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## РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Наименование дисциплины	ОГСЭ.03 Иностранный язык
Специальность	38.02.04 КОММЕРЦИЯ (ПО ОТРАСЛЯМ)
Форма обучения	очная
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## ВВЕДЕНИЕ

Рабочая программа дисциплины является частью основной образовательной программы среднего профессионального образования - программы подготовки специалистов среднего звена, разработанной в соответствии с ФГОС СПО

ФГОС СПО	Федеральный государственный образовательный стандарт среднего профессионального образования - по специальности 38.02.04 КОММЕРЦИЯ (ПО ОТРАСЛЯМ) (приказ Минобрнауки России от 15.05.2014 г. № 539)
ПС	

### 1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины Иностранный язык (английский) является

- формирование представлений об английском языке как о языке международного общения и средстве приобщения к ценностям мировой культуры и национальных культур;
- формирование коммуникативной компетенции, позволяющей свободно общаться на английском языке в различных формах и на различные темы, в том числе в сфере профессиональной деятельности, с учетом приобретенного словарного запаса, а также условий, мотивов и целей общения;

- формирование и развитие всех компонентов коммуникативной компетенции: лингвистической, социолингвистической, дискурсивной, социокультурной, социальной, стратегической и предметной;

- воспитание личности, способной и желающей участвовать в общении на межкультурном уровне;

- воспитание уважительного отношения к другим культурам и социальным субкультурам.

В результате изучения дисциплины Иностранный язык, обучающийся должен:

Уметь:

- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;

- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;

- участвовать в диалогах на знакомые общие и профессиональные темы;

- строить простые высказывания о себе и о своей профессиональной деятельности;

- писать простые связные сообщения на знакомые или интересующие

профессиональные темы

- переводить (со словарем) иностранные тексты профессиональной направленности;

Знать:

- лексический (1200 - 1400 лексических единиц) и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности и необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;

- правила построения простых и сложных предложений на профессиональные темы;

- основные общеупотребительные глаголы (бытовая и профессиональная лексика);

- правила чтения текстов профессиональной направленности.

- особенности произношения.

Результатом освоения дисциплины, в соответствии с рабочей программой воспитания, является формирование у обучающихся следующих личностных результатов обучения:

ЛР 7. Осознающий и деятельно выражающий приоритетную ценность каждой человеческой жизни, уважающий достоинство личности каждого человека, собственную и чужую уникальность, свободу мировоззренческого выбора, самоопределения. Проявляющий бережливое и чуткое отношение к религиозной принадлежности каждого человека, предупредительный в отношении выражения прав и законных интересов других людей.

ЛР 8. Проявляющий и демонстрирующий уважение законных интересов и прав представителей различных этнокультурных, социальных, конфессиональных групп в российском обществе; национального достоинства, религиозных убеждений с учётом соблюдения

необходимости обеспечения конституционных прав и свобод граждан. Понимающий и деятельно выражающий ценность межрелигиозного и межнационального согласия людей, граждан, народов в России. Выражающий сопричастность к преумножению и трансляции культурных традиций и ценностей многонационального российского государства, включенный в общественные инициативы, направленные на их сохранение.

ЛР 13. Соблюдающий в своей профессиональной деятельности этические принципы: честности, независимости, профессионального скептицизма, противодействия коррупции и экстремизму, обладающий системным мышлением и умением принимать решение в условиях риска и неопределенности.

## 2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ООП

Дисциплина относится к вариативной части учебного плана.

## 3. ОБЪЕМ ДИСЦИПЛИНЫ

Промежуточный контроль	Часов				
	Всего за семестр	Контактная работа (по уч.зан.)		Самостоятельная работа в том числе подготовка контрольных и курсовых	
		Всего	Практические занятия, включая курсовое проектирование		
Семестр 3					
	0	32	32	0	0
Семестр 4					
Другие формы контроля	0	40	40	0	0
Семестр 5					
	0	28	28	4	0
Семестр 6					
Зачет с оценкой	0	18	18	12	0
	0	118	118	16	0

## 4. ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ООП

В результате освоения ООП у выпускника должны быть сформированы компетенции, установленные в соответствии ФГОС СПО.

Общие компетенции (ОК)

Шифр и наименование компетенции	Индикаторы достижения компетенций
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<p>ОК 01. Выбирать способы решения задач профессиональной деятельности применительно к различным контекстам;</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- распознавать задачу и/или проблему в профессиональном и/или социальном контексте;</li> <li>- анализировать задачу и/или проблему и выделять её составные части; определять этапы решения задачи;</li> <li>- выявлять и эффективно искать информацию, необходимую для решения задачи и/или проблемы;</li> <li>- составить план действия; определить необходимые ресурсы;</li> <li>- реализовать составленный план;</li> <li>- оценивать результат и последствия своих действий (самостоятельно или с помощью наставника)</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- актуальный профессиональный и социальный контекст, в котором приходится работать и жить;</li> <li>- основные источники информации и ресурсы для решения задач и проблем в профессиональном и/или социальном контексте;</li> <li>- порядок оценки результатов решения задач профессиональной деятельности</li> </ul>
<p>ОК 02. Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности;</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- определять задачи для поиска информации;</li> <li>- определять необходимые источники информации;</li> <li>- планировать процесс поиска; структурировать получаемую информацию;</li> <li>- выделять наиболее значимое в перечне информации;</li> <li>- оценивать практическую значимость результатов поиска;</li> <li>- оформлять результаты поиска</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- приемы структурирования информации;</li> <li>- формат оформления результатов поиска информации</li> </ul>

<p>ОК 09. Пользоваться профессиональной документацией на государственном и иностранном языках.</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;</li> <li>- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;</li> <li>- участвовать в диалогах на знакомые общие и профессиональные темы;</li> <li>- строить простые высказывания о себе и о своей профессиональной деятельности;</li> <li>- писать простые связные сообщения на знакомые или интересующие профессиональные темы</li> <li>- переводить (со словарем) иностранные тексты профессиональной направленности;</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- лексический (1200 - 1400 лексических единиц) и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности и необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;</li> <li>- правила построения простых и сложных предложений на профессиональные темы;</li> <li>- основные общеупотребительные глаголы (бытовая и профессиональная лексика);</li> <li>- правила чтения текстов профессиональной направленности.</li> <li>- особенности произношения.</li> </ul>
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## 5. ТЕМАТИЧЕСКИЙ ПЛАН

Тема	Часов						
	Наименование темы	Всего часов	Контактная работа (по уч.зан.)			Самост. работа	Контроль самостоятельной работы
			Лекции	Лабораторные	Практические занятия		
Семестр 3		32					
Тема 1.	Введение (ОК 1, ОК 2, ОК 9, ЛР 7, ЛР 8, ЛР 13)	4			4		
Тема 2.	Средства массовой информации (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 13).	14			14		
Тема 3.	Студент и современные средства коммуникации (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР13)	14			14		
Семестр 4		22					
Тема 4.	Персональный компьютер и интернет (ОК 02, ОК 03, ЛР 7)	22			22		
Семестр 4		18					
Тема 5.	Страна изучаемого языка (ОК 02, ОК 09, ЛР 7, ЛР 8)	18			18		
Семестр 5		14					
Тема 6.	Современная система образования (ОК 02, ОК 09, ЛР 7, ЛР 8)	14			14		
Семестр 5		18					

Тема 7.	Экономика Великобритании (ОК 02, ОК 09, ЛР 7, ЛР 8)	18			14	4	
Семестр 6		6					
Тема 8.	Экономика России (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 13)	6			6		
Семестр 6		6					
Тема 9.	Экономика США (ОК 02, ОК 09, ЛР 7, ЛР 8)	6			6		
Семестр 6		18					
Тема 10.	Уральский регион как федеральный субъект (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 3)	18			6	12	

## 6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ

Раздел/Тема	Вид оценочного средства	Описание оценочного средства	Критерии оценивания
Текущий контроль (Приложение 4)			
Тема 1	Контрольная работа № 1	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 2	Контрольная работа № 2	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 3	Контрольная работа № 3	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 4	Контрольная работа № 4	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 5	Контрольная работа № 5	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 6	Контрольная работа № 6	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 7	Контрольная работа № 8	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 8	Контрольная работа № 9	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов

Тема 9	Контрольная работа № 10	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 10	Контрольная работа № 12	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 10	Контрольная работа № 11	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 6	Контрольная работа № 7	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
<b>Промежуточный контроль (Приложение 5)</b>			
4 семестр (Др)	Билет	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме 3. Практическое задание. Количество билетов - 20	оценивается от 2 до 5 баллов
6 семестр (ЗаО)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме 3. Практическое задание. Количество билетов - 20	оценивается от 2 до 5 баллов



## **ОПИСАНИЕ ШКАЛ ОЦЕНИВАНИЯ**

Показатель оценки освоения ООП формируется на основе объединения текущей и промежуточной аттестации обучающегося.

