have made possible manufacturing industries such as electronics and chemicals. Modern farming techniques have made the Netherlands’ small amount of farmland highly productive. Because the country is small and has few natural resources, it depends heavily on foreign trade.

Service industries, taken together, account for about two-thirds of the Netherlands’ gross domestic product (GDP). Community, social, and personal services form the most important type of service industry. Trade, hotels, and repair shops form the second most important type of it.

Manufacturing is the single most important economic activity in the Netherlands in terms of the GDP. The government and organizations of employers and workers have cooperated in establishing wages and other job policies. As a result, strikes are uncommon.

Food processing is a major manufacturing industry. Dairy products – especially butter, cheese, and processed milk and eggs – are the chief foods. The Netherlands is one of the world’s major cheese manufacturers.

The chemical industry produces drugs, fertilizers, paints, plastics, and synthetic rubber. Amsterdam has long been a famous centre of diamond cutting and polishing.

Dairy farming is the most important form of agriculture in the Netherlands. Most of the dairy farmers also grow crops, which are used mainly to feed the livestock. An important speciality of Dutch agriculture is horticulture. Flowers and vegetables are grown in enormous greenhouses. They are exported to neighbouring countries, and fresh flowers are flown to most parts of the world. Flower bulbs, especially tulips, are also important.

The Netherlands has an extensive network of navigable rivers and canals. The main rivers and many of the canals are important waterways, and oceangoing ships use the larger ones. Motor barges on the inland waterways carry more than half the nation’s total freight.

Comprehension

I. Say if the statements are true or false to the text:

1. The Dutch “created” Holland by pumping out the water.
2. The Netherlands is famous for its many canals.
3. Dutch workers have made possible manufacturing industries such as electronics and chemicals.
4. Strikes are common in the Netherlands.
5. Many flowers and vegetables are imported.
6. Service industries account for about a half of the Netherlands’ GDP.
7. An important speciality of Dutch agriculture is horticulture.
8. The Netherlands is one of the world’s major meat manufacturers.
9. The Netherlands is a small country on the Black Sea.
10. Motor barges on the inland waterways carry more than half nation’s total freight.

II. Complete the sentences:

1. Buildings in Amsterdam stand on ...
2. The Netherlands’ economy is ...
3. The chemical industry produces ...
4. Dairy farming is ...
5. Modern farming techniques ...
6. The Netherlands has an extensive network of ...
7. Amsterdam has long been a centre of ...
8. Community, social, and personal services form ...
9. Most of the dairy farmers also ...
10. Manufacturing is ...

III. Answer the questions:

1. How did the Dutch “create” Holland?
2. What do buildings in Amsterdam stand on?
3. What is the leading branch of Dutch agriculture?
4. Is food processing a major manufacturing industry?
5. What services form the most important type of service industry?
6. What does the chemical industry produce?
7. Does the Netherlands have an extensive network of navigable rivers and canals?

IV. Prove that:

- the Dutch “created” Holland;
- horticulture is an important speciality of Dutch agriculture.

V. Explain why:

- Netherlands' farmland is highly productive.

VI. Comment on the following:

1. The Dutch exchange gifts on St. Nicholas Eve, December 5, instead of at Christmas. The children believe that Saint Nicholas visits their homes with presents for good boys and girls. A man dressed like a bishop represents Saint Nicholas and rides through the streets. In Amsterdam, he arrives by steamship and is greeted by ringing bells and cheering crowds. During the 1600's, the Dutch took the custom of Saint Nicholas' visit with them to America. There, the English settlers changed his Dutch nickname, Sinterklaas, to Santa Claus.
2. The Netherlands are known for their good fellowship, called *gezelligheid*. This cosy friendliness, as well as Dutch orderliness, helps make life pleasant in the thickly populated country. When families or friends gather, rich chocolates and pastries are often served.
3. The Netherlands has no general secondary school programme. Instead, it has several kinds of secondary schools. Each kind trains students for a special purpose, such as university work, advanced study in various institutes, or jobs in business or industry.
4. Most Netherlands wear clothing similar to that worn in most other Western countries. People in farm areas and fishing villages sometimes wear the famous Dutch wooden shoes called *klompen*. These shoes are noisy, but they protect the feet from damp earth better than leather shoes do. The Dutch do not wear wooden shoes in their homes. They leave them outside and change to leather shoes.

Word Study

I. Increase your vocabulary:

to produce – производить, вырабатывать, выпускать

to ~ for export – производить на экспорт

producer – изготовитель, производитель, поставщик

high-cost ~ – производитель с высокими издержками производства

producer-retailer – предприятие, сбывающее продукцию через собственные розничные магазины

product – продукция, изделия, фабрикат

to branch out a new type of ~ – начать производство нового продукта

gross ~ – валовой продукт

gross domestic ~ – валовой внутренний продукт
 gross national ~ – валовой национальный продукт
 high-quality ~ – изделие высокого качества
 productibility – пригодность для производства
 production – производство, изготовление
 inefficient ~ – неэффективное производство
 productive – производительный, продуктивный
 productivity – производительность, продуктивность

II. Match the words with their definitions:

<i>employer</i>	Buying and selling of goods, exchange of goods for money or other goods
<i>wages</i>	Payment made or received for work or services
<i>employee</i>	Person who employs others
<i>trade</i>	Person employed for wages
<i>to export</i>	To send (goods) to another country

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. More than two-fifths of Netherlands' land was once covered by the sea, lakes or
2. In the drained areas, called ..., are the richest farmlands and largest cities of the Netherlands.
3. ... products – especially butter, cheese, and processed milk and eggs – are the chief foods.
4. Flowers and vegetables are grown in enormous
5. Most of the dairy farmers also grow
6. The Netherlands produces a great ... of high-quality products.
7. Each kind of school in Holland trains students for a special... such as university work, jobs in business and so on.

Grammar Focus

I. Combine a noun from the list on the left with a preposition from the list on the right to complete each sentence. You must use each noun once, but each preposition can be used more than once:

increase	
result	<i>in</i>
experience	<i>of</i>
intention	<i>on</i>
emphasis	

1. Have you had much work of this sort?
2. I have no ... resigning. It's up to them to dismiss me if they aren't satisfied.
3. In recent years there has been a great ... the export of flowers and vegetables in Holland.
4. As a ... the adverse publicity, their sales went down.
5. The Netherlanders put much ... their fellowship.

II. Study the examples:

1. *famous FOR something:*

The Netherlands is famous for its canals.

2. *hear ABOUT something (= be told about something):*

Have you heard about a new product of this company?

but: *hear OF something/someone (=know that something/someone exists):*

Have you heard of a company called "Smith Electrics"?

hear FROM someone (= receive a letter / telephone call from someone):

Have you heard from our customers recently?

3. *to be polite TO somebody:*

Try to be polite to our chief.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. За последние годы в Голландии увеличился экспорт цветов.
2. Розничная торговля и ремонтные мастерские являются важными видами сферы обслуживания.
3. Голландия – один из главных мировых производителей сыра.
4. Амстердам является центром обработки и шлифовки бриллиантов.
5. Ведущей отраслью сельского хозяйства в Голландии является садоводство.
6. В прошлом году наше предприятие начало производство нового продукта.
7. Голландцы известны их чувством товарищества, которое помогает делать их жизнь приятной в густонаселенной стране.
8. Химическая промышленность производит лекарства, удобрения, краски, каучук и др.

II. Write a summary of the text.

UNIT V. FINLAND

❖ Words and word-combinations to be remembered:

to dot – ставить точки; отмечать пунктиром; усеивать
indented – зубчатый, зазубренный
possession [pə'zəʃən] – владение, обладание
to declare [dɪ'kleɪə] – объявлять; заявлять
monopoly – монополия
compete [kəm'pi:t] – соревноваться, состязаться; конкурировать
deposit [dɪ'pɒzɪt] – депозит; осадок, отложение; залог; залежь
plywood ['plaiwud] – фанера
paneling ['pænlɪŋ] – панельная обшивка
to prefabricate ['pri:fæbrɪkeɪt] – изготавливать заводским способом
icebreaker ['aɪs breɪkə] – ледокол
sauna ['sɔ:nə] – сауна, финская баня
to preserve [prɪ'zə:v] – сохранять, оберегать
chant [tʃɑ:nt] – песнопение, песнь
epic ['epɪk] – эпическая поэма, сказание
share [ʃeə] – часть, доля; участие; акция
to encourage [ɪn'kʌrɪdʒ] – поощрять; поддерживать, способствовать
folklore ['fouklɔ:] – фольклор
tin – олово
Finn [fɪn] – финн
the Finns – финны
Finnish – финский
Lapp – саами, лопарь, лопарка
the Lapps – саами, лопары

FINLAND

Capital: Helsinki

Area: 338,145 km²

Population: 5,066,000

Money: Euro

Finland is a country in northern Europe famous for its scenic beauty. Thousands of lovely lakes dot Finland's landscape, and thick forests cover almost two-thirds of the land. The country has a long, deeply indented coast, marked by colourful red and grey granite rocks.

Finland's location between Russia on the east and Sweden on the west has played an important role in the country's history. In the 1000's, Sweden and Russia began to battle for possession of Finland. Sweden gradually gained control in the 1100's and 1200's, but conflict continued for hundreds of years. Today, Swedish

remains equal with Finnish as an official language of Finland. Russia controlled the country from 1809 until 1917, when Finland declared its independence.

The Finns have a high standard of living and receive many welfare benefits from the government. Finland's economy is based mostly on private ownership. However, the national government has a monopoly on certain businesses, such as the railway and postal systems. In forestry and some other industries, government-owned businesses compete with private companies. Service industries account for 62 per cent of Finland's GDP, manufacturing accounts for 24 per cent and construction accounts for 8 per cent.

Finland's greatest natural resource is its widespread forests. But other resources are limited. Finland's soil is poor, and the crop-growing season short. The country has no deposits of oil, natural gas, or coal.

Woodworking, pulp and paper production, and other forest-based industries are Finland's chief manufacturing industries. Finland ranks as the world's top producer of plywood. The country is also a leading producer of paper. Other major forest products include wood paneling and prefabricated houses, which are erected in factory-made sections.

Finland's metalworking industry has expanded rapidly since the 1940's. The chief metal products include farm machinery and equipment, electric motors and generators, and machinery for use in the paper and timber industries. Finland also produces buses, ships, and other transportation equipment. The shipbuilding industry is especially known for its sturdy, powerful icebreakers and its ferries.

Finland imports large quantities of fruits, vegetables, industrial raw materials, manufactured goods not produced in Finland and petroleum. Paper, pulp, and wood products make up about 35 per cent of the country's exports. Other major exports include products of the metalworking industry, such as machinery and ships. Finland also exports millions of farmed furs each year. Finland's major trading partners include Great Britain, Sweden, and Germany.

Comprehension

I. Say if the statements are true or false to the text:

1. Finns receive many welfare benefits from the government.
2. Thick forests cover 1/3 of Finland.
3. Service industries account for 42 per cent of Finland's GDP.
4. Finland's soil is poor, and the crop-growing season short.
5. Finland produces buses, ships, and other transportation equipment.
6. Finland exports millions of farmed furs each year.
7. Manufacturing accounts for 22 per cent of Finland's GDP.
8. Finland's economy is based on state ownership.
9. Finland's metalworking industry has expanded rapidly since the 1950's.
10. Finland is a country in northern Europe famous for its scenic beauty.

II. Complete the sentences:

1. Finland has a long, deeply indented coast, ...
2. In forestry and some other industries, ...
3. Finland has no deposits of ...
4. Finland ranks as ...
5. The country is a leading producer of ...
6. The chief metal products include ...
7. The shipbuilding industry is known for ...
8. Paper, pulp, and wood products make up ...
9. Finland's major trading partners are ...
10. The national government has a monopoly on ...

III. Answer the questions:

1. What are Finland's two official languages?
2. How has Finland's location between Russia and Sweden influenced its history?
3. What does Finland import?
4. When did Finland declare its independence?
5. What is Finland's greatest natural resource?
6. What are major forest products, produced in Finland?
7. What does Finland export?

IV. Prove that:

- forest-based industries are Finland's chief manufacturing industries.

V. Explain why:

- Swedish remains equal with Finnish as an official language of Finland.
- Finland imports large quantities of fruits, vegetables, industrial raw materials.

VI. Comment on the following:

1. The most famous feature of Finnish life is a special kind of bath called a sauna. Most Finns take a sauna at least once a week for cleansing and relaxation.
2. About 6,000 Lapps live in northern Finland. The ancestors of these short, stocky people lived in Finland long before the first Finns arrived thousands of years ago. Finland also has about 6,000 Gypsies and small groups of Jews and Turks.
3. Finland has a rich folk culture, which is reflected in the country's crafts, music, and painting. The person most responsible for preserving Finland's oral folklore

was Elias Lonnrot, a country doctor. He collected the centuries-old song-poems and chants of the Finnish peasants and published them in 1835. This huge collection, called the Kalevala, became Finland's national epic.

4. Election to the Eduskunta (parliament of Finland) is based on a system called proportional representation. This system gives a political party a share of seats in the parliament according to its share of the total votes cast in an election. The system encourages small parties to put up candidates and makes it hard for any one party to win a majority.

Word Study

I. Increase your vocabulary:

monopolist – монополист

monopolization – монополизация

monopolize – монополизировать

monopoly – монополия

~ of landed property – монополия земельной собственности

foreign trade ~ – монополия внешней торговли

government ~ – государственная монополия

government-guaranteed ~ – гарантированная государством монополия

natural ~ – естественная монополия (связанная с особыми природными условиями)

new-product ~ – монополия на новый продукт

public consumption ~ – государственная монополия, регулирующая потребление некоторых товаров (напр. алкогольных напитков)

single-firm ~ – монополия одной фирмы

temporary legal ~ – временная монополия, предоставляемая законом

trade ~ – торговая монополия

monopsony – монопсония (монополия одного покупателя)

II. Match the words with their definitions:

<i>mark-up</i> <i>turnover</i> <i>market</i> <i>enquiry</i> <i>contract</i>	A place where buyers and sellers gather together to do business
	A legally binding document in which a seller and a buyer agree to specified transactions
	Another name for the total sales figure for a business, over a period of time
	A request for information about a product or service prior to the placing of an order
	The amount added to a purchase price to provide a selling price

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. In some countries tobacco is a government
2. Valuable new... of tin have been found in Bolivia.
3. We shall all have a ... in the profits.
4. It's impossible to take ... of the house until all the papers have been signed.
5. Finland ... with other countries in trade.
6. Elias Lonnrot ... Finland's folklore.
7. The most famous feature of Finnish life is a special kind of bath called a

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

compensate	
cope	for
cater	on
coordinate	with
cut back	

1. Due to falling sales, Finnish companies have ... their new programme.
2. I'm afraid I can't ... another department.
3. During this project we have to ... our activities... our partners in Germany.
4. He was unable to ... the extra work and became ill.
5. If you suffer any loss, we shall... you ... that.

II. Study the examples:

1. *to make OF*

Most things seem to be made of plastic these days.

(when we are identifying the material used to make something, we say make of)

but: *to make FROM*

Paper is made from wood.

(when a material is changed into a completely different form to make something, we use make from)

to make *WITH*

“The soup is good.” “Yes, I make it with lots of garlic.”