Показатель рейтинга по каждой дисциплине выражается в процентах, который показывает уровень подготовки студента.

Текущая аттестация. Используется 5-балльная система оценивания. Оценка работы студента в течение семестра осуществляется преподавателем в соответствии с разработанной им системой оценки учебных достижений в процессе обучения по данной дисциплине.

В рабочих программах дисциплин (предметов) и практик закреплены виды текущей аттестации, планируемые результаты контрольных мероприятий и критерии оценки учебных достижений.

В течение семестра преподавателем проводится не менее 3-х контрольных мероприятий, по оценке деятельности студента.

Промежуточная аттестация. Используется 5-балльная система оценивания. Оценка работы студента по окончании дисциплины (части дисциплины) осуществляется преподавателем в соответствии с разработанной им системой оценки достижений студента в процессе обучения по данной дисциплине. Промежуточная аттестация также проводится по окончании формирования компетенций.

Показатель оценки	По 5-балльной системе	Характеристика показателя
100% - 85%	отлично	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на высоком уровне
84% - 70%	хорошо	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов.  Могут быть допущены недочеты, исправленные студентом самостоятельно в процессе работы (ответа и т.д.)
69% - 50%	удовлетворительно	обладают общими теоретическими знаниями, умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на среднем уровне. Допускаются ошибки, которые студент затрудняется исправить самостоятельно.
49 % и менее	неудовлетворительно	обладают не полным объемом общих теоретическими знаниями, не умеют самостоятельно применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Не сформированы умения и навыки для решения профессиональных задач
100% - 50%	зачтено	характеристика показателя соответствует «отлично», «хорошо», «удовлетворительно»
49 % и менее	не зачтено	характеристика показателя соответствует «неудовлетворительно»

## 7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

### 7.2 Содержание практических занятий и лабораторных работ

Тема 1. Введение (ОК 1, ОК 2, ОК 9, ЛР 7, ЛР 8, ЛР 13)

Цели и задачи изучения учебной дисциплины «Английский язык». Английский язык как язык международного общения и средство познания национальных культур.  
Основные варианты английского языка, их сходство и различия. Роль английского языка в профессиональной деятельности.

Тема 2. Средства массовой информации (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 13).

Past Continuous

Введение лексики по теме «Средства массовой информации»

Past Simple и Past Continuous в сравнении.

Сообщение по теме «Моя любимая газета»

Past Perfect и Past Perfect Continuous в сравнении

Повелительное наклонение в английском языке

Страдательный залог

Тема 3. Студент и современные средства коммуникации (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР13)

Future Continuous

Упражнения по теме «Изобретение телефона»

Future Simple и Future Continuous в сравнении. Упражнения

Предтекстовые упражнения по теме

Future Perfect и Future Perfect Continuous в сравнении

Предлоги в английском языке

Лексика по теме " Современные средства коммуникации"

Тема 4. Персональный компьютер и интернет (ОК 02, ОК 03, ЛР 7)

Модальные глаголы: can, could, may.

Модальные глаголы: must, should, оборот have to.

Лексика по теме «Персональный компьютер и интернет»

Послетекстовые упражнения

Местоимение one и его функции

Местоимения: some, any и их производные

Тексты по теме "Интернет"

Послетекстовые упражнения

Предлоги места в английском языке

Предлоги направления в английском языке

Идиомы в английском языке

Тема 5. Страна изучаемого языка (ОК 02, ОК 09, ЛР 7, ЛР 8)

Времена группы Perfect

Тема «История Америки»

Работа над текстами

Падежные предлоги в английском языке

Предлоги времени в английском языке

Тема: "Страны изучаемого языка"

Работа над текстами

Послетекстовые упражнения по теме: "Страны изучаемого языка"

Послетекстовые упражнения по теме: "История Америки"

<p>Тема 6. Современная система образования (ОК 02, ОК 09, ЛР 7, ЛР 8)  Present Perfect и Past Perfect в сравнении.  Введение лексики «Учебные заведения Англии»  Пересказ текста "Учебные заведения Англии"  Future Perfect  Упражнение по теме: Future Perfect, Present Perfect и Past Perfect  Диалоги по тексту "Учебные заведения Англии"  Работа по тексту «Учебные заведения Англии»</p>
<p>Тема 7. Экономика Великобритании (ОК 02, ОК 09, ЛР 7, ЛР 8)  Изучающее чтение текста «Экономика зарубежных стран»  The verbals  Participle 1,2  Participle 1,2. Упражнения  Infinitive и его функции. Gerund  Лексика по теме: "Экономика зарубежных стран"  Послетекстовые упражнения по теме: "Экономика зарубежных стран"</p>
<p>Тема 8. Экономика России (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 13)  Предтекстовые упражнения по теме "Экономика России"  Passive voice. Простые времена. Упражнения  Работа с текстом «Экономика России»</p>
<p>Тема 9. Экономика США (ОК 02, ОК 09, ЛР 7, ЛР 8)  Complex object. Упражнения по данной теме  Работа с текстом «Экономика США». Послетекстовые задания  Диалоги по теме «Преимущества и недостатки экономики США»</p>
<p>Тема 10. Уральский регион как федеральный субъект (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 3)  Complex Subject. Упражнения  Работа с текстом «Экономика Свердловской области»  Лексика по теме: «Экономика Свердловской области»</p>

### 7.3. Содержание самостоятельной работы

<p>Тема 7. Экономика Великобритании (ОК 02, ОК 09, ЛР 7, ЛР 8)  1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Написание сообщения «Известные предприниматели»</p>
<p>Тема 10. Уральский регион как федеральный субъект (ОК 02, ОК 09, ЛР 7, ЛР 8, ЛР 3)  1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Написание сообщения «Предприятия Свердловской области»</p>

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/экзамену  
Приложение 1

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену  
Приложение 2

7.3.3. Перечень курсовых работ  
Не предусмотрено

7.4. Электронное портфолио обучающегося  
Материалы не размещаются

7.5. Методические рекомендации по выполнению контрольной работы  
Не предусмотрено

7.6 Методические рекомендации по выполнению курсовой работы  
Не предусмотрено

## **8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ**

### ***По заявлению студента***

В целях доступности освоения программы для лиц с ограниченными возможностями здоровья при необходимости кафедра обеспечивает следующие условия:

- особый порядок освоения дисциплины, с учетом состояния их здоровья;
- электронные образовательные ресурсы по дисциплине в формах, адаптированных к ограничениям их здоровья;
- изучение дисциплины по индивидуальному учебному плану (вне зависимости от формы обучения);
- электронное обучение и дистанционные образовательные технологии, которые предусматривают возможности приема-передачи информации в доступных для них формах.
- доступ (удаленный доступ), к современным профессиональным базам данных и информационным справочным системам, состав которых определен РПД.

## **9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ**

**Сайт библиотеки УрГЭУ**

<http://lib.usue.ru/>

### **Основная литература:**

1. Аитов В. Ф., Аитова В. М., Кади С. В. Английский язык (А1-В1+) [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2020. - 234 – Режим доступа: <https://urait.ru/bcode/448454>

2. Кузьменкова Ю. Б. Английский язык + аудиозаписи в ЭБС [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 441 – Режим доступа: <https://urait.ru/bcode/489640>

3. Невзорова Г. Д., Никитушкина Г. И. Английский язык. Грамматика [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 213 – Режим доступа: <https://urait.ru/bcode/491346>

4. Полубиченко Л. В., Изволенская А. С., Кожарская Е. Э. Английский язык для колледжей (A2-B2) [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 184 – Режим доступа: <https://urait.ru/bcode/494160>

5. Минаева Л. В., Луканина М. В., Варченко В. В. Английский язык. Навыки устной речи (I am all Ears!) + аудиоматериалы [Электронный ресурс]: учебное пособие для спо. - Москва: Юрайт, 2023. - 199 с – Режим доступа: <https://urait.ru/bcode/515213>

#### **Дополнительная литература:**

1. Голицынский Ю. Б. Грамматика: сборник упражнений. - Санкт-Петербург: КАРО, 2019. - 574, [1]

2. Моисеева Т. В., Широких А. Ю., Цаплина Н. Н. Английский язык для экономистов [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 157 – Режим доступа: <https://urait.ru/bcode/493996>

3. Стогниева О. Н. Английский язык для экономистов (B1–B2) [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 197 – Режим доступа: <https://urait.ru/bcode/494791>

4. Маньковская З. В. Английский язык в ситуациях повседневного делового общения [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2023. - 223 с. – Режим доступа: <https://znanium.com/catalog/product/1902093>

5. Уваров В. И. Английский язык для экономистов (A2-B2). English for Business + аудиозаписи [Электронный ресурс]: учебник и практикум для спо. - Москва: Юрайт, 2023. - 393 с – Режим доступа: <https://urait.ru/bcode/511676>

6. Полубиченко Л. В., Изволенская А. С., Кожарская Е. Э. Английский язык для колледжей (A2-B2) [Электронный ресурс]: учебное пособие для спо. - Москва: Юрайт, 2023. - 185 с – Режим доступа: <https://urait.ru/bcode/530851>

### **10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ**

#### **Перечень лицензионного программного обеспечения:**

Astra Linux Common Edition. Договор № 1 от 13 июня 2018, акт от 17 декабря 2018. Срок действия лицензии - без ограничения срока.

МойОфис стандартный. Соглашение № СК-281 от 7 июня 2017. Дата заключения - 07.06.2017. Срок действия лицензии - без ограничения срока.

#### **Перечень информационных справочных систем, ресурсов информационно-телекоммуникационной сети «Интернет»:**

## **11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ**

Реализация учебной дисциплины осуществляется с использованием материально-технической базы УрГЭУ, обеспечивающей проведение всех видов учебных занятий и научно-исследовательской и самостоятельной работы обучающихся:

Специальные помещения представляют собой учебные аудитории для проведения всех видов занятий, групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду УрГЭУ.

Все помещения укомплектованы специализированной мебелью и оснащены мультимедийным оборудованием (информационно-телекоммуникационным, иным компьютерным), доступом к информационно-поисковым, справочно-правовым системам, электронным библиотечным системам, базам данных действующего законодательства, иным информационным ресурсам служащими для представления учебной информации большой аудитории.

Для проведения занятий лекционного типа презентации и другие учебно-наглядные пособия, обеспечивающие тематические иллюстрации.

### 7.3.1. Примерные вопросы для самостоятельной подготовки к промежуточной аттестации

#### 4 семестр

Тема 1. Введение

Тема 2. Средства массовой информации

Тема 3. Студент и современные средства коммуникации

1. Do people need mass media? Why?
2. How often do you and your family watch TV?
3. What kinds of programmes do you watch? (news/ documentaries/ sports programmes, etc).
4. What are your favourite programmes? And why?
5. Do you think TV is still popular as it used to be?
6. How often do you and your family read newspapers and magazines?
7. How often do you and your family listen to the radio?
8. What kinds of channels and programmes do you listen to?
9. Do mass media provide objective information?
10. Can journalists influence our opinion?
11. Should mass media have freedom? Should there be censorship?
12. Do mass media always tell the truth?
13. Do you agree that it is hard to imagine life without mobiles?
14. What features can be found in modern mobile phones?
15. Do you have a palm top, a laptop or a desktop computer?
16. When and how often do you use your computer?
17. What do you use your computer for?
18. Do you often play computer games? What are your favourite computer games? Why do you like them?
19. Are you good at using a computer? What software do you use?
20. How often do you use the Internet? What websites do you use regularly?
21. Have you joined any social network services?
22. How does computer influence your life? Do computers make our lives easier?
23. Are there any dangers related to using computers?
24. Can you imagine life without the Internet?

Тема 4. Персональный компьютер и интернет

Тема 5. Страна изучаемого языка – Великобритания

1. What is the full name of the country? Where is it situated? Is the UK an island or a continental state?
2. What are the main mountains and rivers?
3. What is the population of Great Britain?
4. What is the capital of the UK? What other British cities do you know?
5. What does the term 'parliamentary monarchy' mean?
6. What chambers does the British parliament consist of?
7. What chamber plays the major role in law-making?
8. What is 'the commonwealth'?
9. What famous British people can you name?
10. What sports are popular in the UK?



11. What sights would you like to visit?
12. What is the official language of the UK? What other languages are spoken in the UK?

## **6 семестр**

Тема 6. Современная система образования

Тема 7. Экономика Великобритании

1. What is education?
2. What universities do you know?
3. What industries were developed in England in the past?
4. What industries are developed in the UK at present?
5. Are high technology industries developed more than heavy engineering now?
6. What are the most important crops grown in Britain?
7. What types of livestock are most numerous in Britain?
8. What are the main trading partners of the UK?
9. What is the national economy based on?
10. What are the main trade partners of the UK today?
11. What are the absolute advantages of the UK (natural resources/strong industries)?
12. What are the main exports from the country? Which countries do they go to?
13. What are the main imports to the country? Which countries do they go from?
14. Are there any barriers or trade restrictions in the UK? Why do they exist?

Тема 8. Экономика России

Тема 9. Экономика США

Тема 10. Уральский регион как федеральный субъект

1. Which country is good to be an economic model for Russia?
2. What are the biggest obstacles to Russia's economic growth?
3. Why did Russia's Weakness Is Its Economic Policy?
4. What is Russia's economic potential?
5. What is the economic history of Russia?
6. Which country has the best economic model?
7. What is the current economic system of Russia?
8. Why is American GDP so small?
9. What's the GDP of Russia?
10. Can Russia emulate China's economic growth model?
11. What is the economic growth rate for the USA?
12. Why is Russia so economically underdeveloped?
13. How can the USA be so powerful militarily while suffering economically?
14. What is an economic model?

### 7.3.2. Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

#### Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

#### 4 семестр

**ОК 01.: Выбирать способы решения задач профессиональной деятельности применительно к различным контекстам;**

Задания закрытого типа

#### 1. Choose ONE answer.

1. I'll be in charge of the Financial department if they \_\_\_\_ me.
- a. should promote
  - b. promoted
  - c. promote

Ответ: c

#### 2. Choose ONE answer.

1. Banks \_\_\_\_ the central place in the financial system.
- a. occupy
  - b. are occupying
  - c. will occupy

Ответ: a

#### 3. Choose ONE answer.

1. A special role in the functioning of public finance \_\_\_\_ the Ministry of Finance.
- a. played
  - b. play
  - c. plays

Ответ: c

#### 4. Choose ONE answer.

If Jim.....to Spain on business next month, he will stay three extra days to visit the sights.