(to mention just one of the materials that something is made of, we use make with)

2. to be *OVER* (to be finished, ended)

After the meeting was over, we all went to a restaurant.

but: to be *UP* (to be ended-said only of time)

We'll have to stop our lesson. The time is up.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Швеция и Россия боролись за владение Финляндией.
2. Бумага, древесная масса и изделия из дерева составляют около 35% экспорта Финляндии.
3. Продавец может отложить товары для вас, если вы оставите залог.
4. Мы все будем получать долю от прибыли.
5. Наиболее известной чертой жизни финнов является сауна, которую они принимают для очищения и релаксации.
6. Рынок – это место, где продавцы и покупатели собираются вместе, чтобы вести дела.
7. После того как переговоры были закончены, мы подписали контракт.
8. Выборы в Парламент в Финляндии основаны на системе пропорционального представительства.
9. В некоторых странах алкогольные напитки являются государственной монополией.

II. Write a summary of the text.

UNIT VI. DENMARK

❖ Words and word-combinations to be remembered:

peninsula [pɪ'nɪnsjʊlə] – полуостров
porcelain ['pɔ:slɪn] – фарфор, фарфоровый
silverware ['sɪlvə weə] – серебряные изделия
ground – дно моря
to ensure [ɪn'ʃʊə] – обеспечивать, гарантировать
to replace – ставить, класть обратно; заменять, замещать; возмещать
economic recovery – экономический подъем
to obtain [əb'teɪn] – получать, приобретать; достигнуть
clay [kleɪ] – глина
nutrient – питательный
fertilizer ['fɜ:tlɪzə] – удобрение
to investigate – расследовать, исследовать
complaint [kəm'pleɪnt] – жалоба, недовольство
shrimp – креветка
firework – фейерверк
to arise [ə'raɪz] – появляться; происходить, проистекать
to conclude [kən'klu:d] – заключать; делать вывод, решать
to overcharge – назначать завышенную цену; перегружать
overseas ['ouvə'si:z] – заморский, заграничный; внешний (о торговле)
bicycle lane – велосипедная дорожка
well – зд. скважина
Dane [deɪn] – датчанин, датчанка
the Danes – датчане
Danish – датский

DENMARK

Capital: Copenhagen

Area: 43,077 km²

Population: 5,154,000

Money: Basic unit – crone

Denmark is a small kingdom in northern Europe that is almost surrounded by water. It consists of a peninsula, called Jutland, and 482 nearby islands. More than half of the Danes live on the islands near the peninsula. Copenhagen, the capital and largest city, is on the largest island. About a quarter of all Danes live in Copenhagen area, and almost half of the country's manufacturing industries are located there.

Denmark has one of the world's highest standards of living. The Danes have achieved prosperity even though their land is poor in natural resources. They sell

their products to other countries to pay for the fuels and metals they must import for their industries.

Denmark is famous for its farm products, particularly butter, cheese, bacon and other processed foods. It is also known for its beautifully designed manufactured goods, including furniture, porcelain and silverware. Since the Viking era, the Danes have been a seafaring people, and Denmark is still one of the world's great shipping nations. Fishing has always played an important part in Denmark's economic life. The rich fishing grounds in the country's coastal waters and in the North Sea continue to ensure that fishing remains a major industry.

During the 1970's and early 1980's, Denmark faced an economic recession. In 1982, a Conservative-led coalition government replaced the government of the Social Democrats. This centre-right coalition worked to encourage economic recovery, but Denmark still faced problems of environmental pollution, unemployment and the high cost of welfare services. Eventually, the centre-right coalition was brought down in 1993, not by the economic situation, but by a political scandal. It was replaced by a centre-left coalition led by the Social Democrats once more.

Now Denmark has a strong economy. Denmark obtains some natural gas and petroleum from wells in the North Sea. Other mineral products include chalk and industrial clays. Much of the soil in Denmark lacks nutrients, so it requires heavy use of fertilizers to make it productive. The land is flat or gently rolling, so the rivers cannot be used to generate hydroelectric power. The seas that almost surround the country provide an inexpensive means of transportation by which Denmark can import its industrial needs and export its products.

Comprehension

I. Say if the statements are true or false to the text:

1. About half of all Danes live in Copenhagen.
2. Denmark is famous for its farm products.
3. The Danes have achieved prosperity even though their land is poor in natural resources.
4. Denmark is one of the world's great shipping nations.
5. Fishing doesn't play any role in Denmark's economic life.
6. Denmark is situated in southern Europe.
7. During the 1980's Denmark had a strong economy.
8. There are many rivers in Denmark and they are used to generate hydroelectric power.
9. The soil in Denmark doesn't require heavy use of fertilizers.
10. The Danes import fuels and metals for their industries.

II. Complete the sentences:

1. Denmark consists of a peninsula, ...
2. More than half of the Danes live ...
3. Denmark is known for ...
4. The Danes sell their products to other countries to ...
5. Since the Viking era, the Danes have been ...
6. During the 1970's and early 1980's, Denmark ...
7. In 1982, a Conservative-led coalition government replaced ...
8. Denmark obtains natural gas and ...
9. Much of the soil in Denmark lacks ...
10. Danish land is ...

III. Answer the questions:

1. Which area has about a quarter of Denmark's total population and almost half the country's manufacturing industries?
2. What is Denmark famous for?
3. Why is Denmark one of the world great shipping nations?
4. When did Denmark face an economic recession?
5. What mineral and natural resources does Denmark obtain?
6. Why can Denmark's rivers not generate hydroelectricity?
7. What provides an inexpensive means of transportation of goods in Denmark?

IV. Prove that:

- fishing is a major industry in Denmark

V. Explain why:

- half of the country's manufacturing industries are located in Copenhagen.

VI. Comment on the following:

1. Denmark has an excellent road system. There is about one car for every four people. At least half of the people use bicycles for transportation, and many roads have separate bicycle lanes.
2. The Danish Parliament appoints an official called an ombudsman, who investigates citizens' complaints against actions or decisions by the government; he protects citizens from illegal or incompetent use of power by government officials or agencies.

3. The chief part of Danish meals consists of open-faced sandwiches called smørrebrød. One sandwich may be a pyramid-shaped pile of about 20 small shrimps on thin bread. The Danes often prepare a plate of smørrebrød almost as a work of art, with many attractive sandwiches.
4. Copenhagen is world famous for its Tivoli Gardens amusement park, which opened in 1843 in the heart of the city. The park offers ballet and pantomime, rides and shooting galleries, restaurants, circus acts, concerts, and firework displays.

Word Study

I. Increase your vocabulary:

to pay – платить, оплачивать, нести расходы; приносить выгоду, окупаться

to ~ in advance – платить вперед (авансом)

to ~ on delivery to ~ on demand – платить при доставке

pay – плата, выплата, пособие

hourly ~ – почасовая оплата

payable – подлежащий оплате; выгодный, рентабельный

payback – окупаемость

payee – ремитент, получатель платежа

payer – плательщик по кредитным обязательствам

payment – платеж, оплата; погашение (долга)

~ forward – наложенный платеж

~ on account – оплата по безналичному расчету

tuition ~ – плата за обучение

payoff – выплата, отдача, вознаграждение, результат

pay-as-you-earn – уплата налогов при получении заработной платы

payroll – платежная ведомость; общая сумма выплаченной заработной платы; фонд заработной платы

II. Match the words with their definitions:

<i>budget</i> <i>subsidy</i> <i>recovery</i> <i>recession</i> <i>bullion</i>	A temporary downturn in economic activity, but it may be sustained
	Gold bars each weighing 400oz. May be held as part of the country's gold reserves
	A payment by the state to producers in order to reduce prices
	The national income and expenditure plans
	A time when businessmen are beginning to regain confidence. Order books are beginning to fill up and more jobs are being created

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. Denmark consists of a ..., called Jutland, and 482 nearby islands.
2. The rich fishing ... in Denmark's coastal waters ensure that fishing remains a major industry.
3. Tivoli Gardens amusement park offers ballet and pantomime, rides and shooting galleries, ... displays and so on.
4. In 1993 a centre-right coalition was ... by a centre-left coalition.
5. Denmark is famous for its manufactured goods, including furniture, ... and
6. An ombudsman is a person, who ... citizens' ... against actions or decisions by the government.
7. Many Danes use bicycles for transportation and many roads have separate

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

deal	
credit	<i>against</i>
insure	<i>with</i>
arise	<i>from</i>
conclude	

1. Our overseas customers usually damage or loss at sea just to be safe.
2. During the 1980's Denmark had to problems of environmental pollution, unemployment and the high cost of welfare services.
3. Having studied the balance sheet, I the figures that this Danish company is serious financial difficulties.
4. As you appear to have been overcharged, we shall ... your account ... the sum of \$ 50 000.
5. Such problems can only bad planning.

II. Study the examples:

1. *to enter INTO an agreement, a discussion, etc.*
We've just entered into an agreement with Carsons Ltd.
but: *to enter a place (no preposition)*
When I entered the room everybody stopped talking.

2. *to belong TO* (= be a member of)
I belong to a local athletics club.
but: *to belong IN/ON* (= go fit, have its place in/on)
Those glasses belong on the top shelf.

3. *to explain smth.* to somebody
Could you explain this rule to me?

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Датский парламент назначает чиновника, который расследует жалобы граждан на действия правительства.
2. Окупаемость этого предприятия выше, чем мы ожидали.
3. Рыбная ловля всегда играла важную роль в экономике Дании.
4. Мы только что пришли к соглашению с кампанией по производству мебели.
5. Моря, окружающие страну, обеспечивают Данию недорогим средством транспортировки товаров.
6. Дания состоит из полуострова и 482 близлежащих островов.
7. В течение 1980-х годов правительство способствовало экономическому подъему страны.
8. Это предприятие оказалось очень рентабельным.
9. Экономический подъем зависит от многих обстоятельств.

II. Write a summary of the text.

UNIT VII. FRANCE

❖ Words and word-combinations to be remembered:

masterpiece [ˈma:stəpi:s] – замечательное произведение искусства; шедевр
border [ˈbɔ:də] – граница; край; кромка, бордюр
climber [ˈklaɪmə] – альпинист; вьющееся растение; карьерист
beach [bi:tʃ] – морской берег, пляж, отмель; взморье
orchard [ˈɔ:tʃəd] – фруктовый сад
vineyard [ˈvaɪnjəd] – виноградник
castle [ˈkɑ:sl] – замок, дворец
to measure [ˈmeʒə] – измерять, оценивать
sweeping – широкий, радикальный; решительный; стремительный, быстрый
improvement [ɪmˈpru:vmənt] – улучшение, усовершенствование
bauxite [ˈbɔ:ksaɪt] – боксит
sophisticated [səˈfɪstɪkeɪtɪd] – искушенный в житейских делах, опытный
aircraft [ˈeəkra:ft] – самолет(ы), авиация; авиационный
to conquer [ˈkɒŋkə] – завоевывать. покорять, побеждать; преодолевать; подавлять
to invade – вторгаться, захватывать; овладевать, заполнять; посягать
mighty [ˈmaɪti] – сильный, могущественный; массивный
delicious [dɪˈlɪʃəs] – прелестный, очаровательный; вкусный
appetizer [ˈæpɪtaɪzə] – что-либо, возбуждающее аппетит; закуска перед обедом
to enhance [ɪnˈhɑ:ns] – увеличивать, повышать; усиливать
regulation – регулирование; правило, предписание
overcrowding – переполненность
outskirts – окраина, предместье; окрестности
prestigious – престижный
dweller [ˈdwelə] – житель; обитатель
plumbing [ˈplʌmɪŋ] – водопроводная система
antique [ænˈti:k] – антикварная вещь; произведение античного искусства;
античный
French – французский
the French – французы
Frenchman – француз
Frenchwoman – француженка

FRANCE

Capital: Paris

Area: 543,965 km²

Population: 58,363,000

Money: Euro

France is the largest country of Western Europe in area. Paris, the capital of France and largest city in the country, ranks as one of the world's great cities. For hundreds of years, Paris has been a world capital of art and learning. Paris attracts artists and writers of all nationalities. Many great artists have produced their finest masterpieces there.

There is much more to France than just Paris however. The snow-capped Alps form the border between France and Italy attract many climbers and skiers. Sunny beaches and steep cliffs stretch along the French coast of the Mediterranean Sea. The French Riviera is a popular holiday region. The peaceful, wooded Loire Valley has many historic chateaux (castles). Colorful apple orchards, dairy farms, and vineyards are located throughout much of the countryside.

The French are famous for their enjoyment of life. Good food and good wine are an important part of everyday living for most French people. The wines of France are considered to be the best in the world.

France is not only a beautiful and historic country; it is also rich and powerful. France stands fifth among the countries of the world in its trade with other nations, as measured by exports.

France is prosperous nation and its people have a high standard of living. The prosperity has resulted largely from sweeping economic changes that have been made since the 1940's before World War II; the French economy was based mainly on small farms and business. After the war, the French government worked to modernize the economy. New methods of production and trade were developed through a series of national plans. These improvements have brought ever increasing production.

Most French businesses are privately owned. But the government has long owned all or part of some businesses. For example, it has had complete ownership of France's three largest banks and Renault – the largest French car manufacturer.

Natural resources play an important part in France's prosperity. Fertile soils are the country's most important natural resource. France has major deposits of iron ore and bauxite.

France ranks as one of the world's leading manufacturing nations. France is the fourth largest producer of cars in the world, after Japan, the USA, and Germany. France also makes railway equipment and has the world's fastest trains.

France is the major manufacturer of sophisticated military and commercial

airplanes. Toulouse is the centre of aircraft production. France has a fast-growing commercial electronics industry that produces computers, radios, television sets, and telephone equipment. The chemical industry produces a variety of products, from industrial chemicals to medicines and cosmetics. French plants make high-quality glass and tyres.

The famous French perfume industry, based in Paris, uses flowers that are grown in southeastern France.

Comprehension

I. Say if the statements are true or false to the text:

1. France is the largest country of Eastern Europe.
2. For hundreds of years, Paris has been a world capital of ship-building.
3. Paris attracts artists and writers.
4. Colourful apple orchards and vineyards are located in Paris.
5. France stands sixth among the countries of the world in its trade with other nations.
6. Natural resources play an important part in France's prosperity.
7. France makes railway equipment.
8. Good clothes and watches are an important part of everyday living for the French.
9. France has a fast-growing commercial electronics industry.
10. France has major deposits of oil.

II. Complete the sentences:

1. Paris ranks as ...
2. The French Riviera is ...
3. The peaceful, wooded Loire Valley has ...
4. The French are famous for ...
5. The prosperity of France has resulted from ...
6. Before World War II, the French economy was based on ...
7. Most French businesses are ...
8. The government owns 3 largest banks and ...
9. France is the fourth largest producer of ...
10. Toulouse is ...

III. Answer the questions:

1. What is an important part of everyday living for most French people?
2. What natural resources does France have?
3. Where is French perfume industry based?
4. What does French chemical industry produce?
5. Does France have the world's fastest trains?
6. Is France a major manufacturer of military and commercial aeroplanes?
7. What does French electronics industry produce?

IV. Prove that:

- France ranks as one of the world's leading manufacturing nations.

V. Explain why:

- there is much more to France than just Paris.

VI. Comment on the following:

1. France has a long and colourful history. Julius Caesar and his Roman soldiers conquered the region before the time of Christ. Then, after Rome fell, the Franks and other Germanic tribes invaded the region. France was named after the Franks. By the A.D. 800's, the mighty Charlemagne, king of the Franks, had built the area into a huge kingdom.
2. The French are famous for their good food and wine. Almost every restaurant and area has at least one special recipe of its own. The delicious breads, sauces, soups, and desserts of France are imitated by cooks in most parts of the world.
3. Strict zoning regulations help to protect and enhance the centre of many French cities. Such regulations may prohibit traffic on certain city streets or limit high-rise construction in the centre of a city. The regulations are designed to ensure a high quality of life for urban residents. Such urban problems as overcrowding and high crime rates are more likely to occur in the outskirts of cities or in nearby suburbs.
4. Many Parisians live in old apartment buildings. In general, the older a building is, the more prestigious it is. Many French city dwellers tolerate buildings with old plumbing and appliances so they may enjoy antique fireplaces and other features of the architecture.