- a. is going to travel
- b. will travel
- c. travels

Ответ: b

**5. Choose ONE answer.**

1. The Ministry of Finance of Russia \_\_\_ territorial authorities.

- a. has
- b. had
- c. have

Ответ: b

Задания открытого типа

**1. Complete the conversation.**

- How \_\_\_ I help you?
- I'd like to speak to the manager, please

Ответ: can

**2. Complete the conversation.**

- How \_\_\_ you?
- I'm fine, thank you

Ответ: are

**3. Complete the sentence.**

I can't remember how to \_\_\_ to her office.

Ответ: get

**4. Complete the sentence.**

The labour process assumes that the employee works periodically distantly, and periodically at a stationary \_\_\_, that is, in the office.

Ответ: workplace

**5. Complete the sentence.**

It is the largest company in Finland playing a significant \_\_\_ in the national economy.

Ответ: role

**ОК 02.: Осуществлять поиск, анализ и интерпретацию информации, необходимой для выполнения задач профессиональной деятельности;**

Задания закрытого типа

**1. Match 1-2 to A-C. There is ONE extra answer you do not need.**

- 1. Past Simple
- 2. Future Simple

- a. will be
- b. are
- c. was

ОТВЕТ: 1-c; 2-a

**2. Match 1-2 to A-C. There is ONE extra answer you do not need.**

- 1. Present Simple
- 2. Present Continuous

- a. were
- b. am going
- c. is

ОТВЕТ: 1-c; 2-b

**3. Match the question and the response. There is ONE extra answer you do not need.**

What's the problem with the laptop?

- a. I don't use it.
- b. I don't know how to use it.
- c. No, I don't.

ОТВЕТ: b

**4. Match the question and the response.**

That is the girl.....father works in the armed forces with my dad.

- a. who
- b. that
- c. whose

ОТВЕТ: c

**5. Match the question and the response.**

Let's go on a.....this year. I'd love to see wild animals in their natural habitat.

- a. safari
- b. jungle
- c. ride

ОТВЕТ: a

Задания открытого типа

**1. Complete the conversation.**

- What software are you familiar with?
- I have a good \_\_\_ of Excel and Word.

ОТВЕТ: knowledge

## 2. Complete the conversation.

- Tell me some words about yourself. What is your \_\_\_education?
- I graduated from the Ural State University of Economics. My major is Banking.

ОТВЕТ: education

## 3. Complete the sentence.

I run a small business and all my \_\_\_staff use the internet as much as they want to.

ОТВЕТ: staff

## 4. Complete the conversation.

- What are the main \_\_\_ in your present job?
- I work on reception, answer the phone, arrange meeting.

ОТВЕТ: responsibilities

## 5. Complete conversation.

- Some companies stop you from using certain web-sites and I think that's OK.
- But it's such a waste of time. I don't think people should use the internet at work unless you need it for your work.
- I am not sure about that. \_\_\_ the internet helps to give you a break.

ОТВЕТ: using

## **ОК 9.: Пользоваться профессиональной документацией на государственном и иностранном языках;**

Задания закрытого типа

### 1. Match the verb and the translation.

We've been very busy since Monday.

- a. будем заняты с понедельника
- b. были заняты до понедельника
- c. заняты с понедельника

ОТВЕТ: c

### 2. Match the verb and the translation.

Our company was founded in 1801.

- a. основала
- b. была основана
- c. основывается

ОТВЕТ: b

**3. Choose the most appropriate option for starting a formal letter.**

- a. Hi Mike
- b. Dear Sir
- c. Dear Mike

ОТВЕТ: b

**4. Choose the most appropriate option for finishing a formal letter.**

- a. Best wishes
- b. All the best
- c. Yours faithfully

ОТВЕТ: c

**5. Choose the most appropriate option for a CV.**

Name: Angela Amore

Address: 122 Willisden Road, London N17 6BQ

Tel: 081-345-7888

Date of birth: 21st January 1989

Nationality: Italian

Examinations:

2019 Maturita Federale – Switzerland.

2020 Cambridge Proficiency Exam – UK

Work \_\_\_\_:

2021 I worked in an insurance office, on a temporary basis.

2022 I worked for Intours as a tour guide.

- a. experience<sup>30</sup>
- b. skills
- c. abilities

ОТВЕТ: a

Задания открытого типа

**1. Complete the CV.**

Anna Smirnova

98, Chaikovskogo Street, apt. 85

St. Petersburg, 191194, Russia

Phone; +7 812 272 08 95

OBJECTIVE: Obtain employment in the field of public relations that will allow me to use my ability to work with people and take advantage of my knowledge of English.

EDUCATION: St. Petersburg State University. 1989–1996 \_\_\_ in English and French. Qualified as English interpreter.

ОТВЕТ: Diploma

**2. Complete the conversation.**

- Could you change dollars into English pounds sterling?

-Certainly, sir. I'll just check the exchange rates. How much would you like to change?

-One thousand dollars. And what is the rate of \_\_\_ today?

- One dollar to one pound fifty-five pence.

ОТВЕТ: exchange

### 3. Complete the conversation.

- What rate can you offer for two thousand dollars?

-One dollar to one pound ninety pence.

-Oh, change one thousand, please. Here is the money.

-Thank you. \_\_\_ I have your passport for a moment?

-Here it is. No problem.

ОТВЕТ: may

### 4. Complete the conversation.

- Are there overdraft facilities?

-Well, we allow some of our regular customers to overdraw. But we always set a \_\_\_ to the size of the overdraft and a date by which the account is back in credit.

ОТВЕТ: limit

### 5. Complete the sentence.

So, we are talking about personal accounts. Well, we provide a current account for day-to-day payments. No interest is paid, but this account enables people to keep money in a safe place and provides people with a \_\_\_ book.

ОТВЕТ: cheque

Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря)

Пример текста

The computer is the most important thing in our lives. Some people say that they have never used a computer, but they probably use computers every day - they just do not realize it. There are computers in so many things: cars, televisions, radios, washing machines, etc. The word 'computer' used to mean a person, not a machine. In the nineteenth century, the people who did the calculations and wrote the books were called computers. Nowadays, software programmers have even 'taught' computers to do many different things which need imagination, e.g. write music, play chess, etc. The rapid development of modern technology has brought us unprecedented changes in the world.

Modern technology makes life convenient. It changed our lifestyle and the way we live. With modern technology we can work harder, longer and we can carry on working when we get home. The Internet is a great way for people all over the world to share their information and ideas. Before the Internet, information about the world came from places like newspapers, TV programs, and books. The companies that made the newspapers, books, and programs controlled the information that people could get. Of course, those companies are still very powerful, but the Internet is getting more and more powerful, and nobody controls it.

Устное сообщение и собеседование по теме

**Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации  
6 семестр**

**ОК 01.: Выбирать способы решения задач профессиональной деятельности применительно к различным контекстам;**

Задания закрытого типа

**1. Choose ONE answer.**

Hurry up! Our train.....in half an hour!

- a. left
- b. leaves
- c. will leave

Ответ; b

**2. Choose ONE answer.**

1. The average daily volume in the global foreign exchange and related markets \_\_\_\_continuously.

- a. will grow
- b. is growing
- c. grows

Ответ: b

**3. Choose ONE answer.**

Hugh Grant is a (n)....actor.

- a. young, excellent, English
- b. excellent, young, English
- c. English, excellent, young

Ответ: b

**4. Choose ONE answer.**

Can you be a little quiet, please? The baby.....:

- a. sleeps
- b. is sleeping
- c. will sleep

Ответ: c

**5. Choose ONE answer.**

The Nelsons looked very surprised when they.....that their next-door neighbour was a famous writer.

- a. hear
- b. were hearing
- c. heard



Ответ: a

Задания открытого типа

**1. Complete the sentence.**

It's now \_\_\_ of the fastest growing markets.

Ответ: one

**2. Complete the conversation.**

-Hello.