Word Study

I. Increase your vocabulary:

tradable – ходовой (о товаре); товарный, рыночный

trade – торговля; торговать; профессия, ремесло

to be in ~ – быть торговцем, иметь магазин

to restrict ~ – ограничивать торговлю

to revive ~ – возобновлять торговлю

barter ~ – бартерная (меновая) торговля

cash ~ – торговля за наличные

(home) domestic ~ – внутренняя торговля

foreign ~ – внешняя торговля

retail ~ – розничная торговля

wholesale ~ – оптовая торговля

trade-in – встречная продажа (старого предмета или изделия при покупке нового, напр., старого автомобиля в счет частичной оплаты нового)

trademark – торговый знак

trade-off – компромисс; альтернатива; выбор

~ between unemployment and inflation – проблема выбора между безработицей и инфляцией

trader – торговец; биржевой маклер

tradesman – розничный торговец; ремесленник

trading – торговый, занимающийся торговлей; сделок

II. Match the words with their definitions:

<i>retailing</i> <i>strategy</i> <i>fee</i> <i>demand</i> <i>merchant</i>	A payment for a piece of professional advice or for some special service
	A plan of future actions which, in a company, is usually decided by senior management
	The act of operating a retail business
	A need for or a desire for a commodity, together with the ability to pay for it
	A trader who buys and sells goods or commodities in large quantities, usually at his own cost

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. The snow-capped Alps attract many ... and skiers.
2. Apple ... , dairy farms, and ... are located throughout much of the countryside in France.
3. France has major deposits of iron ore and
4. Sunny ... and steep cliffs stretch along the French coast of the Mediterranean Sea.
5. After Rome fell, the Franks and other Germanic tribes ... the region.
6. The older a building is, the more... it is.
7. French citizens ... tolerate buildings with old... and appliances so they may enjoy ... fireplaces.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

leave	
get	<i>out</i>
draw	<i>on</i>
set	<i>up</i>
rely	

1. This Frenchman was bankrupt but he a company in his wife's name.
2. They an agreement which satisfied both sides.
3. Unfortunately we supplier who was not able to supply us with the goods he had promised.
4. Speaking about our trip to France he the most important detail. How much is it going to cost?
5. Once we had got into the joint venture it was very difficult to of it.

II. Study the examples:

1. *to search* (= look through; look everywhere in/on)
They searched everybody's luggage.
but: *to search FOR* (= look for)
The customs were searching for drugs at the airport.

2. *to get IN(TO) and OUT of a car, taxi or small boat*

When I got into my car, I found the radio had been stolen.

but: *to get ON(TO) and OFF a train, plane, bus, ship, (motor)bike or horse.*

We'll be getting off the train in 10 minutes.

3. *to apologize TO somebody FOR something*

I think we should apologize to our partners.

I must apologize for disturbing you.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Многие великие художники создали свои шедевры в Париже.
2. Предприятие приняло решение возобновить торговлю этим товаром.
3. После войны правительство Франции приступило к модернизации экономики страны.
4. Известная французская промышленность по производству парфюмерии использует цветы, выращиваемые на юго-востоке Франции.
5. Французские вина считаются самыми лучшими в мире.
6. Франция была названа в честь франков.
7. Правительство Франции является собственником трех самых крупных банков страны.
8. Покрытые снегом Альпы являются границей между Францией и Италией и привлекают многих альпинистов и лыжников.
9. Химическая промышленность Франции производит широкое разнообразие продуктов от медикаментов до косметики.

II. Write a summary of the text.

UNIT VIII. SWITZERLAND

❖ Words and word-combinations to be remembered:

snow-capped ['snoukæpt] – покрытый снегом (о вершине горы)
freedom-loving ['fri:dəm lʌvɪŋ] – свободолюбивый
profitable ['prɒfɪtəbl] – выгодный, доходный, прибыльный
banking ['bæŋkɪŋ] – банковское дело
insurance [ɪn'ʃʊərəns] – страхование
processing – обработка, изготовление; первичная переработка сырья;
окончательная переработка (в полуфабрикат)
skilled – умелый, ловкий, квалифицированный
precise [pri'saɪs] – точный, аккуратный, тщательный
valuable ['væljuəbl] – ценный, дорогой
labour ['leɪbə] – труд, рабочая сила
machine tool – станок
silk – шелк
need – нужда, потребность
livestock raising – разведение домашнего скота
deposit [di'pɒzɪt] – вклад(в банк), депозит
safe – безопасный, надежный
to identify – устанавливать личность, опознавать
investigation [ɪn vestɪ'geɪʃən] – расследование, следствие
inn – гостиница, постоялый двор
to rage – бушевать, неистовствовать, свирепствовать
to provide – обеспечивать; давать, доставлять
persecution [pə'sɪ'kju:ʃən] – преследование, гонение
weapon ['wɛpən] – оружие
emergency [ɪ'mɜ:dʒənsɪ] – непредвиденный случай, крайняя необходимость
legislature ['ledʒɪsleɪtʃə] – законодательная власть
to be related – быть связанным, состоять в родстве
fortune ['fɜ:tʃən] – счастье, удача, богатство
Swiss – швейцарец, швейцарский
the Swiss – швейцарцы

SWITZERLAND

Capital: Bern

Area: 41,293 km²

Population: 6,753,000

Money: Swiss franc

Switzerland is a small European country known for its beautiful, snow-capped mountains and freedom-loving people. Switzerland is a prosperous country with one of the world's highest standards of living. The nation's highly specialized industries are extremely profitable. Switzerland has more jobs than its own people can fill. Workers from other countries make up about a fifth of Switzerland's labour force.

Switzerland trades with nations throughout the world, but chiefly with Western European countries and the United States. The Swiss import more goods than they export. They make up the difference with income from tourism and from banking, insurance and transportation services to foreign people or firms.

Switzerland is one of the most industrialized countries in the world. Its manufacturing industries are based on the processing of imported raw materials into high-quality products for export. To keep the cost of materials and transportation as low as possible, these industries specialize in skilled, precise work on small, valuable items. In Switzerland's watchmaking industry, for example, the cost of materials is only about one-twentieth the cost of labour. More than 95 percent of the watches made in Switzerland are exported.

The Swiss make such engineering products as generators and other electrical equipment, industrial machinery, machine tools, precision instruments, and transportation equipment. Other major products are chemicals, paper, processed foods including cheese and chocolate, silk and other textiles.

Agriculture in Switzerland supplies only about three-fifths of the people's needs. The rest of the nation's food must be imported. Livestock raising is the most important agricultural activity because of the limited cropland resources and the climate. It provides about 75 percent of Switzerland's farm income, largely through dairy farming.

Banking also ranks as one of Switzerland's major industries. Swiss banks attract deposits from people in many countries. The banks are probably the safest in the world, partly because of the nation's neutrality. Depositors can choose to be identified by a number known only to themselves and a few bank officials. In this way, a private fortune can be kept secret. But the secrecy may be broken in the investigation of criminal cases.

Since the early 1800's, large numbers of tourists have come to Switzerland. Today, more than 11 million tourists visit it yearly. Switzerland has thousands of hotels and inns for tourists. Skiing is especially popular. Water sports on Lake Geneva and other lakes also attract tourists.

Comprehension

II. Say if the statements are true or false to the text:

1. Switzerland has more jobs than its own people can fill.
2. The Swiss export more goods than they import.
3. More than 95 per cent of the watches made in Switzerland are exported.
4. Switzerland has a few hotels and inns for tourists.
5. Agriculture in Switzerland supplies about 50 per cent of the people's needs.
6. Livestock raising provides 60% of Switzerland's farm income.
7. Today more than 11 million tourists visit Switzerland yearly.
8. Skiing is especially popular in Switzerland.
9. Swiss banks are unsafe.
10. Since the early 1800's, large numbers of tourists have come to Switzerland.

II. Complete the sentences:

1. Switzerland is the small European ...
2. The Swiss make up the difference with income from ...
3. Switzerland's manufacturing industries are based on ...
4. In Switzerland's watchmaking industry the cost of materials ...
5. Livestock raising is ...
6. Swiss banks attract ...
7. Depositors can choose to be identified by ...
8. Workers from other countries make up ...
9. The Swiss make such engineering products as ...
10. Other major products are ...

III. Answer the questions:

1. Are Switzerland's industries profitable?
2. How many workers from other countries work in Switzerland?
3. What countries does Switzerland trade with?
4. Why do Swiss banks attract deposits from people throughout the world?
5. How do Switzerland's industries keep the cost of materials and transportation as low as possible?
6. What kinds of sports are popular among tourists?
7. What engineering products do the Swiss produce?

IV. Prove that:

- the Swiss import more goods than they export;
- Swiss watches are world-known.

V. Explain why:

- Swiss banks are probably the safest in the world.

VI. Comment on the following:

1. The Swiss have a long tradition of freedom. About 700 years ago, people in what is now central Switzerland agreed to help each other stay free from foreign rule. Gradually, people in nearby areas joined them in what came to be known as the Swiss Confederation. In the early 1500's, Switzerland established a policy of not taking sides in many wars that raged in Europe. During World Wars I and II, Switzerland remained an island of peace. Switzerland provided safety for thousands who fled from the fighting, or from political persecution.
2. Switzerland has a militia (citizens' army) instead of regular armed forces. Men are required to begin a series of military-training periods at age 20. They keep their weapons and uniforms at home, and can be called up in an emergency. Men whose health or work makes them unable to serve, or who live out of the country, pay a special tax.
3. The president is elected to a one-year term by the legislature. A candidate is chosen from among the members of the Federal Council. The president can't be elected for a second term that immediately follows his year in office.
4. The Swiss Constitution provides for 3 official languages. The official languages are German, French and Italian. All national laws are published in each of these 3 languages. The four national languages are the three official ones plus Romansh, which is closely related to Latin.

Word study

I. Increase your vocabulary:

to profit – получать прибыль, извлекать пользу

profit – прибыль, доход; польза, выгода

to distribute a ~ – распределять прибыль

to get (to make) a ~ – получать прибыль

pretax ~ – прибыль за вычетом налога

after-tax ~ – прибыль за вычетом налога

anticipated ~ – ожидаемая прибыль

interest ~ – прибыль в форме процента

taxable ~ – прибыль, подлежащая обложению налогом

sustained ~ – устойчивая прибыль

windfall ~ – непредвиденная прибыль (например в результате повышения цен)

profitability – прибыльность, выгодность, доходность

long-term ~ – долгосрочная рентабельность

profitable – полезный, благоприятный, прибыльный, выгодный, доходный, рентабельный

profiteer – спекулянт

profiteering – спекуляция

profitgraph – график прибыльности

profitless – неприбыльный

II. Match the words with their definitions:

	Bodily or mental work; people or human resources
insurance	Safeguard against loss, provision against sickness, death, etc., in return for regular payments
profit	Income remaining after all the costs involved in the production and sale of a good or service have been met
labour	Basic necessity required for survival
need	

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. Switzerland is known for its ... mountains and ... people.
2. The nation's neutrality helped the Swiss develop valuable ... services to people of countries throughout the world, where banks are less ...
3. Using imported raw materials, the Swiss manufacture high-quality goods, including ..., ...
4. Men can be called into service in an ... until the age of 50.
5. Switzerland has many hotels and ... for tourists.
6. Switzerland's manufacturing industries specialize in skilled, precise work on small ... items.
7. About two-fifths of ... people live in rural areas.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

specialize

carry

take part

go

sell

on

in

out

1. The partnership is usually defined as an association of two or more persons to ...
... as co-owners of business for profit.
2. Switzerland manufacturing electrical equipment, machine tools, clocks and watches.
3. He his share of the business and retires next month.
4. She working even though the others stopped.
5. Switzerland didn't World Wars I and II and remained an island of peace.

II. Study the examples:

1. *to sell UP* (to sell a person's goods and property for payment of debt):
I went bankrupt and was sold up.
but: *to sell OUT* (to sell part or all of one's share in a business):
His last deal was profitless and now he has to sell out his share of business.
2. *to take UP* (to start (a hobby):
When did you take up golf?
but: *to take ON* (to employ; undertake)
We'll have to take on more staff if we are to take on more work.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Швейцарские банки считаются самыми надежными в мире.
2. Швейцарская промышленность по производству часов является одной из самых доходных.
3. Выпуск товаров высокого качества обеспечит долгосрочную рентабельность этого предприятия.
4. Банковское дело является одной из хорошо развитых сфер промышленности в Швейцарии.
5. Швейцария не принимала участия в войнах, свирепствовавших в Европе.
6. Президент Швейцарии выбирается законодательной властью на один год.
7. Секрет номера вашего банковского счета в Швейцарском банке может быть раскрыт в случае расследования уголовного преступления.
8. Вы уже составили график прибыльности?
9. В Швейцарии три официальных языка – немецкий, французский и итальянский.

II. Write a summary of the text.

UNIT IX. GERMANY

❖ Words and word-combinations to be remembered:

dictatorship [dɪk'teɪtəʃɪp] – диктатура

to shatter ['ʃætə] – разбивать; расшатывать (нервы); расстраивать (планы)

advanced – продвинутый; выдвинутый вперед

dissatisfaction – неудовлетворенность, недовольство, досада

to flee [fli:] – убежать, спастись бегством; избегать, сторониться

escape route – путь к бегству (спасению)

to sweep – проноситься, нестись, мчаться; сметать, сносить; мести, подметать

emigration [emɪ'greɪʃən] – переселение, эмиграция

chain – цепь, цепочка

unification [ju:nɪfɪ'keɪʃən] – объединение, унификация

to wind – зд. виться, извиваться

grand [grand] – величественный, грандиозный, важный, роскошный

to overlook – возвышаться, смотреть не что-либо сверху; выходить на; следить

amazing [ə'meɪzɪŋ] – удивительный, поразительный

miracle ['mɪrəkl] – чудо

pricing – оценивание, назначение цен

to favour ['feɪvə] – относиться благосклонно, поддерживать, оказывать предпочтение

foundation – фундамент, основание, основа; учреждение

steel – сталь

community – община, общество, публика; общность

particular [pə'tɪkjʊlə] – особый, особенный; отдельный, определенный

broadcast ['brɔ:dka:st] – радиовещание, радиопередача

scarce [skeəs] – скудный, имеющийся в небольшом количестве; редкий

to set in motion – приводить в движение

to soak – пропитывать; промачивать, впитывать(ся); отмокать

vinegar ['vɪnɪgə] – уксус

spice – специя, пряность; пикантность; привкус

junior ['dʒu:njə] – младший (по возрасту, положению); студент младшего курса

senior ['si:njə] – старший (по возрасту, положению); ученик выпускного класса; студент последнего курса

German – немецкий; немец, немка; немецкий язык

Germans – немцы

GERMANY

Capital: Berlin

Area: 355,574 km²

Population: 83,243,000

Money: Euro

Germany is a large country in central Europe. From 1949 to 1990, it was divided into the German Democratic Republic (East Germany) and the Federal Republic of Germany (West Germany). West Germany was a parliamentary democracy with strong ties to Western Europe and the USA. East Germany was a Communist dictatorship closely associated with the Soviet Union.

After World War II, the West Germans and East Germans rebuilt their shattered industries and made them more productive than ever. West Germany became one of the leading industrial nations. East Germany ranked as one of the most economically advanced of the nations that adopted Communism. Yet dissatisfaction led millions of East Germans to flee to West Germany between 1946 and 1961, the year that East Germany built the Berlin Wall to cut off the major escape route. In 1989, reform movements swept through the Communist nations of Europe. In East Germany, political protests and massive emigration set in motion the chain of events that ended in the unification of East and West Germany. On October 3, 1990 East and West Germany were unified into a single nation, also called the federal Republic of Germany. Berlin is Germany's capital and the largest city.