-Hello. Thank you very for coming. Why would you \_\_\_ to join our company?

- Your company is well-known in our city. You offer good salary.

Ответ: like

**3. Complete the sentence.**

Online \_\_\_ in Italy are increasing slowly.

Ответ: sales

**4. Complete the sentence.**

We know Microsoft to be the recognized leader in \_\_\_ market.

Ответ: software

**5. Complete the conversation.**

- What are your strong points?

- I'm hard-working, responsible and reliable and can work \_\_\_ pressure.

Ответ: under

**ОК 02.: Осуществлять поиск, анализ и интерпретацию информации, необходимой для выполнения задач профессиональной деятельности;**

Задания закрытого типа

**1. Match the question and the response.**

We need to discuss the sales conference. Can we arrange a meeting?

- a. Is it any good?
- b. I can't meet then.
- c. OK, are you free on Friday?

Ответ: b

**2. Match the question and the response.**

So, what's on the agenda for today?

- a. The first item on the agenda is to elect a president and treasurer of the company.
- b. Everybody has an agenda.
- c. No such agenda, chief.

ОТВЕТ: a

**3. Fill in the right answer.**

Susan doesn't think books about pirate ships are very.... She prefers romantic novels. :

- a. interested
- b. interest
- c. interesting

ОТВЕТ: c

**4. Fill in the right answer.**

Mark....his tooth yesterday, when he fell off his bike.

- a. twisted
- b. sprained
- c. chipped

ОТВЕТ: c

**5. Fill in the right answer.**

Martha tells wonderful jokes. She is the.....girl in our class.

- a. funny
- b. funnier
- c. funniest

ОТВЕТ: c

Задания открытого типа

**1. Complete the conversation.**

- Why do you want to leave your present job?
- Because there's no chance of \_\_\_\_.

ОТВЕТ: promotion

**2. Complete the conversation.**

- I am sorry but I really don't see what the problem is.
- I think the problem is that lots of workers spend all day on the internet \_\_\_\_ instead of doing their work.

ОТВЕТ: instead

**3. Complete the conversation.**

- Some programmes cannot \_\_\_\_ you to arrange financial information.

– Which ones?

Ответ: allow

#### 4. Complete the conversation.

-How can I help you?

-I am new in town, I've just moved here to work for Zane Computers. I'd like to have an \_\_\_ with your bank. I would like you to tell me about the services your bank provides.

Ответ: account

#### 5. Complete the conversation.

-The government has just suggested that people with children should pay less tax. What do you think of that?

- Well, personally, I completely disagree with that idea. It's their \_\_\_ to have children, why should they pay less tax?

Ответ: choice

### ОК 9.: Пользоваться профессиональной документацией на государственном и иностранном языках;

Задания закрытого типа

#### 1. Choose the most appropriate option for a Resume.

Anna Smirnova

Address; 98, Chekhova Street, apt. 85 St. Petersburg, 191194, Russia

Phone; +7 812 272 08 95

OBJECTIVE: Obtain employment in the field of public relations.

\_\_\_\_: St. Petersburg State University. 2017–2021 Diploma in English and French. Qualified as English interpreter.

WORK EXPERIENCE (April 2022 till now): assistant, interpreter of General Director Insurance Co. Rodina Ros.

- a. DUTIES
- b. EDUCATION
- c. HOBBIES

Ответ: b

#### 2. Match the sentence and its right translation.

I am writing to notify you of a change of address for the above account in my name.

- a. Я пишу, чтобы уведомить вас об изменении адреса вышеуказанного счета на мое имя.
- b. Я пишу, чтобы уведомить вас об изменении адреса нижеуказанного счета записи на мое имя.
- c. Я пишу, чтобы уведомить вас об изменении адреса вышеуказанной записи на мое имя.

Ответ: а

### 3. Match the sentence and its right translation.

Thank you for your assistance.

- a. Спасибо вам за вашу дружбу.
- b. Спасибо вам за вашу веру в нас.
- c. Спасибо вам за вашу помощь.

Ответ: с

### 4. Match the sentence and its right translation.

The new address is that shown above.

- a. Новый адрес - это тот, который показан выше.
- b. Новый адрес - это тот, который показан ниже.
- c. Новый адрес - это не тот, который показан выше.

Ответ: а

### 5. Match the sentence and its right translation.

I look forward to working with you in future.

- a. Я с нетерпением жду возможности встречи с вами в будущем.
- b. Я хочу работать с вами в будущем.
- c. Я с нетерпением жду возможности работать с вами в будущем.

Ответ: с

Задания открытого типа

### 1. Complete the email.

Dear Mr Smith,

I am writing in relation to the problem that you encountered when buying tickets for the International Fair. Please accept our sincere apologies for this problem.

We had some problems with the server because of the large number of people who were buying tickets at the same time.

We are sending you two free tickets for the fair and a \_\_\_ of €140 as an apology.

Yours sincerely,  
Customer Relations Manager

Ответ: refund

### 2. Complete the conversation.

-What do I need to open a current account?

-You'll have to fill in this form and then you make an \_\_\_ to see one of our bank managers.

Ответ: appointment

### 3. Complete the presentation opening.

Good afternoon, everyone. Thanks for coming to my presentation. Let me remind you that the purpose of my presentation is to examine the role of the financial system as a shock absorber. Thus, we need to find out what factors \_\_\_ upon it bending the financial system to one of the alternatives.

Ответ: influence

### 4. Complete the sentence.

There are different plastic cards, but generally speaking they all have two main purposes: to enable people to obtain cash or to make payments without using \_\_\_ or cheques.

Ответ: cash

### 5. Complete the sentence.

The main \_\_\_ we offer to customers are lending and depositing money; safe custody; foreign money for holidays; insurance and investments.

Ответ: services

Чтение и письменный перевод оригинального текста (объемом 1200-1400 п.зн. за 1 академ. час с использованием словаря)

Пример текста

Money is whatever generally acceptable in order to perform functions of paying for goods and services. In the past it took the form of a variety of commodities, though precious metals tended to be favoured because of a number of convenient physical characteristics, above all the fact that they are limited in supply. With the development of banks, paper currency has come to succeed precious metals as the medium of exchange, initially in the form of gold receipts, and then as central bank notes, backed by the authority of government. Nowadays bank deposits are generally accepted as money, and form the greater part of the money supply. Although anything can serve as money, the material of it should possess some important qualities: portability, durability, uniformity, divisibility (to make a change), recognizability.

Today money consists of coins, paper currency, and transaction account deposits. Now we are beginning to make electronic transfers of money through electronic funds transfer systems (EFT). EFT systems range from Automated Teller machines (ATM) or cash dispensers and to 'virtual money' (WEB money) on the Internet. The banking system of Great Britain consists of a number of institutions, with the Bank of England playing a crucial role in regulating the supply of money and influencing interest rates, overseeing the operations of commercial banks. The Bank of England also manages the National Debt. According to the functions they perform banks may be divided into the following groups: commercial banks, savings banks, investment banks, trust companies. Commercial banks fall into two groups, 'clearing' and 'secondary' banks. In common with other commercial institutions, they operate by acting as financial intermediaries, borrowing money in order to re-lend it, which they are able to do profitably because of their specialised knowledge of financial markets.