Germans are famous for being hard-working and disciplined, but they are also known for their love of music, dancing, and good food. Germans also enjoy vacations in their world-famous scenic areas. The Bavarian Alps, for example, are a popular winter sports region. The beautiful Rhine River winds through valleys with grand castles overlooking the river.

In 1945, Germany's economy lay almost in total ruin. West Germany's postwar recovery was greatly helped by aid that the United States began to send in 1948 under the Marshall Plan. The West German economy recovered at an amazing rate in the 1950's. This recovery is described as West Germany's "economic miracle".

In East Germany, the Soviet Union set up a strong Communist state where the government controlled the economy, including production, distribution, and pricing of almost all goods.

During the elections in 1990, East Germans elected officials who favoured unification with West Germany. One of the first steps toward unification was the union of the economies.

Manufacturing is the foundation of Germany's economic strength. It was the basis of Germany's economic recovery from World War II. The Ruhr is the most important industrial region and one of the busiest in the world.

Much of Germany's steel is used to make automobiles and trucks, industrial and agricultural machinery, ships, and tools. The country is the world's third largest manufacturer of automobiles.

The most important group of service industries in Germany is community, government and personal services. Germany is one of the world's leading trading nations. Germany imports great amounts of food, fuel, manufactured goods, and industrial raw materials. Its major exports include automobiles, chemicals, iron and steel products, and machinery.

Comprehension

I. Say if the statements are true or false to the text:

1. West Germany was a constitutional democracy.
2. Many East Germans fled to West Germany between 1946 and 1961.
3. In 1988, reform movements swept through the Communist nations of Europe.
4. Germans are famous for being lazy and undisciplined.
5. There are many world-famous scenic areas in Germany.
6. In 1950, Germany's economy lay almost in total ruin.
7. The government in East Germany controlled the economy.
8. Manufacturing was the basis of Germany's economic recovery from World War II.
9. Germany is the fourth largest manufacturer of automobiles.
10. Much of Germany's steel is used to make automobiles, machinery, ships, and tools.

II. Complete the sentences:

1. From 1949 to 1990, Germany was divided into ...
2. After World War II, the West Germans and East Germans ...
3. Berlin is ...
4. Germans enjoy vacations in ...
5. West Germany's postwar recovery was helped by ...
6. In East Germany, the Soviet Union set up ...
7. During the elections in 1990, East Germans ...
8. Germans are known for ...
9. Germany imports ...
10. The most important group of Service industries in Germany is ...

III. Answer the questions:

1. When were East and West Germany unified?
2. What events in East Germany helped bring about the unification of East and West Germany?
3. What are popular places for vacations in Germany?

4. What is Germany's leading industrial region?
5. Why did the Communists build the Berlin Wall in 1961?
6. What was called West Germany's "economic miracle"?
7. What does Germany export?

IV. Prove that:

- East Germany was a Communist dictatorship;
- reform movements in 1989 greatly affected East and West Germany.

V. Explain why:

- many Germans spend vacations in their country.

VI. Comment on the following:

1. Two main forms of the German language have long been spoken in Germany – High German in the South and Centre and Low German in the north. In addition, there are many dialects associated with particular regions or cities. Today, schools, businesses, newspapers, and radio and television broadcasts use a standardized form of High German called Standard German.
2. Economic reunification had several results. Goods that had been scarce in East Germany became available. But the cost of many goods in the free market was higher than they had been when the government controlled prices. The government of the unified Germany continued selling businesses formerly owned by the East German government. Economic reunification also caused problems for eastern German businesses. Many companies couldn't operate without the government's financial support. They closed or operated on shorter hours, causing increased unemployment.
3. Many world-famous German dishes were created hundreds of years ago to prevent foods from spoiling. Sauerkraut, perhaps the best-known German food, was developed to preserve cabbage. To preserve meat, German cooks soaked it in vinegar and spices – and created sauerbraten.
4. In most German states, children attend elementary school for four years. Children may then go to one of several types of schools. A Gymnasium is a traditional junior and senior high school. This type of school prepares students for entrance into a university. There are also intermediate schools. They provide students with

academic subjects as well as some job training. Other schools are Hauptschulen (vocational schools). These have fewer academic subjects than the other types of schools but offer much job training. Comprehensive schools combine all three types of junior and senior high levels of education.

Word study

I. Increase your vocabulary:

to distribute – распределять; классифицировать

distribution – распределение (напр. национального дохода); размещение (напр. промышленности)

income ~ – распределение доходов

age ~ – возрастная структура населения; распределение (населения) по возрастным группам

~ according to labour – распределение по труду

~ according to needs – распределение по потребностям

~ of property – распределение собственности

~ of wealth – распределение (национального богатства)

production ~ – сбыт продукции

wage rate ~ – тарифная сетка

distributive – распределительный, занимающийся распределением

distributor – распределительная организация; брокер, размещающий ценные бумаги среди клиентуры

distributorship – оптовое распределение

II. Match the words with their definitions:

<i>services</i>	Although you can't touch them, they have value – for example, a bus ride
<i>consumer</i>	An individual who buys something for his or her own use
<i>goods</i>	Material items that people buy
<i>consumption</i>	This takes place when individuals use goods or services
<i>producer</i>	Someone who supplies the goods or services people buy

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

1. East Germany was a Communist ... closely associated with the Soviet Union.
2. Political protests and massive ... set ... the chain of events that ended in the ... of East and West Germany.

3. After World War II, the West Germans and East Germans rebuilt their ... industries.
4. The Rhine ... through valleys with ... castles overlooking the river.
5. Manufacturing is the ... of Germany's economic strength.
6. After unification, goods that had been ... in East Germany became available.
7. Much of Germany's ... is used to make automobiles, machinery, and ships.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

talk	
fill	<i>in</i>
think	<i>up</i>
hand	<i>over</i>
keep	

1. Before he accepted the new job offer, he ... it ... with his wife.
2. The government wants ... farm prices at their present level.
3. I shall ... your offer and give you my answer tomorrow.
4. All the salesmen ... weekly reports.
5. Every prospective employee must ... an application blank, giving his name, address, previous position, etc.

II. Study the examples:

1. *to trade IN* (to exchange an old article for a new one plus a payment in cash):
Every year I trade in my used car for a new model.
but: *to trade UP* (to introduce or buy a more expensive line of merchandise):
That store's department for men constantly trades up so that it is hard to shop there economically any more.
2. *to show UP* (to appear):
Only some of our partners showed up for the scheduled meeting.
but: *to show OFF* (to display to excess one's ability or possessions):
He has a very expensive watch and misses no opportunity to show it off.

3. *to be ON time* (punctual, not late):
Germany has a good train service. The trains are always on time.
but: *to be IN time* (soon enough for something)
I hope to be home in time for dinner.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. В результате объединения с Западной Германией стоимость многих товаров в Восточной Германии стала выше, чем она была, когда правительство контролировало цены.
2. В немецких гимназиях учащиеся готовят к поступлению в университет.
3. Германия экспортирует автомобили, химикалии, изделия из железа, из стали, машинное оборудование.
4. Одним из первых шагов к унификации Западной и Восточной Германии было объединение экономик этих стран.
5. Немцы известны тем, что они трудолюбивы и дисциплинированы.
6. Восстановление экономики Западной Германии, описываемое как “экономическое чудо”, достигло поразительного уровня в 1950-х годах.
7. Альпы являются популярным местом зимнего отдыха многих немцев.
8. Существуют 2 основные формы немецкого языка, на которых говорят немцы, а также несколько диалектов.
9. Рур является самой важной промышленной областью в Германии.

II. Write a summary of the text.

UNIT X. ITALY

❖ Words and word-combinations to be remembered:

heritage [ˈherɪtɪdʒ] – наследство

church [ˈtʃɜːtʃ] – церковь

glacier-topped – покрытый льдом

to extend – вытягивать, тянуть, продлевать, тянуться, простираться

tiny [ˈtaɪni] – крошечный

to dominate – властвовать, господствовать, преобладать, доминировать

conquest [ˈkɒŋkwɛst] – завоевание, покорение

to overthrow [ˌoʊvəˈθrou] – опрокидывать(ся), свергать, свергнуть

to abolish [əˈbɒlɪʃ] – упразднить, отменять

to shift – сдвигать, заменять, меняться, перемещаться

predominant – преобладающий

to strengthen – усиливать(ся)

wholesaler – оптовый торговец

retail – розничная продажа

to contribute [kənˈtrɪbjʊːt] – вкладывать, делать вклад, способствовать, сотрудничать

yarn [jɑːn] – пряжа

spiritual – духовный

to devote [dɪˈvout] – посвятить, посвящать

ecclesiastical [ɪ kliːzɪˈæstɪk(ə)] – церковный, духовный

temporal – мирской, светский; временный, преходящий

jail [ˈdʒeɪl] – тюрьма

confident [ˈkɒnfɪd(ə)nt] – уверенный (в себе)

violence [ˈvaɪələns] – насилие, ожесточение, неистовство

oppression [əˈpreʃ(ə)n] – угнетение; гнет, иго

Italian – итальянский; итальянец, итальянка; итальянский язык

Italians – итальянцы

ITALY

Capital: Rome

Area: 301,268 km²

Population: 57,187,000

Money: Euro

Italy is a country in southern Europe. It is known for its cultural heritage, which is rich and varied, and the natural beauty of its landscape. Its cities have spectacular churches and large central squares. Their museums contain some of the world's best-

known art. The countryside has warm, sandy beaches; high, glacier-topped mountain peaks; and rolling hills covered with green fields and vineyards.

Italy occupies a boot-shaped peninsula that extends into the Mediterranean Sea from southern Europe. The country also includes two large islands, Sicily and Sardinia. Two independent states lie within Italy's borders: the tiny Republic of San Marino, and Vatican City, which is located completely within the city of Rome.

For hundreds of years, the history of Italy dominated the history of Western civilization. Ancient Rome began its overseas conquest during the 200's B.C., and by the A.D. 100's the Roman Empire controlled all the lands bordering the Mediterranean Sea. After the fall of Rome in the A.D. 400's, the Italian peninsula was divided among many different rulers. Much of the Italian peninsula was united during the early 1800's. Benito Mussolini, a Fascist, took control of the Italian government in the early 1920's. He was overthrown in 1943. In 1946, the people of Italy voted to abolish the monarchy. Italy has had a republican form of government since that time.

Since World War II, Italy has shifted from a predominantly agricultural economy to one based on modern industries. The transformation has been most complete in northern Italy, which is now one of the most advanced industrial areas of Western Europe. Southern Italy remains poorer and less industrialized, despite long term efforts of the Italian government to improve the region's industry and agriculture.

In 1957, Italy became one of the founding members of the European Community (EC). This union abolished tariffs on trade among its members. Membership of the EC has helped to strengthen Italy's economy through increased trade.

The Italian government owns a large portion of many companies, including banks, insurance companies, airlines, mining companies, and car manufacturers. Italy has few natural resources. Its most important resource is the rich farmland of the Po valley. Italy also has valuable forestland.

Service industries account for about two-thirds of Italy's GDP. Trade, including wholesalers and such retail establishments as shops and restaurants, ranks as Italy's most important type of service industry. Service industries are greatly aided by tourism. Many tourists, who visit Italy, contribute vast sums of money to the economy annually.

Italy engages in a great deal of international trade. The country's main exports include clothing and shoes, motor vehicles, machinery, chemicals, fruits and vegetables. Its principal imports are machinery, petroleum, textile yarns, metals, and food.

Comprehension

I. Say if the statements are true or false to the text:

1. Italian cities have spectacular churches and large central squares.
2. Italy occupies a boot-shaped peninsula that extends into the Black Sea.
3. Only for some years, the history of Italy dominated the history of Western civilization.
4. Much of the Italian peninsula was united during early 1700's.
5. Italy has a republican form of government.
6. Northern Italy is one of the most advanced industrial areas of Western Europe.
7. Italy has many natural resources.
8. Service industries account for two-thirds of Italy's GDP.
9. Service industries are not aided by tourism.
10. Italy engages in a great deal of international trade.

II. Complete the sentences:

1. Italy is known for its ...
2. The countryside of Italy has ...
3. Italy includes two large ...
4. Ancient Rome began its overseas conquest during ...
5. After the fall of Rome in ...
6. In 1946, the people of Italy ...
7. Since World War II, Italy has shifted from ...
8. In 1957, Italy became ...
9. The Italian government owns ...
10. Italy imports ...

III. Answer the questions:

1. What does Italy export?
2. What independent states lie within Italy's borders?
3. Since what time has Italy had a republican form of government?
4. What type of economy did Italy have before World War II?
5. What is the most important natural resource of Italy?
6. How did the membership of the EC help Italy to strengthen its economy?
7. What is the most important type of service industry in Italy?

IV. Prove that:

- for hundreds of years, the history of Italy dominated the history of Western civilization;
- there is a difference between northern Italy and southern Italy.

V. Explain why:

- membership of the EC has helped Italy to strengthen its economy.

VI. Comment on the following:

1. Italy got its name from the ancient Romans. The Romans called the southern part of the peninsula Italia, meaning land of oxen or grazing land.
2. Clothing, including shoes, ranks as the leading type of manufactured product in Italy. The Italian fashion industry helps set clothing styles throughout the world.
3. Vatican City is the smallest independent country in the world. It serves as the spiritual and governmental centre of the Roman Catholic Church, though it covers only 109 acres in northwestern Rome. The pope, as absolute ruler of Vatican City, heads all government branches. But, since he devotes his time primarily to spiritual and ecclesiastical matters, he delegates most of his temporal authority to other officials. The Vatican maintains its own mail system, telephone and telegraph systems, water supply, and lighting and street-cleaning services. It also has its own bank, a large printing plant, and a rarely occupied jail.
4. Mafia is a type of secret criminal organization that developed in southern Italy and has gained great power in the United States. The term Mafia may have come from an Arabic word that means place of refuge. In Italy, it has two distinct but related meanings. As an adjective, it describes the confident style of behaviour that identifies a Mafioso. A Mafioso is a man who has great influence within his community. As a noun, mafia refers to a network of loosely connected groups called mafie, which hold power through violence, oppression and various criminal activities. The best-known Mafia is the one on the Italian island of Sicily.

Word study

I. Increase your vocabulary:

- industry – промышленность, индустрия; отрасль экономической деятельности;
отрасль экономики
- advertising ~ – индустрия рекламы
- consumer durable goods ~ies – отрасли промышленности, производящие
потребительские товары длительного пользования
- dairy ~ – молочная промышленность
- food processing ~ – пищевая промышленность
- high-technology ~ – отрасль с передовой технологией
- lagging ~ies – отстающие отрасли промышленности
- leasure-time ~ies – отрасли, производящие товары для досуга
- manufacturing (process) ~ – обрабатывающая промышленность
- nondurable ~ies – отрасли промышленности, выпускающие продукцию
кратковременного пользования
- travel ~ – индустрия туризма
- industrial – промышленный, индустриальный, производственный; технический;
промышленный
- industrialism – индустриализм, промышленная система
- industrialist – промышленник, предприниматель
- industrialization – индустриализация, развитие промышленности
- industrialize – развивать промышленность

II. Match the words with their definitions:

<i>industrialism</i>	The things provided by nature that go into the making of goods and services
<i>natural resources</i>	One who sells in small amounts to customers
<i>wholesale</i>	Selling of goods (esp. in large quantities to shopkeepers for resale to the public)
<i>retailer</i>	List of taxes on goods imported or (less often) exported
<i>tariff</i>	Social system in which large-scale industries have an important part

III. Supply the sentences with the missing words (use words and word-combinations to be remembered):

- Italy is known for its cultural ..., which is rich and varied.
- Many tourist, who visit Italy annually, ... vast sums of money to its economy.
- Since World War II, Italy has a ... agricultural economy to one based on modern industries.