2. Устное сообщение и собеседование по теме

**Приложение 4  
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего  
образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

**УТВЕРЖДЕНЫ**  
на заседании Педагогического совета колледжа

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ**

**ТЕКУЩЕГО КОНТРОЛЯ**  
по дисциплине  
**Иностранный язык**



24. We won't send any letters by fax ... .  
 a) tomorrow            b) yesterday            c) every day
25. We will invite ... to the meeting on new technologies.  
 a) her                    b) hers                    c) she
26. Your new magazine is very expensive, but ... is very cheap.  
 a) our                    b) us                      c) ours
27. Computer-based technologies changed the telephone and ... usage.  
 a) it                      b) his                      c) its
28. This is your e-mail, but where is ... ?  
 a) their                  b) them                    c) theirs
29. People find computers very useful, but they don't find ... very cheap.  
 a) theirs                b) they                    c) them
30. I bought a daily newspaper and read ... on the way to work.  
 a) her                    b) its                      c) it
31. There aren't ... serials on today.  
 a) any                    b) some                    c) no
32. ... told me about it yesterday, but I don't remember who.  
 a) something            b) some                    c) somebody
33. He doesn't know ... about entertainment programmes on TV.  
 a) any                    b) anything                c) nothing
34. Who knows Peter's phone number? - ... does.  
 a) nobody                b) no one                c) оба варианта
35. People always watch ... on TV in the evening.  
 a) something            b) anything                c) nobody

**Выберите соответствующее вопросительное слово.**

1. ... were you late? – I was late because of the traffic jam.  
 a. Where                    b. Why                    c. How
2. ... does it take you to get to work? – It takes me half an hour to get to work.  
 a. How much                b. How many              c. How long
3. ... films do you like best? – I like action films.  
 a. Why                      b. What                    c. How many
4. ... did you stay? – I stayed at a very nice hotel.  
 a. Where                    b. What                    c. How many
5. ... does it cost? – It costs \$ 100.  
 a. How long                b. How much              c. How many

**Контрольная работа № 2**

**Переведите следующие сочетания на русский язык.**

- 1) company computer
- 2) computer company
- 3) multimedia computer centre
- 4) trade exhibition
- 5) model size
- 6) old age pensioners
- 7) telephone inventor
- 8) text messages
- 9) telephone call (directory, station, number)
- 10) radio signal (waves)



**Исправьте ошибки в следующих предложениях.**

1. Where are my money?
2. I can't find them anywhere. Have you seen them?
3. I need some informations.
4. We are going to sell all the furnitures.
5. I'm looking for a new jeans.
6. Your hairs are getting very long.
7. My knowledges of English are very limited.
8. We had a lot of homeworks yesterday.
9. Do you think she is making a progress with her English?
10. Mass media plays an important part in our life.

**Заполните пропуски, используя much или many. Ответьте на вопросы.**

1. How \_\_\_ mobile phones do you have?
2. How \_\_\_ money do you spend on entertainment?
3. How \_\_\_ mobile applications do you use?
4. How \_\_\_ social networks do you use?
5. How \_\_\_ texts do you send a day?

**Выберите грамматически верный вариант ответа.**

1. I ... a book about computer-based technologies at the moment.  
a) read                    b) am reading                    c) reading
2. Don't speak loudly! They ... the documents.  
a) prepare                    b) are preparing                    c) preparing
3. Russian computer specialists ... to develop new means of communication at present.  
a) try                    b) are trying                    c) is trying
4. Turn off the TV-set, please. I ... it.  
a) do not watch    b) not watching                    c) am not watching
5. What ... Kate now ? She's speaking over the phone.  
a) is, doing                    b) does, do                    c) are doing
6. I couldn't call you back at that moment, because I ... English on the Internet.  
a) practised                    b) were practising                    c) was practising
7. When we entered the room, the students ... sms messages.  
a) didn't read                    b) wasn't reading                    c) were not reading
8. They ... their new goods, when I switched on my TV-set.  
a) advertised                    b) advertise                    c) were advertising
9. While the teacher was explaining how to arrange financial information, the students ... ring tones.  
a) was downloading    b) downloading                    c) were downloading
10. What ... you yesterday at 3 ? - I was trying to connect to our company computer.  
a) did, do                    b) doing                    c) were, doing
11. A couple of years from now, computers ... cars and electrical appliances.  
a) control                    b) will control                    c) will be controlling
12. Will you be at home tonight ? - Yes, I ... TV the whole evening.  
a) watch                    b) will watch                    c) will be watching
13. The students ... in the computer class from 10 till 12 tomorrow.  
a) will be working    b) will working                    c) will work
14. Where ... he ... for me tomorrow at 3?  
a) wait                    b) will wait                    c) will be waiting
15. Come to my place tomorrow. I ... for the exams the whole day.  
a) don't prepare    b) will not be preparing    c) will not prepare
16. The executives ... new technology at the meeting now.

- a) were discussing b) are discussing c) will be discussing
17. When I ... with my friend, the battery ran out.  
a) was speaking b) am speaking c) will be speaking
18. When I left home, she ... a telephone call from a young inventor.  
a) was waiting for b) is waiting for c) will be waiting for
19. Tomorrow at 5 I ... the instruction of my new cellular phone. I'm not good at modern technologies. Could you come to help me, please?  
a) am studying b) was studying c) will be studying
20. Are you busy tomorrow ? - Yes, my group mate will come to me, we ... a web-page the whole day.  
a) are designing b) were designing c) will be designing
21. It's raining ... .  
a) heavy b) heavily c) heavier
22. The weather wasn't very ... yesterday, but it's ... today.  
a) better, good b) good, better c) good, gooder
23. Nokia is ... than Samsung.  
a) more reliable b) reliable c) reliablest
24. The ... the size of the memory card is, the ... pictures you can keep in your camera.  
a) bigger, more b) big, many c) biggest, most
25. The demand for this model this year is not so ... as it was last year.  
a) high b) higher c) the highest
26. He made ... phone calls but nobody answered.  
a) much b) many c) a lot of
27. They have ... money. They are very poor.  
a) little b) few c) much
28. How ... homework do you have ?  
a) many b) much c) few
29. Her French is very good. She makes ... mistakes.  
a) many b) little c) few
30. They have got some very nice ... in their house.  
a) furniture b) furnitures c) оба варианта верны
31. I'm going to buy a lot of new ... .  
a) clothe b) clothes c) clotheses
32. Listen! I have got ... good ... .  
a) many news b) some, news c) some, newses
33. Where were you last night ? - I was at my ... .  
a) parents' house b) parents's house c) parents house
34. Do you know ... ?  
a) the phone number's Bill b) Bills phone number  
c) Bill's phone number
35. We didn't see ... .  
a) the film's beginning b) the beginning of the film  
c) the beginning's film

**Переведите предложения на английский язык.**

1. Средства массовой информации являются отражением современного мира.
2. Они влияют на обычаи, взгляды и культуру.
3. К традиционным СМИ относятся книги, журналы и газеты, телевидение и радио, фильмы и музыка.
4. А новые СМИ включают интернет блоги, социальные сети, подкасты и интернет-вещания.

5. С помощью новых СМИ любой может стать журналистом при небольших затратах и с глобальной аудиторией
6. Люди находят новые СМИ очень привлекательными, потому что могут получить информацию в любое время, в любом месте.
7. В целом, новые СМИ имеют три основных преимущества.
8. Во-первых, люди могут узнать последние новости, когда и где им удобно.
9. Во-вторых, большинство онлайн-контента предоставляется бесплатно, от блогов и социальных сетей до новостей и развлекательных источников.
10. Наконец, новые средства массовой информации помогают «добраться» до самых отдаленных частей земного шара.
11. СМИ играют важную роль в жизни людей.