4. Vatican city has its own bank, a large printing plant, and a rarely occupied
5. Since the pope ... his time primarily to ... and ... matters, he delegates his authority to other officials.
6. Benito Mussolini was ... in 1943.
7. Italian countryside has warm, sandy beaches; high, ... mountain peaks; and rolling hills.

Grammar Focus

I. Combine a verb from the list on the left with a preposition from the list on the right to complete each sentence. You must use each verb once, but each preposition can be used more than once:

stick	
bring	<i>to</i>
hold	<i>out</i>
die	<i>up</i>
mix	

1. Instead of helping me, his explanation how to get to Vatican City only ... me
2. Most of the automobile companies new models of their cars each year.
3. That style of dancing years ago in Italy.
4. Shipment of the merchandise was because of the railroad strike.
5. He has had five different jobs in the last year because he never anything very long.

II. Study the examples:

1. *to buy UP* (to buy the complete stock of):
The government plans to buy up all surplus grain in order to stabilize the price.
but: *to buy OUT* (to buy a business from another person):
He has been trying for some time to buy out his partner.
2. *to try OUT* (to test, use during a trial period):
They let me try out the sewing machine for several days before buying it.
but: *to try ON* (to test, try before buying – said only of clothes):
He tried on several suits and finally picked out a blue one.
3. *to front FOR* (to act as one's agent or spokesman but often giving the impression that one is the real leader):
Since the president of that power company didn't like to meet the public, he arranged for the vice-president to front for him.

III. Make up some sentences of your own with the above expressions.

Writing

I. Translate into English:

1. Южная Италия остается менее индустриализованной вопреки длительным усилиям правительства улучшить промышленность этой страны.
2. Правительство Италии владеет большой долей многих компаний, включая банки, страховые компании, авиалинии.
3. Ватикан служит духовным и правительственным центром католической церкви.
4. Термин “мафия” возможно, произошел от арабского слова, обозначающего убежище (пристанище).
5. Муссолини возглавил правительство Италии в начале 1920-х, а в 1943 был свергнут.
6. На территории Италии расположены 2 независимых государства: республика Сан-Марино и Ватикан.
7. Папа римский, верховный правитель Ватикана, возглавляет все ветви власти.
8. Итальянская индустрия моды является законодателем стилей одежды по всему миру.
9. Италия получила свое имя от древних римлян.

II. Write a summary of the text.

CHECK YOUR KNOWLEDGE

TASK 1. COUNTRY QUIZ

Guess what country is described:

1. The cities of this country sprawl into surrounding suburbs but are smaller than most other European cities. They have fewer commercial buildings and lack the fast pace of life often found in cities of other industrial nations. Outdoor sports are an important part of people's life in this country. Skiing is a national sport, which started there thousands of years ago as a means of crossing the snow-covered land.
2. This country ranks as one of the world's leading producers of magnesite. The production of fine handicrafts forms an important part of the economy of this country. Manufacturers tend to stress high quality rather than mass production. As a neutral nation, the country serves as an important channel for the exchange of ideas between the countries of Western Europe and Eastern Europe. The capital of this country is the home of a number of UN agencies.
3. The greatest natural resource of this country is its widespread forests. But other resources are limited. Woodworking, pulp and paper production are chief manufacturing industries. This country also exports millions of farmed furs each year. The country has a rich folk culture, which is reflected in its crafts, music, and painting. The most famous feature of people's life is a special kind of bath called a sauna.
4. This country is a small kingdom that is almost surrounded by water. It is known for its beautifully designed manufactured goods, including furniture, porcelain and silverware. The country is one of the world's great shipping nations and fishing is one of the major industries of this country. The capital of the country is world famous for its Tivoli Gardens amusement park, which offers ballet and pantomime, rides and shooting galleries, etc.
5. According to one saying, people "created" this land by pumping out the water. Now it's a highly industrialized country. It is also one of the world's major cheese manufacturers. An important speciality of the agriculture of this country has long been a famous centre of diamond cutting and polishing. People are known for their good fellowship. People in farm areas and fishing villages sometimes wear wooden shoes.

6. The people of this country have developed highly prosperous industries based on their country's three main natural resources- timber, iron ore and water power. The standard of living is one of the highest in the world and people, who live there, spend more money per person on holidays than any other people in Europe. Now the economy of this country faces some problems because of the cost of financing welfare programmes. The government of the country doesn't permit advertising on radio or television.
7. The industries of this country specialize in skilled, precise work on small, valuable items. In watchmaking industry, for example, the cost of materials is only about one-twentieth the cost of labour. More than 95 per cent of the watches made in this country are exported. Banking ranks as one of the country's major industries. The banks are probably the safest in the world, partly because of the nation's neutrality. The country has a militia instead of regular armed forces.
8. This country is the fourth largest producer of cars in the world, after Japan, the USA and Germany. The country makes railway equipment and has the world's fastest trains. It is also known for its perfume industry. The capital of this country attracts artists and writers of all nationalities. Many great artists have produced their finest masterpieces there. The people of this country are famous for their enjoyment of life. Good food and good wine are an important part of everyday living for most people.
9. This country occupies a boot-shaped peninsula that extends into the Mediterranean Sea. It also includes 2 large islands. For many years the history of the country dominated the history of Western civilization. The southern part of the country is poorer and less industrialized than the northern one. The country's main exports include clothing and shoes, motor vehicles, machinery, chemicals, fruit and vegetables.
10. This is a large country in central Europe. From 1949 to 1990, it was divided into two parts. The people of this country are famous for being hard-working and disciplined. In 1945, the economy of the country lay almost in total ruin. But it recovered at an amazing rate in the 1950's and this recovery is often described as an "economic miracle". Manufacturing is the foundation of the country's economic strength. The country is the world's third largest manufacturer of automobiles.

TASK 2

I. The verb to insure has many derivatives. Look through the following extract and complete it using one of them.

An ... risk – one that an ... company will cover – generally meets the following requirements:

- a) The peril ... against must not be under the control of the This means that ... do not pay for losses that are intentionally caused by the ... caused at the ... direction, or caused with the ... collusion. For example, a fire - ... policy excludes loss caused by the ... own arson. It does, however, include loss caused by an employee's arson.
- b) Losses must be calculable, and the cost of ... must be economically feasible. To operate profitably, ... companies must have data on the frequency and severity of losses caused by a given peril. If this information covers a long period of time and is based on a large number of cases, ... companies can usually predict accurately how many losses will occur in the future. For example, the number of people who will die each year in the United States has been calculated with great precision, and... companies use this information to set policyholders' life-... premiums.

II. Complete each sentence with the correct form of the word in capital letters. In some cases you have to make a negative by using the prefix il- or un-.

employ

1. Every ... of the firm is entitled to 10% discount.
2. Her ... gets very angry if she uses the phone too much.

own

1. The ... is held by an individual or a small group.
2. Julie's father ... a business that dealt in bulk orders.
3. The ... of the bookstore was sitting at his desk.

finance

1. Her ... adviser is convinced the project will be a success.
2. If the company is ... sound we might consider taking it over.

TASK 3

I. *The word **franchise** has many derivatives. Look through the following extracts and choose its right form.*

a) ... is not a new phenomenon. It has been around since the nineteenth century, when such companies as Singer and International Harvester established dealerships throughout the world. Early in this century, Coca-Cola, General Motors, and Metropolitan Life Insurance Company, among others, used ... to distribute or sell their products. But the real boom in ... began in the late 1950s, with the proliferation of hotels and motels like Holiday Inn and fast-food establishments like Baskin-Robbins and Dunkin' Donuts.

The latest trend in ... has been diversification in the variety of products and services offered. Today, over 2000 companies offer ... ranging from day-care centers and health clubs to dental clinics, video-tape rental outlets, and funeral parlors. By and large, most are service operations.

b) The best way to protect yourself from a poor ... investment is to study the opportunity very carefully before you commit yourself. Since 1978, the Federal Trade Commission has required ... to disclose information about their operations to prospective By studying this information, you can determine the financial condition of the ... and ascertain whether it has been involved in law-suits with....

II. *Complete each sentence with the correct form of the word in capital letters. In some cases you have to make a negative by using the prefix il- or un-.*

employ

1. In an area of high ... people are desperate to find jobs.
2. I'm looking for temporary ... during the summer holidays.

possess

1. I had in my ... a portion of money.
2. I am a proud ... of two shops in Plekhanov Street.
3. A small business is one which ... at least two characteristics.

distribute

1. British Leyland ... their cars throughout the world.
2. His job is to organize the ... of money to students.

TASK 4

Time is sometimes an obsession, sometimes an excuse, and often a luxury. Below are some expressions associated with time. Group the expressions on the right under the headings on the left.

<i>Headings</i>	<i>Expressions</i>
1) Lack of time	a. How long does it take? b. I'm short of time. c. I've got plenty of time.
2) Surplus of time	d. I'll have to cut short the meeting. e. Time is money. f. I'm in a hurry.
3) Length of time	g. We'll have to prolong the project. h. A couple of hours. i. I take a good twenty minutes.
4) Reducing time	j. It'll last longer than we thought. k. Time never stands still. l. I'm rushed off my feet.
5) Extending time	m. I've got time to spare. n. We'll have to have a guillotine on this. o. Time is of essence.
6) Time idioms	p. Never in a month of Sunday. q. Once in a blue moon.
7) Infrequency	r. Time is pressing. s. Every once in a while. t. Now and then. u. Off and on.

LEXICAL-GRAMMAR TESTS

Test 1. Sweden

Variant I

Choose the right variant:

1. Transfer of ... is probably not the most important aspect of privatization.
a) owner b) ownership c) own d) owning
2. Last year Firmin's laid ... half their workforce because of a lack of orders.
a) in b) at c) off d) of
3. The economic organization of every human society is characterized by certain social costs and certain social
a) fines b) benefits c) matters d) advantages
4. They made ... for their lack of financial investment by doing a lot of the ground work.
a) up b) in c) at d) out
5. Please send me your latest catalogue and ... list.
a) prize b) prices c) pricing d) price
6. ... means dear, costing much money; high-priced.
a) Cheap b) Expensive c) Cost d) Expansive
7. He didn't think the results were good. I didn't
a) so b) nor c) neither d) either
8. People work harder if they know that someone is ... in their progress.
a) enthusiastic b) interesting c) interested d) interest
9. Swedish government depends ... tax money to pay for its welfare programmes.
a) on b) in c) at d) of
10. ... income there is from exports, ... the government has to absorb in unemployment.
a) Less, more b) Little, more c) The least, the most d) The less, the more
11. A product can be ... by different names in different countries.
a) knew b) known c) knowed d) know
12. Few people realize how ... tax they could avoid paying it they studied the tax laws.
a) much b) many c) few d) most
13. It there's ... else you want to ask, now is the time.
a) nothing b) anything c) anywhere d) any
14. I don't have enough money to pay ... bills.
a) for b) on c) in d) –
15. The ... of capital investment by business is slowing down in the USA.
a) reserve b) credit c) rate d) ratio
16. During the 1800's, food was often ... short supply.
a) in b) at c) of d) with
17. In the last few years, Sweden has run ... some problems.
a) to b) on c) into d) through

18. The management ... all the information the inspector required.
 a) providing b) provided c) provider d) provide
19. Wages of Swedish workers ... high.
 a) are b) is c) am d) was
20. ... spend more money per person on holidays than any other people in Europe.
 a) Swedes b) Sweds c) The Swedes d) Swedish

Variant II

Choose the right variant:

1. The ... is held by an individual or a small group.
 a) owned b) ownership c) owner d) own
2. The time business owners spend ... keeping records takes the owners away from other aspects of their business.
 a) at b) of c) on d) for
3. Many Swedes object to the heavy tax ... and have found ways to avoid paying taxes.
 a) burden b) benefit c) profit d) money
4. I'd like to take ... your offer of collaboration.
 a) up b) into c) in d) for
5. If you pay too much ... you get a rebate.
 a) money b) taxing c) taxation d) tax
6. A ... is the rate at which a commodity can be exchanged for another commodity or for money.
 a) prize b) price c) pricing d) level
7. Which company are you going to invent in? – ... , I don't really mind.
 a) neither b) both c) nor d) either
8. Has the change in exchange rates had any ... on the cost of your raw materials?
 a) result b) affect c) effect d) iffect
9. Many countries depend ... international trade.
 a) on b) in c) at d) of
10. ... tax rates are in Sweden, ... money must workers earn.
 a) Higher, more c) The higher, the mucher
 b) High, much d) The higher, the more
11. Why weren't clients ... in advance about this increase in fees?
 a) spoken b) told c) said d) tallen
12. Many people believe they pay too ... tax.
 a) many b) few c) much d) –
13. You need to decide ... before next Monday if you want to work the late shift.
 a) anything b) something c) nothing d) someone
14. I don't have enough money to pay ... a fine.
 a) for b) in c) on d) –
15. When the gold reserve is drawn upon heavily the bank ... is raised in order to discourage further borrowing.

- a) reserve b) credit c) rate d) ratio
16. Swedish industries are based ... natural resources.
a) of b) in c) on d) at
17. Swedish government doesn't permit advertising ... radio or television.
a) on b) in c) at d) for
18. Our government allocated considerable funds for creating all conditions for further progress in agriculture – ... it with the most modern technique.
a) provide b) providing c) provided d) provider
19. Swedish goods ... expensive and, therefore, harder to export.
a) are b) is c) am d) was
20. To make up for the high tax rates, ... must earn high wages.
a) Swedish b) Sweds c) the Swedes d) Swedes

Test 2. Austria

Variant I

Choose the right variant:

1. Austria is a small country in central Europe famous ... its beautiful mountain scenery.
a) for b) of c) in d) by
2. Service industries provide about 60 per cent of the ... value of Austria's annual economic production.
a) huge b) total c) large d) much
3. We'll agree ... your suggestion if you deliver the goods.
a) on b) about c) with d) to
4. ... is the process of becoming greater in size, number, or amount.
a) Expansion b) Widening c) Breadth d) Width
5. After a four-hours' discussion we agreed ... the terms of delivery.
a) with b) on c) about d) to
6. There are three main types of business ... in the US: single proprietorships, partnerships and corporations.
a) owning b) ownship c) owners d) ownership
7. This uncertainty can interfere ... our plans for expansion.
a) in b) at c) about d) with
8. There are 2 types of trade: wholesale and ... trade.
a) retail b) individual c) group d) sale
9. If you believe ... your partners, you can get much profit.
a) on b) for c) – d) in
10. In small ... throughout Austria, skilled craftsmen produce fine glassware and other handicrafts.
a) workshop b) candyshops c) magazines d) workshops
11. I don't believe ... a word she says about her sham business.