### Контрольная аудиторная работа № 3

**Выберите грамматически верный вариант ответа.**

1. The decrease in cost of microelectronic devices .... about changes in the way people and computers interact since the beginning of the century.  
a) brought      b) have brought      c) has brought
2. My friend .... a new PC recently and he is very happy now, because it gives him a lot of opportunities for work.  
a) buy              b) bought              c) has bought
3. I'm not going to surf the Internet today. I .... all necessary information some time ago.  
a) find              b) found              c) have found
4. Our group mates .... English on-line this week yet.  
a) haven't practised      b) didn't practise      c) hasn't practised
5. .... you brother ever ... Photoshop?  
a) does use      b) has used              c) is used
6. When .... Alex ... icons and music from the Internet last time?  
a) does download      b) did download      c) has downloaded
7. I haven't seen my cousin .... 2005.  
a) since              b) from              c) for
8. I .... computer literate by the age of 18.  
a) became              b) have become              c) had become
9. When we came home, my father already ... on-line banking.  
a) did              b) was doing              c) had done
10. The children .... games on-line yet, when their mother came home.  
a) haven't played      b) hasn't played      c) hadn't played
11. .... you every opportunity to master English by the time you left the University?  
a) did use              b) had used              c) have used
12. Perhaps my brother .... computer business by the time he is 35.  
a) will have started      b) will have start      c) will start
13. Mary's parents .... a new laptop to her when she passes all her exams with excellent marks.  
a) present              b) presented              c) will have presented
14. Probably everyone .... computers that fit into your hand by 2020.  
a) will have              b) will be having              c) will have had
15. I hope books and newspaper ... by the 22nd century.  
a) haven't disappeared      b) won't have disappeared      c) hadn't disappeared
16. By what time ... you that website?  
a) will make              b) will have make              c) will have made
17. Modern PCs do amazing things: they .... even understand spoken language!

- a) can                      b) could                      c) may
18. Nowadays computers .... follow instructions and play mathematical games.  
a) could                      b) can                      c) will be able to
19. A lot of musicians and music companies were not happy, because people .... get their music free in the Internet.  
a) can                      b) will be able to                      c) could
20. Nowadays everybody .... be computer literate.  
a) must                      b) had to                      c) to be to
21. .... he .... make a report about new computer- based technologies yesterday?  
a) does, have to                      b) did, have to                      c) is, have to
22. I think you ... change your old PC for a new model of a laptop – it’s more convenient to use.  
a) must                      b) should                      c) can
23. When your parents ask you where you were last night, you ... tell them lies.  
a) shouldn’t                      b) mustn’t                      c) оба варианта возможны
24. Before I entered the University, I ... surf the Internet and find necessary information.  
a) couldn’t                      b) can’t                      c) won’t be able to
25. .... I borrow your floppy disk? – Of course, I have some at home.  
a) must                      b) may                      c) should
26. The train ..... to arrive at 5 o’clock.  
a) be                      b) is                      c) are
27. I have only .... computer at home.  
a) one                      b) two                      c) three
28. I don’t like political programmes, but I like musical ....  
a) one                      b) ones                      c) оба варианта возможны
29. Internet is the greatest source of information and the most popular... .  
a) one                      b) ones                      c) оба варианта возможны
30. My mother is the best friend for me and a very fair ... .  
a) one                      b) ones                      c) оба варианта возможны

**Соедините части предложений.**

- |   |   |
|---|---|
| 1. Nowadays people can’t live   | a. and watch films.                                     |
| 2. We use computers every day and   | b. and need to make presentations.                      |
| 3. People use powerful desktop computers at work to prepare different documents, to | c. surf the internet and play computer games.           |
| 4. Laptops are great when people travel on business                                 | d. without computers and the Internet.                  |
| 5. Many teenagers use palm tops or tablets to                                       | e. computer and the internet.                           |
| 6. I am a university student and I use my   | f. photos to Instagram.                                 |
| 7. I surf the internet  | g. everywhere.  |
| 8. I listen to music  | h. I play computer games.                               |
| 9. I chat with friends in social networks, and upload                               | i. download pictures for my presentations.              |
| 10. I look for information for my reports and I                                     | j. for news.  |
| 11. When I want to relax,   | k. computer every day.                                  |
| 12. All in all, I can’t imagine my life without the                                 | l. use internet phones and to exchange business emails. |

**Контрольная работа № 4**

**Выберите грамматически верный вариант ответа.**

1. Scotland and Ireland have their own languages, but these ... seldom and English is known by everyone there.  
a) am spoken                      b) is spoken                      c) are spoken

2. About 9% of the territory of Great Britain ... by Wales.  
 a) am occupied    b) is occupied    c) are occupied
3. The congress of the United States of America ... of two houses: the Senate and the House of Representatives.  
 a) is consisted    b) consists    c) is consisting
4. Presidential elections in the USA ... every leap year on the first Tuesday, following the first Monday in November.  
 a) are held    b) is held    c) hold
5. Administratively Great Britain ... into states, it consists of 55 counties.  
 a) does not    b) is not divided    c) did not divide  
 divide
6. When ... the presidential elections always ... in the USA?  
 a) do hold    b) are held    c) is held
7. A delegation of teachers from Oxford University ... by the Rector of the USUE in the conference room, while we were meeting students.  
 a) was meeting    b) was being met    c) were being met
8. My parents are going to visit London next weekend. Now some routes ... by them.  
 a)    are    b)    are    being    c) is discussing  
 discussing    discussed
9. We were told to keep silence, a new Rector of the USUE ... by the deans of the faculties at the moment.  
 a) is elected    b) is being elected    c) was being elected
10. A new skyscraper ... in the centre of Yekaterinburg now.  
 a) builds    b) is building    c) is being built
11. A presentation of new educational programme ... already ... to the delegation from London Business School.  
 a) was shown    b) has been shown    c) has shown
12. Last year the election of a new Rector... by the majority of students, teachers and deans of the faculties.  
 a) is supported    b) was supported    c) will be supported
13. When... the US Constitution ...?  
 a) is adopted    b) was adopted    c) were adopted
14. The date of foundation of the USUE ... last year.  
 a) didn't celebrate    b) wasn't    c) not celebrated  
 celebrated
15. A lot of applicants ... by the selection committee (приемная комиссия) before they became students.  
 a) had examined    b) were examined    c) had been examined
16. My friend is planning to visit London this spring. He hopes he ... by St. Paul's Cathedral and the National Gallery.  
 a) be impressed    b) will impress    c) will be impressed
17. Millions of tourists from all over the world ... New York next summer.  
 a) visited    b) will    be    c) will visit  
 visited
18. The strategy of development of Cambridge University ... by professors tomorrow.  
 a) will be debated    b) will    be    c) will debate  
 debating
19. You ... the computer since seven o'clock. It's time to turn it off.  
 a) have    been    b) has    been    c) had been playing  
 playing    playing
20. My sister... with me for three weeks now.  
 a) is staying    b) stays    c) has been staying

21. How long ... you ... for a telephone call? - Since two o'clock.  
 a) do wait            b) have been waiting            c) has waited
22. Before the company went bankrupt, it ... money for months.  
 a) have been losing    b) has been losing    c) had been losing
23. It ... for three hours when I left home.  
 a) was raining            b) rained            c) had been raining
24. My younger brother has been playing tennis ... he was five.  
 a) since                    b) from                    c) during
25. I haven't been to my native town ... 10 years.  
 a) since                    b) from                    c) during

### **Контрольная работа № 5**

#### **Выберите правильную видо-временную форму глагола.**

1. I have lost/ have been losing my passport. Have you seen/been seeing it anywhere?
2. We have waited/ have been waiting for you for ages! Where have you been?
3. I have never read/ have never been reading a better book in my life.
4. How long have you known/ have you been knowing Ann?
5. He's hot because he has run/has been running.
6. I don't know what our neighbours are doing. They have had/have been having a row all day.
7. How many tests has he done / has he been doing today?
8. I have written/ have been writing letters for weeks! I have written/ have been writing at least thirty letters.
9. He is so tired because he has worked/has been working.
10. She has read/has been reading for two hours. She has read/ has been reading 56 pages so far.

#### **Поставьте глаголы в скобках в Present Perfect or Present Perfect Continuous.**

1. I ... (visit) many countries over the past few years.
2. Someone ... (take) my books. I ... (look) for them for ages, but I ... (not find) them yet.
3. She ... (shop) all morning, but she (not buy) anything.
4. I'm exhausted! I ... (work) all day, and I ... (not finish) yet.
5. That's one of the best films I ... ever ... (see).
6. We ... (listen) to you for the past half an hour, but I'm afraid we ... (not understand) a single word.
7. I've got a headache. I ... (read) in my room for hours.
8. My friend ... (try) to lose weight for ages. She ... (lose) ten pounds so far.
9. Mike ... (watch) TV since 2 o'clock. He ... (not do) his homework yet.
10. I ... (talk) to Tom about your problem and he thinks he can help you.