- a) – b) in c) at d) for
12. This new machine combines strength ... efficiency.
a) of b) for c) with d) against
13. The company has secret ... of information.
a) chanel b) canals c) canales d) channels
14. The combination of an expansive fiscal policy, a tight money policy and an incomes policy is described as
a) Austro-Keynesianism c) Austro-Keynesiasm
b) Austria-Keynesiasm d) Austro-Keynesism
15. Vienna lies on the ... in the northeastern part of the country.
a) Danuba River b) Lena River c) Danube River d) Donau River
16. Austria is one of the ... leading producers of magnesite.
a) world b) worlds' c) worlde's d) world's
17. Since the beginning of the 1980's the economic difficulties in Austria
a) increased b) have increased c) had increased d) were increasing
18. It's important to comply ... any new regulations.
a) at b) for c) with d) on
19. In the late 1200's, Austria became the centre of a huge empire that was ruled by ... Habsburgs.
a) the b) a c) an d) –
20. The social partnership can be described as a system which attempts to avoid the class struggle by cooperation between labour business and
a) markets b) agriculture c) politics d) managent

Variant II

Choose the right variant:

1. After World War I Austria went ... a long period of economic difficulty and political unrest.
a) through b) by c) against d) for
2. The royal Habsburg family began ... control of Austria in the late 1200's.
a) to win b) to gain c) to find d) –
3. We'll agree ... your suggestion if you cover the cost of running the café.
a) on b) with c) about d) to
4. ... is an association of two or more persons carrying on business together for the purpose of making a profit.
a) Ownership b) Partnership c) Friendship d) Companionship
5. After a two-hours' discussion we agreed ... most things.
a) about b) to c) on d) with
6. ... includes the activities of all commercial producers of goods and services.
a) Production b) Selling c) Fares d) Business
7. Our marketing department encourages customers to dispose ... their old equipment and buy new one.

- a) at b) on c) off d) of
8. There are 2 types of trade: retail and ... trade.
a) wholesale b) wholsale c) individual d) group
9. If you believe ... your skills, you can do everything.
a) for b) in c) – d) on
10. Austria serves as an important ... for the exchange of ideas between the countries of Western Europe and Eastern Europe.
a) canal b) chanel c) channel d) channal
11. I don't believe ... a word he says about his family business.
a) – b) in c) at d) for
12. Their new activity combines work ... education.
a) for b) with c) in d) for
13. Many ... from Czechoslovakia and Hungary escaped into Austria.
a) rifugees b) refiugees c) refuges d) refugees
14. Austria's economy is based mostly on ... ownership.
a) private b) state c) group d) individual
15. The country ranks as one of the leading producers of ... which is used to make heat-resistant bricks, plaster and artificial stone.
a) zink b) magnesite c) copper d) silver
16. Service industries employ about 60 per cent of the ... workers.
a) countrys' b) countri's c) country d) country's
17. Since the early 1950's, Austria ... increasingly industrialized.
a) became b) has become c) had become d) was becoming
18. He retired ... the firm after 20 years' service.
a) of b) off c) from d) with
19. About ... fifth of the people live in Vienna.
a) – b) a c) the d) an
20. The production of fine ... forms an important part of Austria's economy.
a) watches b) foods c) handicrafts d) clothes

Test 3. Norway

Variant I

Choose the right variant:

1. Norway's coast is famous for its many long, narrow ... of the sea.
a) fords b) inlets c) fjords d) rock's
2. Economic growth of the country resulted ... government programmes.
a) from b) for c) of d) off
3. ... is money received during a given period (as salary, receipts from trade, etc.).
a) Investment b) Fee c) Fine d) Income
4. Newspaper advertising accounted ... 45% of the total.
a) from b) for c) of d) on

5. Sales ... campaigns may be seasonal or associated with a business opening or anniversary, etc.
a) promoting b) promoter c) promotion d) promote
6. I wrote to the firm asking them ... more information about new products.
a) for b) about c) of d) in
7. The government is worried about the ... in public expenditure.
a) grow b) growing c) growth d) growt
8. All reports must be based ... all the facts available.
a) at b) in c) for d) on
9. The figures show, that we got ... orders this month.
a) less b) fewer c) the fewer d) the least
10. You'll solve this financial problem, if you concentrate ... it.
a) at b) in c) on d) about
11. Norwegian cities lack the fast ... of life often found in cities of other industrial nations.
a) step b) pace c) run d) way
12. Many rivers in Norway that ... from the mountains provide much cheap electricity.
a) push down b) take down c) bring down d) rush down
13. I must tell ... that the goods have just arrived.
a) the others b) other c) others d) another
14. Contracts were signed but work ... yet.
a) didn't begun b) hasn't begun c) hasn't began d) doesn't begin
15. Income of the population has increased
a) sharp b) sharply c) sharpely d) sharper
16. ..., Norway's national sport, may have started there thousands of years ago.
a) Football b) Tennis c) Skating d) Skiing
17. Norway's merchant fleet is an important ... of income for the country.
a) resourse b) source c) way d) resource
18. His advice prevented me ... resigning.
a) of b) about c) from d) at
19. Saving could ... by reducing production capacity.
a) have been made b) have made c) make d) been made
20. Our ... of washing-machines increased by 5% last year.
a) produce b) products c) producer d) production

Variant II

Choose the right variant:

1. Norway's merchant ... provides shipping services for countries in all parts of the world.
a) a fleet b) fleet c) fleets d) flit
2. Today, petroleum and natural gas account ... a large parts of the country's income.

- a) for b) of c) from d) on
3. Making or production of goods and materials is called
a) manufacture b) manufactured c) manufacturer d) manufacturing
 4. The rapid economic growth has resulted from increased foreign demand ... the goods and services of Norway.
a) of b) on c) for d) in
 5. Almost without exception, additional advertising and ... brings in greater sales volume.
a) promoteon b) promote c) promotion d) promoting
 6. My wages aren't enough to live
a) on b) for c) at d) in
 7. There is a ... awareness of the need to improve productivity.
a) grow b) growing c) growth d) grower
 8. Norwegian manufacturing is based ... hydroelectric power.
a) at b) in c) for d) on
 9. Norwegian cities have ... high-rise commercial buildings than most other European cities.
a) less b) the fewer c) the fewest d) fewer
 10. I know the name of the company you are speaking about, but I can't think ... it at the moment.
a) about b) of c) up d) at
 11. Many of the country's newspapers ... the views of one of political parties.
a) take up b) bring up c) give up d) support
 12. He ... his savings in a business enterprise and obtained a good income profit.
a) invest b) investing c) invested d) has invested
 13. Have you got any ... catalogues or are these the only ones?
a) other b) other c) the other d) another
 14. Turnover ... dramatically since we were founded.
a) rose b) raised c) has risen d) has raised
 15. For the last years selling goods on credit has increased ...
a) sharply b) sharp c) sharpely d) sharper
 16. ... became a major Norwegian economic activity when the country began producing petroleum from North Sea fields.
a) Fishing b) Manufacturing c) Forestry d) Mining
 17. All Norwegian families with more than one child receive a yearly ... for each youngster under the age of 16.
a) subsidy b) allowance c) money d) wages
 18. The noise from downstairs prevented me ... working.
a) of b) about c) from d) on
 19. Taxable profit ... by the accountants.
a) is calculated b) calculates c) is calculating d) have been calculated
 20. We have recently put on the market two new
a) production b) produce c) producer d) products

Test 4. Netherlands

Variant I

Choose the right variant:

1. The richest farmlands of the Netherlands are in the drained areas, called
a) swamps b) lakes c) ponds d) polders
2. I have no intention ... working in your company.
a) in b) of c) on d) to
3. ... is buying and selling of goods, exchange of goods for money or other goods.
a) Market b) Management c) Trade d) Supermarket
4. The Netherlanders put much emphasis ... their fellowship.
a) on b) at c) of d) to
5. I think our talks with the manufacturers have been
a) productively b) productable c) productive d) producing
6. The Dutch in farm areas wear the famous Dutch ... shoes.
a) wooden b) metallic c) silver d) leather
7. An ... is a person who employs others.
a) employee b) imployer c) emploiee d) employer
8. In recent years there has been a great increase ... export.
a) in b) off c) to d) on
9. The Dutch exchange gifts on ... instead of at Christmas.
a) St.Valentine's b) St. Nicholas' Eve c) New Year's Eve d) Easter
10. The new model should be in ... in 2 weeks.
a) produce b) producing c) productivity d) production
11. The Netherlands depends heavily on foreign trade, because it has ... natural resources.
a) few b) little c) a little d) much
12. Many flowers and vegetables are produced ... export.
a) on b) at c) for d) to
13. Flower bulbs, especially ... are important for Dutch economy.
a) roses b) tulips c) orchids d) sun-flowers
14. As a result ... advertising and promotion, their sales increased.
a) at b) on c) off d) of
15. This company has been the best ... of wine for many years.
a) producer b) keeper c) retailer d) employer
16. Motor barges on the inland waterways carry more than half the nation's total
a) goods b) products c) money d) freight
17. I have had much experience ... this sort of work.
a) at b) on c) in d) off
18. The government is worried about the ... in public expenditure.
a) growing b) growth c) grow d) growh
19. No attempt ... to explain the inconsistency in the figures.

- a) was made b) were made c) be made d) made
20. The dips of the price index happened ... April and July.
 a) since b) ago c) during d) for

Variant II

Choose the right variant:

1. An important speciality of Dutch agriculture is
 a) farming b) flowers c) cheese d) horticulture
2. I have no intention ... selling these goods on credit.
 a) in b) at c) of d) to
3. ... means to send goods to another country.
 a) To import b) To export c) To buy d) To sell
4. The Netherlanders put much emphasis ... the celebration of St. Nicholas' Eve.
 a) at b) to c) in d) on
5. The new model should be in ... in 3 months.
 a) product b) productivity c) produce d) production
6. Buildings in Amsterdam stand on wooden or concrete ... driven into the soggy ground.
 a) stones b) piles c) woods d) sticks
7. An ... is a person employed for wages.
 a) employer b) emploier c) employe d) employee
8. In recent months there has been a great increase ... import.
 a) in b) at c) off d) to
9. The Netherlands exports flower ... , especially tulips to neighbouring countries.
 a) bills b) bells c) bulbs d) balls
10. Modern farming techniques have made the Netherlands' small amount of farmland highly
 a) producing b) producting c) productable d) productive
11. The government and organizations have cooperated in establishing wages and ... job policies.
 a) other b) others c) another d) anothers
12. Service industries account ... about two-thirds of the Netherlands' GDP.
 a) on b) of c) for d) at
13. Amsterdam is a famous centre of ... cutting and polishing.
 a) ruby b) diamond c) gold d) sapphire
14. As a result ... sales promotion campaigns, their profit increased.
 a) on b) off c) at d) of
15. Worker's compensation is paid for by the
 a) emploer b) employer c) employee d) employe
16. Flowers and vegetables are grown in enormous
 a) greenhomes b) flowerhouses c) houses d) greenhouses
17. The applicant has much experience ... work of this sort.

- a) on b) at c) off d) in
18. Our company is worried about the ... in public expenditure.
a) growing b) growth c) grow d) growth
19. Much money ... on advertising last year.
a) spends b) are spent c) were spent d) was spent
20. ... the 1600's, the Dutch took the custom of Saint Nicholas' visit with them to America.
a) On b) At c) During d) For

Test 5. Finland

Variant I

Choose the right variant:

1. Finland ranks as the world's top producer of
a) glass b) tin c) plywood d) gold
2. Paper is made ... wood.
a) of b) from c) with d) at
3. In some countries tobacco is a government
a) monopsony b) economy c) monopoli d) monopoly
4. Election to the Parliament of Finland is based on a system called...representation.
a) partial b) permanent c) percent d) proportional
5. After the meeting was ... , we all went home.
a) over b) up c) on d) in
6. Finland's location between Russia on the east and ... on the west has played a great role in the country's history.
a) Norway b) Sweden c) Denmark d) Italy
7. In some industries, government-owned businesses compete ... private companies.
a) for b) in c) with d) of
8. In 1917 Finland ... its independence.
a) showed b) explained c) told d) declared
9. It's necessary to coordinate our activities ... our partners.
a) with b) among c) of d) for
10. Finland's metalworking industry ... since the 1940's.
a) are expanded b) is expanded c) has expanded d) expanded
11. Service industries account for 62 ... of Finland's GDP.
a) percents b) percent c) percentage d) parts
12. Employers compensate workers ... injuries suffered at their work.
a) for b) of c) on d) with
13. ... is a request for information about a product or service prior to the placing of an order.
a) Contract b) Price-list c) Info-list d) Enquiry
14. Popular newspapers try to cater ... all tastes.

- a) of b) in c) for d) with
15. Finland exports millions of farmed ... each year.
a) hides b) furs c) skins d) leathers
16. I feel ... by the progress this company has made.
a) endured b) enforced c) enriched d) encouraged
17. Finland's greatest natural resource is its ... forests.
a) widespread b) widely spread c) spreadly d) widely
18. Due to rising prices, many companies have cut back ... their new programmes.
a) with b) for c) at d) on
19. Our partners deserve to have a greater ... in the profits.
a) money b) deal c) share d) part
20. We have to stop our meeting, because our time is
a) over b) up c) of d) in

Variant II

Choose the right variant:

1. Finland's shipbuilding industry is especially known for its sturdy, powerful ...
a) ice-cars b) ice-ships c) icebreakers d) ice-brekers
2. Our furniture is made ... wood.
a) from b) of c) over d) in
3. In many countries tobacco is a government ...
a) monopoly b) monopsony c) monopoli d) economy
4. The huge collection of song-poems and chants, called ... became Finland's national epic.
a) Kalavala b) Halevala c) Kalevala d) Kelevala
5. After the negotiations were ... , we all went home.
a) on b) over c) up d) in
6. Today, ... remains equal with Finnish as an official language of Finland.
a) Danish b) Russian c) Norwegian d) Swedish
7. In some industries, private companies compete ... government-owned businesses.
a) to b) with c) on d) for
8. In the 1000's, Sweden and Russian began to battle for ... of Finland.
a) owing b) property c) possession d) possession
9. It's obligatory to coordinate our activities ... our partners from Germany.
a) for b) among c) at d) with
10. Finland's economy ... on private ownership.
a) is based b) bases c) is being based d) are based
11. Finland's soil is poor, and the ... season short.
a) wheat-growing b) oat-growing c) crop-growing d) cereals-growing
12. Nothing can compensate ... the loss of one's health.
a) on b) for c) of d) in

13. ... is a legally binding document in which a seller and a buyer agree to specified transactions.
a) Deal b) List c) Contract d) Price-list
14. Finland's economy is able to cope ... these difficulties.
a) on b) at c) with d) of
15. Finland produces buses, ships, and other ... equipment.
a) transporting b) transport c) transported d) transportation
16. I feel ... by the progress this firm has made.
a) enforced b) encouraged c) enlarged d) enriched
17. The most famous feature of Finnish life is a special kind of bath, called a
a) souna b) saina c) sayna d) sauna
18. We have to stop the discussion, because the time is
a) up b) over c) of d) in
19. A week ago the firm's ... jumped from 10 percent to 30 percent.
a) interests b) papers c) parts d) shares
20. Finland has a rich folk culture, which is reflected ... the country's crafts, music and painting.
a) at b) from c) in d) on

Test 6. Denmark

Variant I

Choose the right variant:

1. Many problems ... bad planning.
a) arise from b) arise of c) arose with d) arise at
2. Our company has to ... the problem of unemployment.
a) deal in b) deal on c) deal with d) dealt with
3. A person to whom something is to be paid is called a
a) payer b) payee c) paying d) payer
4. In this high-tech world, ... espionage is on the increase.
a) industrious b) industry c) industrial d) industrialism
5. All major wine producers have suffered from the
a) recession b) rise c) recovery d) falling
6. This company handles its business
a) successful b) successfully c) successfully d) successfull
7. A method of collecting income tax by obliging employers to deduct it from pay is called
a) pay-as-you-earn b) pay-as-you-pay c) pay-as-you-work d) pay-as-you-can
8. The ... of debts must not be delayed.
a) pay b) payroll c) payment d) paying
9. Half of Denmark's manufacturing industries ... located in Copenhagen.
a) is b) are c) am d) was
10. Since the Viking era, Danish people have been a ... nation.

- a) seefaring b) oceanfaring c) seafaaring d) seafaring
11. ... the soil in Denmark lacks nutrients.
a) Many of b) One of c) Much of d) Every of
12. The Danish Parliament appoints an official, who protects citizens ... incompetent use of power by government officials.
a) from b) for c) of d) off
13. It's ... to sell and buy drugs.
a) unlegal b) nonlegal c) inlegal d) illegal
14. I can explain the terms of advertising and promotion ... you.
a) on b) for c) to d) –
15. Such an unwieldy banking system is unable to deliver the
a) good b) goods c) gods d) gooding
16. Danish people sell their products to ... countries.
a) another b) others c) much d) other
17. Many factors must ... when choosing a strategy.
a) be considered b) are being considered c) consider d) have considered
18. The control of quality consists ... finding a new supplier or overhauling a worn machine.
a) from b) in c) off d) of
19. More than half of ... live on the islands near the peninsula.
a) the Danes b) Danes c) Danish d) Dane
20. The rich fishing grounds in ... North Sea ensure that fishing is a major industry in Denmark.
a) a b) – c) the d) an

Variant II

Choose the right variant:

1. The Finance Department ... the query about discounts last month.
a) deal with b) dealt with c) dealt at d) dealt on
2. I can conclude ... the figures, that this firm has many problems.
a) for b) at c) of d) from
3. A person who is to pay is called a
a) payee b) payer c) payment d) payeer
4. Mr. Smith, a prominent ... , will head the committee of inquiry.
a) industry b) industrious c) industrial d) industrialism
5. A payment by the state to producers in order to reduce prices is called a
a) saving b) aid c) lease d) subsidy
6. Denmark uses its fishing grounds in the coastal waters
a) effective b) effectively c) iffective d) uneffective
7. A list of persons to be paid and the amounts due to each is called a
a) payroll b) payback c) pay-packet d) pay-list
8. With the introduction of the computer, large manufactures applied the electronic

- advances to the ... process.
- a) manufacture b) manufactured c) manufacturing d) manufacturer
9. Half of my friends ... in Denmark.
a) lives b) live c) living d) leave
10. Denmark obtains some natural gas and petroleum from ... in the North Sea.
a) well b) wall c) wills d) wells
11. Not ... Denmark is hilly.
a) many b) much of c) one of d) some
12. The Danish Parliament appoints an official who investigates citizens' complaints ... actions or decisions by the government.
a) against b) from c) for d) on
13. It's ... to sell such goods without a proper permit.
a) illegal b) inegal c) illegal d) nonlegal
14. I can't explain the term "unlimited liability" ... you.
a) on b) to c) for d) –
15. I'm sure the Government's policy will ... cause a recession.
a) eventual b) specially c) differently d) eventually
16. There is no ... way that the network can be developed.
a) another b) other c) others d) many
17. Many examples of concentrated marketing can
a) be found b) are being find c) found d) be fond
18. The quality-improvement initiatives consist ... worker involvement and management participation.
a) from b) in c) off d) of
19. Who will come to power at the next elections: ... Democratic or ... Liberal party.
a) a, a b) the, the c) –, – d) –, the
20. ... Tivoli Gardens amusement park was opened in 1843 in the heart of Copenhagen.
a) A b) An c) – d) The

Test 7. France

Variant I

Choose the right variant:

1. The French are famous for their ... of life.
a) enjoy b) enjoyhood c) enjoyment d) enjoyness
2. The prosperity of France has resulted ... great economic changes.
a) from b) of c) in d) out
3. France is the fourth ... producer of cars in the world.
a) large b) the largest c) larger d) largest
4. French perfume industry uses flowers that ... in southeastern France.
a) grows b) are grown c) are being grown d) are growing

5. I'll be getting ... the plane in 20 minutes.
a) out off b) out c) out of d) off
6. I think you should apologize ... the manager.
a) to b) at c) on d) from
7. ... is a payment for a piece of professional advice or for some special service.
a) Wages b) Income c) Fee d) Salary
8. ... a building is, ... it is.
a) Older, more prestigious c) Oldest, most prestigious
b) The older, the more prestigious d) Older, the more prestigious
9. ... is the largest French car manufacturer.
a) Audi b) Ford c) Opel d) Renault
10. Food is as ... a part of our culture as our landscape, our language, and our literature.
a) many b) more c) much d) the most
11. What I like about Paris is the fact ... it never sleeps.
a) that b) than c) then d) because
12. France was named after
a) Franks b) the Franks c) the Francers d) the Frankers
13. A small sum of money ... from the cash today, and nobody knows who has done it.
a) steal b) has stolen c) was stolen d) has been stolen
14. I was searching ... my keys, when he entered the room.
a) for b) – c) in d) of
15. Almost ... restaurant has one special recipe of its own.
a) each b) all c) every d) both
16. This company ... millions on computers but it doesn't seem to become efficient.
a) spent b) had spent c) will spent d) has spent
17. ... is a need for or a desire for a commodity, together with the ability to pay for it.
a) Demand b) Want c) Wish d) Order
18. A ... is necessary to distinguish a manufacturer's goods from others.
a) tradename b) trademark c) tradesing d) trade
19. ... French are proud of their country.
a) The b) A c) – d) Few
20. There are ... things that money can't buy.
a) any b) much c) some d) something

Variant II

Choose the right variant:

1. Many great artists have produced their ... in Paris.
a) masterpieces b) master pieces c) masterplace d) masterart
2. Many delicious sauces, soups, and desserts of France are imitated ... cooks in most parts of the world.

- a) on b) from c) by d) of
3. Prices are going up and up. Everything is getting ... expensive.
a) most b) least c) more d) less
4. The wines of France ... to be the best in the world.
a) consider b) are being considered c) are consider d) are considered
5. I got ... the taxi, and we drove to the station.
a) on b) into c) off d) onto
6. I think you should apologize ... not inviting him.
a) – b) to c) in d) for
7. ... is the act of operating a retail business.
a) Wholesaling b) Retailing c) Retailness d) Retailment
8. The rich should pay ... tax than the poor.
a) more b) less c) least d) most
9. ... is the centre of aircraft production.
a) Paris b) Toulouse c) Lyon d) Marseille
10. People spend now ... money than they used to.
a) much b) many c) fewer d) more
11. To tell the truth, I don't like ... perfume I bought last month.
a) those b) this c) that d) a
12. Many ... live in old apartment buildings.
a) Parisers b) Parisians c) Parisianes d) Pariseners
13. All my money...on the way to the airport yesterday and I couldn't fly anywhere.
a) were stolen b) have been stolen c) has been stolen d) was stolen
14. They will search ... our luggage before the flight.
a) for b) – c) in d) on
15. My company has treated me well, and given me ... chance to succeed.
a) every b) all c) each d) either
16. I decided to change from central Paris to the suburbs because it ... so expensive to live there.
a) become b) have become c) will become d) has become
17. ... is a plan of future actions which, in a company, is usually decided by senior management.
a) Target b) Support c) Strategy d) Scheme
18. A ... trade is a kind of trade, when goods are sold to shopkeepers for resale to the public.
a) retail b) wholesale c) barter d) cash
19. ... French are famous for their enjoyment of life.
a) A b) Few c) – d) The
20. Some people can break the law and get away with it, ... get punished.
a) other b) others c) another d) the other

Test 8. Switzerland

Variant I

Choose the right variant:

1. Workers from other countries make ... about a fifth of Switzerland's labour force.
a) over b) on c) up d) at
2. Switzerland has a ... instead of regular armed forces.
a) policy b) militia c) policia d) milition
3. ... is safeguard against loss, provision against sickness, death, etc., in return for regular payments.
a) Wages b) Contract c) Fee d) Insurance
4. He went bankrupt and was sold
a) on b) out c) up d) off
5. Switzerland's watchmaking industry is very
a) profitable b) profetible c) profitles d) profiting
6. Livestock raising is ... agricultural activity in Switzerland.
a) important b) the most important c) more important d) importanest
7. Switzerland provided safety for people who fled from the fighting, or from political
a) percussion b) plan c) percussion d) persecution
8. We are going to expand our company and we'll have to take ... more staff.
a) after b) in c) on d) up
9. ... is income remaining after all the costs involved in the production and sale of a good or service have been met.
a) Profit b) Interest c) Percent d) Money
10. All his colleagues took ... cricket.
a) on b) of c) in d) up
11. Swiss men are required to begin a series of military-training periods at age
a) 18 b) 20 c) 21 d) 25
12. Switzerland has ... jobs than its own people can fill.
a) less b) fewer c) few d) more
13. Water sports on ... Lake Geneva attract many tourists.
a) the b) a c) – d) an
14. More than ... percent of the watches made in Switzerland are exported.
a) 97 b) 95 c) 96 d) 98
15. Her last deal was profitless and now she sells ... her share of business and retires.
a) on b) off c) up d) out
16. ... is a person who makes large profits, esp. by taking advantage of times of difficulty or scarcity.
a) Profiteer b) Profity c) Profiter d) Profit
17. The president of Switzerland ... to a one-year term by the legislature.
a) elects b) is being elected c) is elected d) elect

18. Switzerland specializes ... manufacturing electrical equipment, machine tools, watches, etc.
 a) on b) for c) of d) in
19. Switzerland has ... hotels and inns for tourists.
 a) many b) some c) few d) a few
20. In the early 1500's, Switzerland ... a policy of not taking sides in many wars that raged in Europe.
 a) was establishing b) established c) had established d) establishes

Variant II

Choose the right variant:

1. The Swiss make ... the difference with income from tourism and from banking, insurance and transportation services.
 a) on b) up c) over d) after
2. There are 4 national languages in Switzerland: German, French, Italian, and ..., which is closely related to Latin.
 a) Romansh b) Romanish c) Romish d) Roman
3. ... is a basic necessity required for survival.
 a) Want b) Wish c) Need d) Plan
4. He was sold ..., because he had many debts.
 a) out b) on c) off d) up
5. Switzerland's highly specialized industries are extremely
 a) profitable b) profiteering c) profetible d) profitles
6. Swiss banks are probably...in the world, partly because of the nation's neutrality.
 a) safer b) the safest c) safest d) the safer
7. Switzerland is known for its beautiful, snow-capped mountains and ... people.
 a) honest b) freedom-lovely c) hospitable d) freedom-loving
8. We have many qualified workers, so we can take ... more work.
 a) after b) on c) up d) in
9. ... is bodily or mental work; people or human resources.
 a) Labour b) Plan c) Capital d) Schedule
10. One of my colleagues took ... golf.
 a) on b) in c) up d) of
11. All national laws in Switzerland are published in ... languages.
 a) 2 b) 3 c) 4 d) 1
12. The Swiss import ... goods than they export.
 a) fewer b) few c) less d) more
13. ... Lake Geneva is very popular among tourists.
 a) The b) A c) – d) An
14. Livestock raising provides about ... percent of Switzerland's farm income.
 a) 75 b) 65 c) 55 d) 85
15. His last deal was profitless and now he has to sell ... his share of business.

- a) on b) up c) off d) out
16. ... is money gained in business.
a) Wages b) Profit c) Salary d) Income
17. Switzerland's manufacturing industries ... on the processing of imported raw materials into products for export.
a) bases b) are being based c) are based d) base
18. To keep the cost of materials and transportation low, industries specialize ... skilled, precise work on small, valuable items.
a) on b) off c) for d) in
19. In Swiss banks depositors are identified by a number known to themselves and ... bank officials.
a) many b) little c) a few d) few
20. Since the early 1800's, large numbers of tourists ... to Switzerland.
a) come b) have come c) had come d) are coming

Test 9. Germany

Variant I

Choose the right variant:

1. West Germany was a ... democracy.
a) federal b) parliamentary c) social d) capital
2. Dissatisfaction led millions of East Germans ... to West Germany.
a) to flee b) to drive c) to go d) to avoid
3. Before he signed the contract, he had talked it ... with his partner.
a) in b) of c) on d) over
4. ... is someone who supplies the goods or services people buy.
a) Seller b) Supplier c) Producer d) Distributor
5. Every year I trade ... my used car for a new model.
a) in b) up c) for d) off
6. The recovery of West German economy in the 1950's is described as an "economic ...".
a) wonder b) surprise c) astonishment d) miracle
7. In 1945, Germany's economy ... almost in total ruin.
a) lie b) lied c) lay d) laid
8. ... is the most important industrial region in Germany.
a) Bayern b) the Ruhr c) Frankfurt d) Bremen
9. Germany has a good train service. The trains are always ... time.
a) on b) in c) at d) for
10. ... takes place when individuals use goods or services.
a) Contest b) Distribution c) Protection d) Consumption
11. After unification, goods that had been ... in East Germany became available.
a) scarce b) little c) many d) rich

12. All our salesmen hand ... weekly reports.
a) out b) off c) in d) on
13. Only some of our partners will show ... for the conference.
a) up b) off c) in d) on
14. In 1990, East Germans elected officials who ... unification with West Germany.
a) liked b) devoted c) searched d) favoured
15. I hope to be at work ... time for the meeting
a) on b) in c) at d) for
16. Today, schools, business, newspapers, and radio and television ... use a Standard German.
a) sending b) spendings c) schedules d) broadcasts
17. Every employee must fill ... an application blank.
a) in b) on c) for d) at
18. She has many expensive things and always tries to show them ...
a) of b) off c) up d) on
19. On October 3, 1990, East and West Germany ... into a single nation.
a) were being unified b) unified c) was unified d) were unified
20. After reunification many companies in East Germany ... operate without the government's financial support.
a) couldn't b) can't c) might not d) mustn't

Variant II

Choose the right variant:

1. East Germany was a Communist ...
a) democracy b) dictatorship c) presidency d) liberalism
2. In 1989, political protests and massive emigration ... in motion the chain of events that ended in the unification of East and West Germany.
a) set b) went c) got d) made
3. Before he accepted their offer, he had talked it ... with his wife.
a) off b) in c) over d) on
4. ... are material items that people buy.
a) Services b) Goods c) Documents d) Shares
5. Every year I trade ... my used cell phone for a new model.
a) in b) for c) off d) up
6. ... is the foundation of Germany's economic strength.
a) Agriculture b) Mining c) Food-processing d) Manufacturing
7. Germany is the world's ... largest manufacturer of automobiles.
a) second b) third c) fourth d) first
8. After World War II, Germany's economy ... in ruin.
a) laid b) lied c) lie d) lay
9. Germany has a good bus service. The buses are always ... time.
a) on b) in c) at d) for

10. ... is an individual who buys something for his or her own use.
a) Seller b) Consumer c) Distributor d) Retailer
11. A Gymnasium is a traditional ... and senior high school.
a) junior b) young c) primary d) small
12. All our managers hand ... weekly reports.
a) of b) out c) on d) in
13. He has many expensive things and always tries to show them
a) off b) of c) on d) out
14. The Rhine River winds through valleys with castles ... the river.
a) overseeing b) overlooking c) overdoing d) overwatching
15. I hope to be there ... time for the conference.
a) on b) at c) in d) off
16. To preserve meat, German cooks soaked it in vinegar and
a) spiders b) spies c) species d) spices
17. Every employee must fill ... the form.
a) in b) on c) for d) with
18. Only some of our partners showed ... for the meeting.
a) off b) of c) up d) on
19. Many world-famous German dishes ... hundreds of years ago to prevent food from spoiling.
a) are created b) were created c) were being created d) created
20. Vocational schools in Germany have ... academic subjects than the other types of schools.
a) less b) a few c) little d) fewer

Test 10. Italy

Variant I

Choose the right variant:

1. Two independent states lie ... Italy's borders.
a) along b) within c) among d) through
2. Italy has a ... form of government.
a) federal b) monarchical c) republican d) democratic
3. The government plans to buy ... all surplus sugar in order to stabilize the price.
a) out b) on c) off d) up
4. Italy got its name from the ancient
a) Romans b) Celts c) Greeks d) Vikings
5. The shipment of our equipment was held ... because of the drivers' strike.
a) on b) up c) by d) in
6. ... is selling of goods (esp. in large quantities) to shopkeepers for resale to the public.
a) Retail b) Spending c) Consumption d) Wholesale

7. It is difficult to buy ... my partner.
a) up b) on c) out d) off
8. Northern Italy is ... industrialized than southern Italy.
a) more b) less c) the most d) much
9. Membership of the ... has helped to strengthen Italy's economy.
a) UNO b) EEC c) EC d) NATO
10. In 1946, the people of Italy voted ... abolish the monarchy.
a) in b) to c) for d) at
11. She tried ... several dresses and finally picked out a red one.
a) for b) out c) on d) in
12. By the A.D. 100's the Roman Empire controlled all the lands bordering ... Mediterranean Sea.
a) a b) an c) – d) the
13. The president of our company always arranges for the vice-president to front ... him.
a) of b) for c) on d) at
14. Italy is known for its cultural ... , which is rich and varied.
a) wealth b) riches c) secrets d) heritage
15. ... is a social system in which large-scale industries have an important part.
a) socialism b) industrialism c) democratism d) capitalism
16. Most of the companies bring ... new models of their products each year.
a) up b) at c) out d) in
17. The pope usually delegates most of his ... authority to other officials.
a) temporal b) constant c) annual d) business
18. Some companies let the consumers try ... their products before buying them.
a) on b) in c) out d) off
19. Service industries in Italy ... by tourism.
a) aid b) are being aided c) is aided d) are aided
20. Since World War II, Italy has shifted ... a predominantly agricultural economy to one based on modern industries.
a) from b) of c) out d) into

Variant II

Choose the right variant:

1. Italy occupies a boot-shaped peninsula that extends ... the Mediterranean Sea from southern Europe.
a) into b) onto c) from d) by
2. Before World War II, Italy had an ... economy.
a) industrial b) service c) independent d) agricultural
3. The government plans to buy ... all surplus machinery to stabilize the price.
a) out b) off c) in d) up

4. Vatican City covers ... acres in northwestern Rome.
a) 104 b) 109 c) 107 d) 106
5. The shipment of our goods was held ... because of the railroad strike.
a) up b) on c) by d) in
6. ... is one who sells in small amounts to customers.
a) Wholesaler b) Seller c) Distributor d) Retailer
7. I've been trying for some time to buy ... my partner.
a) up b) in c) out d) off
8. Southern Italy is ... industrialized than northern Italy.
a) more b) less c) most d) fewer
9. In 1957, Italy became one of the founding members of the
a) UNO b) EEC c) NATO d) EC
10. Italy engages ... a great deal of international trade.
a) in b) at c) on d) to
11. She tried ... several blouses and finally picked out a pink one.
a) in b) off c) out d) on
12. Monaco is a tiny independent country on ... Mediterranean coast of France near Italy.
a) the b) a c) an d) –
13. The president of the country sometimes arranges for the Prime-Minister to front ... him.
a) on b) for c) of d) at
14. The Vatican city has its own bank, a large printing plant, and a rarely occupied
a) museum b) jail c) castle d) library
15. ... is a list of taxes on goods imported or (less often) exported.
a) Price-list b) Plan c) Tax-list d) Tariff
16. He has changed 3 different jobs in the last year because he never sticks ... anything very long.
a) into b) on c) to d) for
17. The pope devotes his time primarily to spiritual and ... matters.
a) ecclesiastical b) temporal c) annual d) business
18. This company lets the consumers try ... its products before buying them.
a) on b) off c) in d) out
19. A large portion of many companies, including banks, insurance companies, airlines ... by the Italian government.
a) is owned b) are owned c) are being owned d) owned
20. That style of clothing died ... years ago in Italy.
a) in b) up c) out d) off

SUPPLEMENTARY TEXTS

IKEA

IKEA is a well known Swedish company where almost every European person under 30 has purchased something from to decorate their flats. In only a few decades the company “went from the woods of southern Sweden to 31 countries around the world” and has become a large Multinational cooperation (MNC) with an interorganisational network. Higher tariffs, transport costs and the loss of economies of scale in domestic production further encourage production abroad.

The Swedish market is comparably small and IKEA had to expand in order to keep their steady growth rates. The success came as a surprise to many since the furniture business is originally a local business. IKEA is the only company in their field that has been able to expand, so widely. The company seems to offer something that is unique to people and that appeals to them as something preferable. The background of the company seems to play a role in managing this uniqueness where Swedish influence on leadership, corporate culture and product offer leads towards the successful “IKEA spirit”.

While the internationalization of IKEA is one of the reasons for their great success, it seems that it is also the source of trouble. It seems that today’s “game of global strategy is increasingly a game of coordination”. The difficulty that IKEA faces is to keep their unique “IKEA spirit” and still be successful around the world.

Now let’s look at the sources for IKEA’s success where special emphasis is given to the Swedish impact on leadership, corporate culture and product offer and the success they have with it. Internationalization puts challenges on the above success areas and those need to be evaluated, as well. IKEA sees their employees as an important asset. This follows the processual argument that “the intelligence of people on the ground becomes critical to strategy, not top-down command”.

The founder of the company, Ingvar Kamprad once said: “For me the thing most essential at IKEA is the employee”. With this focus, the company has built a strong corporate culture. By definition this is a “pattern of shared values and beliefs that gives the members of an organization meaning and provides them with the rule for behaviour in the organization”. The corporate culture at IKEA reflects the characteristics of its Swedish background, and it is enforced throughout the world. Inside their company culture, employees generally enjoy to work for the company and give a good service through this.

Renault

In 1898 in the Paris suburb of Billancourt Louis Renault built his first automobile in a small workshop at the end of the garden of his family home. A year later the house had become the headquarters for the newly-formed Societe Renault Freres and that summer brothers Louis and Marcel entered cars in the Paris-Trouville

race. Louis won the light car class and before long the brothers (including a third sibling Fernand) were building car after car for customers. In their first six months in business they built 60 cars. By the end of 1900 they had built another 179 machines.

From the very beginning Renault was involved in competition and there were a number of successes in the smaller classes in the city-to-city races which dominated racing at that time. In 1902 Renault hired a De Dion engine designer and began producing its own engines. The first big event was the Paris-Vienna race of June 1902 and Renault entered three cars in the light car class. Incredibly Marcel Renault won the event outright. The following year Marcel was killed when he crashed near Angouleme on the Paris-Madrid race. The disastrous event marked the end of the city-to-city races.

Louis Renault withdrew from competition although in 1904 he built one racing machine for American millionaire Gould Brokaw. This was raced in the Vanderbilt Cup event by Maurice Bemin but without success.

The lure of competition proved to be too much for Louis Renault and in 1905 he entered a team in the Elimination Trials for the Gordon Bennett Trophy. That same year the Renault firm enjoyed success in a variety of American races with Louis Raffalovitch driving. Thereafter Renault was not seen in Grand Prix racing. By 1907 the company was selling thousands of cars each year. Fernand Renault died in 1908 and after that the company was renamed the Societe Anonyme des Usines Renaults.

After the First World War competition from Citroen forced the company to improve its model range but it remained very conventional in approach. During the war the Renault factories were taken over by the Germans and bombed by the Allied air forces. Louis Renault was accused of collaboration and died in prison in late 1944. As a result the Renault company was nationalized.

Although Renault steered clear of competition, there was an involvement in rallying thanks to the efforts of Renault dealer Jean Redele, who established the Alpine tuning firm in Dieppe. His cars were successful in various rallies between 1949 and 1953 and in the late 1950s Alpine-tuned Dauphines won the Tour de Corse and the Monte Carlo Rally.

In the late 1950s Renault became involved with Amedee Gordini's tuning company and with the Renault & Gordini the company decided to go back into the sport, establishing the Renault & Gordini Cup, which stimulated French motorsport and saw drivers like Jean-Pierre Jabouille, Jean-Pierre Jarier, Michel Leclere and others. This was followed by success in the European Rally Championship in 1970 with Jean-Claude Andruet in an Alpine Renault A110 and World Championship success in 1971 with Ove Andersson, Bernard Damiche, Jean-Luc Therier and Jean-Pierre Nicolas. There would be a second World Championship in 1973 and Alpine Renaults continued to do well until 1976.

Renault's track racing was also developed with the introduction of Formula Renault in 1971 and the 2-liter sportscar program which resulted in European Championship success in 1974.

In 1975 Renault took over Gordini and the Renault-Gordini operations were

consolidated at Viry-Chatillon as Renault Sport. In 1976 Jean-Pierre Jabouille gave Renault victory in the European Formula 2 Championship and in 1978 Renault won the Le Mans 24 Hours with the Alpine Renault of Didier Pironi and Jean-Pierre Jausaud. In rallying the Renault 5 Alpine enjoyed some success in the late 1970s while the Renault 4 and Renault 5 models proved to be big sellers. In 1979 Renault entered Grand Prix racing and although the team failed to win the World Championship, Alain Prost being beaten in the final race of 1983, the company returned as an engine-supplier in 1989 and dominated the sport winning a string of World Championships with Williams and Benetton. At the end of 1996 Renault withdrew from F 1.

An attempt to break into the American market in the late 1970s by buying American Motors was not a success and in 1987 this was sold on to Chrysler. There were serious industrial disputes and a failed alliance with Volvo but the company continued to have strong sales-thanks to an impressive model range including the Espace (1984), the Clio (1990), Twingo (1993) and Megane (1995).

The company was privatized in 1994 and there was major restructuring but by 1999 it was strong enough to risk buying a 36.8% shareholding in the debt-ridden Nissan for \$5.1bn. The vast Japanese car company had debts in the region of \$30bn.

Siemens

Siemens (Berlin and Munich) is a global powerhouse in electrical engineering and electronics. The company has 461,000 employees working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of services for individual requirements. Siemens provides innovative technologies and comprehensive know-how to benefit customers in over 190 countries. Founded more than 155 years ago, the company is active in the areas of Information and Communications, Automation and Control, Power, Transportation, Medical, and Lighting. In fiscal 2005 (ended September 30), Siemens had sales of 75.445 billion and net income of 2.248 billion. Regional growth markets Focus on the Americas and Asia Siemens' total sales have more than doubled since the beginning of the 1990s. This development has resulted in major changes in regional sales:

- In absolute terms, sales in Germany have remained virtually unchanged. As a share of total sales, however, they have declined about 50 percent, accounting now for slightly more than 20 percent of the total.
- The other European countries account for more than 30 percent of Siemens' business worldwide.
- North and South America now contribute about 25 percent of its global sales.
- Growth in Asia-Pacific, where they now generate substantially more than 10 percent of their total sales, has been particularly strong.
- In other economic regions, their primary focus is on growth markets in the Middle East and Russia.

Main principles of the company:

Customers
Innovation
People
Responsibility
Value

They strengthen their customers - to keep them competitive. Company's success depends on the success of its customers. The company provides customers with its comprehensive experience and solutions so they can achieve their objectives fast and effectively.

Werner Siemens - known as Werner von Siemens from 1888 when he was raised to the nobility - was born in 1816 in Lenthe, near Hanover, Germany. As his family lacked the resources to pay for a university education, he joined the Prussian army in 1835, where he spent three years studying mathematics, physics, chemistry and ballistics at the Artillery and Engineering Academy in Berlin.

Werner von Siemens was awarded his first Prussian patent in 1842 - for an electrolytic method of gold and silver plating. His younger brother Wilhelm later marketed this invention successfully in Britain. In 1846, Werner von Siemens hit upon an idea for improving the Wheatstone telegraph. Using just simple means - cigar boxes, tinsplate, pieces of iron, and some insulated copper wire - he designed his own pointer telegraph. He entrusted the apparatus' construction to a mechanical engineer, Johann Georg Halske, who was won over by its simplicity and reliability. In Berlin in October 1847, the two men formed their own company, Telegraphen-Bauanstalt von Siemens & Halske, and set up a small workshop. A week after the company was founded, the design of the pointer telegraph was awarded a patent in Prussia.

In 1847, Werner von Siemens developed a gutta percha press that made it possible to create seamless insulation for copper wire. This and the pointer telegraph marked two key advances on the road toward modern telecommunications. A year later, the company received a government contract to install a telegraph line between Berlin and Frankfurt/Main - the company's first major success - and Siemens managed to complete the line in time for the Prussian monarch's election as Germany's hereditary emperor. The lack of follow-up contracts from the Prussian state plunged the company into a crisis during the early 1850s, but its fortunes turned when it received new orders from Russia and Britain.

In 1853, Siemens & Halske began building a telegraph network in Russia, which stretched from Finland to the Crimea, covering a distance of around 10,000 kilometers. The company was also contracted by the Russian government to provide maintenance services. In 1855, Werner von Siemens set up a subsidiary in St. Petersburg, headed by his brother Carl. At this time, business in Britain was gradually expanding under the management of Werner's brother Wilhelm, who later made England his home and changed his name to Charles William Siemens. In 1858, the subsidiary Siemens, Halske & Co. (renamed Siemens Brothers in 1865) was set up in Britain.

Armani's History

Born in 1934 into a humble family in Piacenza, a small town near Milan, Giorgio Armani went to the local public school and developed a love for the theater and cinema. After a short at the University of Milan, in 1957, he took a job at the Milan department store La Rinascente. He worked briefly as an assistant photographer before accepting a promotion to its style office, where he bought and exhibited quality products from India, Japan, and the U.S., and, in so doing, helped to introduce foreign cultures to the average Italian consumer.

In 1964, without any formal training, Armani designed a line of menswear for Nino Cerruti. Encouraged by his partner Sergio Galeotti, Armani left Cerruti and in 1970 became a freelance fashion designer and consultant. He soon made his mark. In 1973-74, at the prestigious Sala Bianca fashion show in Florence, he presented to great acclaim jackets that treated leather as a regular, everyday fabric. This penchant for using materials in unexpected contexts and combinations came to be known as a defining characteristic of his genius.

In 1975, Armani and Galeotti started their own company, Giorgio Armani S.p.A., and founded the Armani label. That July, Armani launched a revolution in fashion with his unlined and unconstructed man's jacket. Completely loose and informal, the blazer offered sensual hints of the body beneath, marking a major departure from, on the one hand, the stuffy suits men in the 1960s, and, on the other, the abandon of the hippie generation. The rumpled jacket was an immediate success, and a new breed of tailoring was born. Three months later, he unveiled an unstructured jacket for women. Made with traditional menswear fabrics, it was as simple and soft as the man's and bore a masculine authority. With this alternative to long, flower-child skirts and classic French silhouettes, Armani joined Coco Chanel as an emancipator of women's fashion. In the 1980s, the exquisitely tailored Armani "power suit" for men and women came to symbolize an era of international economic boom. With broad padded shoulders and widened lapels, the look was inspired by the glamour of 1940s Hollywood. Paul Schrader's film *American Gigolo* (1980) exemplified this trademark combination of power and sensuality. The film secured Armani's fame with the general public and marked the beginning of a long and fruitful history of collaboration on films, most recently John Singleton's remake of *Shaft* (2000). Armani has also created costumes for theater, opera, and dance.

In 1982, Armani became the first fashion designer to appear on the cover of *Time* magazine since Christian Dior in the 1940s. He was one of the first designers to approach celebrities to wear his designs, beginning with then Los Angeles Lakers coach Pat Riley in 1988. Armani also invited Hollywood stars to wear his designs at the Academy Awards, winning devotees such as Michelle Pfeiffer and Jodie Foster. Today Armani extends his talent diversely, dressing Italian and English soccer teams and Alitalia airline flight attendants.

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