#### **Переведите текст.**

Великобритания находится на северо-западе Европы. Состоит из острова Великобритания, на котором расположены Англия, Шотландия и Уэльс, и части острова Ирландия, который занимает Северная Ирландия.

Остров Мэн и Нормандские острова являются доминионами Соединенного Королевства, но не входят в его состав. Омывается водами Атлантического океана на западе и севере, Северного моря на востоке. На юге отделена от материка проливом Ла-Манш.

Официальное название станы Соединённое Королевство Великобритании и Северной Ирландии.

Состоит из четырех исторических областей (Англия, Шотландия, Уэльс, Северная Ирландия), которые делятся в административном отношении на многочисленные графства.

Главой государства является монарх — верховный носитель исполнительной власти, глава судебной системы, верховный главнокомандующий.

### Контрольная аудиторная работа № 6

#### Ответьте на вопросы:

1. What industries were developed in England in the past?
2. What industries are developed in the UK at present?
3. Are high technology industries developed more than heavy engineering now?
4. What part of the population is engaged in agriculture?
5. What are the most important crops grown in Britain?
6. What types of livestock are most numerous in Britain?
7. What are the main trading partners of the UK?
8. Which service industries expanded because of the decline of British manufacturing?
9. What are the central counties of England famous for?
10. What is the national economy based on?

#### Поставьте следующие предложения в прошедшее время, обращая внимание на правило согласования времен. Переведите предложения на русский язык.

1. He says they are going to start exporting to Japan next year.
2. I know that his overseas trip was a success.
3. We suppose that exports are slowing down.
4. She says their company will be 100 years old next year.
5. He also explains how his company has performed in recent years.
6. They say that economists predict the increase of interest rate.
7. He says that Shell launched a new advertising campaign.
8. The workers claim that they are not earning enough.
9. She says that working conditions in Britain are regulated by legislation.
10. He is sure that there are several competing companies entering the market.

#### Переведите предложения на английский язык:

1. В Великобритании развиты различные отрасли промышленности.
2. Великобритания считается одной из основных промышленно - развитых стран.
3. Каждый район традиционно славится той или иной отраслью промышленности.
4. В последнее время региональные различия по отраслям промышленности стали менее заметными.
5. Новые компании появляются в различных частях страны.
6. Национальная экономика все еще основывается главным образом на рынке свободной торговли.
7. Поскольку сектор производства уменьшается, то сфера услуг увеличивается.

#### Выберите подходящий по смыслу вариант ответа:

1. The region has ... over half the country's wheat crop.  
a) increased      b) produced      c) dedicated
2. The main ... are wheat and oats.  
a) crops      b) cattle      c) poultry
3. ... is always good over the Christmas period.  
a) import      b) export      c) trade
4. The industry has declined because of a lack (отсутствие) of ...  
a) contribute      b) pollution      c) investment
5. The island is ... to the mainland by a bridge.  
a) joined      b) supported      c) fixed

6. The firm has over 500 ... .  
a) workforce      b) employees      c) employers
7. The company has no ... to invest in new technology.  
a) resources      b) suppliers      c) raw materials
8. Two huge generators ... power to farms in the area.  
a) supply      b) import      c) dedicate
9. Much of the country is ... by forest.  
a) consisted      b) covered      c) supplied
10. The river is ... with chemical waste from factories.  
a) occupied      b) polluted      c) supplied

### **Контрольная работа № 7**

#### **Complete the sentences according to the text.**

1. In the past English industrial prosperity rested on ... (numerous types of livestock; two per cent of the population; textiles, coal and heavy machinery).
2. The UK is considered one of the world's major ... (agricultural countries; manufacturing nations; clothing manufacturers).
3. Now high technology industries are more developed than ... (heavy engineering; coal mining; iron and steel production).
4. Two per cent of the population of the UK are engaged in ... (heavy industry; shipbuilding; agriculture).
5. The national economy is still mainly based on ... (trade, importing abroad, free markets).

#### **Are the following statements right or wrong? Correct the wrong ones.**

1. Now heavy engineering is more developed than high technology industry.
2. Wheat, barley, oats are the most numerous types of livestock.
3. Sheep is a source of both wool for textile industry and mutton for food industry.
4. As manufacturing declined, the service industries declined too.
5. The British have chosen economic growth rather than quality of life.

#### **Find the corresponding English equivalents in the text.**

1. Сейчас в Англии развиты различные отрасли промышленности.
2. Англия считается одной из основных промышленно - развитых стран.
3. Некоторые районы традиционно славятся той или иной отраслью промышленности.
4. В последнее время региональные различия по отраслям промышленности стали менее заметными.
5. Все больше и больше новых предприятий появляется в различных частях страны.
6. Национальная экономика все еще основывается главным образом на рынке свободной торговли.
7. Поскольку сектор производства уменьшается, то сфера услуг увеличивается.

#### **Use prepositions, where necessary.**

1. The low level ... employment ... agriculture is explained ... a high level ... efficiency.
2. ... instance, Newcastle is famous ... coal industry, the county ... Lancashire ... its textile industry.
3. About two per cent ... the population ... the United Kingdom are engaged ... agriculture.
4. ... one time one ... the world's greatest manufacturing centres, Britain **has largely given up** producing goods ... favour ... other kinds ... economic activity.
5. J. K. Galbraith has admired the British ... choosing quality ... life rather ... maximum



economic growth.

**Answer the following questions.**

1. What industries were developed in England in the past?
2. What industries are developed in the UK at present?
3. Are high technology industries developed more than heavy engineering now?
4. What part of the population is engaged in agriculture?
5. What are the most important crops grown in Britain?
6. What types of livestock are most numerous in Britain?
7. What are the main trading partners of the UK?
8. Which service industries expanded because of the decline of British manufacturing?
9. What are the central counties of England famous for?
10. What is the national economy based on?

**Контрольная работа № 8**

**Выберите грамматически верный вариант ответа.**

**I. Read the text and do the tasks.**

Economics is the study of scarcity and choice. Every economic issue involves, at its most basic level, individual choice – decisions by individuals about what to do and what not to do. In fact, you might say that it isn't economics if it isn't about choice. Step into a big store such as Walmart or Target. There are thousands of different products available, and it is extremely unlikely that you – or anyone else – could afford to buy everything you might want to have. And anyway, there's only so much space in your home. Given the limitations on your budget and your living space, you must choose which products to buy and which to leave on the shelf. The fact that those products are on the shelf in the first place involves choice – the store manager chose to put them there, and the manufacturers of the products chose to produce them. The economy is a system that coordinates choices about production with choices about consumption, and distributes goods and services to the people who want them. Many countries have a market economy, in which production and consumption are the result of decentralized decisions by many firms and individuals. There is no central authority telling person what to produce or where to ship it. Each individual producer makes what he or she thinks will be most profitable, and each consumer buys what he or she chooses. All economic activities involve individual choice. Almost everyone would like to have a beautiful house in a great location (and help with the housecleaning), two or three luxury cars, and frequent vacations in fancy hotels. But even in a rich country like the United States, not many families can afford all of that. So they must make choices – whether to go to Disney World this year or buy a better car, whether to make do with a small backyard or accept a longer commute in order to live where land is cheaper. Limited income isn't the only thing that keeps people from having everything they want. Time is also in limited supply: there are only 24 hours in a day. And because the time we have is limited, choosing to spend time on one activity also means choosing not to spend time on a different activity – spending time studying for an exam means forgoing a night at the movies. Indeed, many people feel so limited by the number of hours in the day that they are willing to trade money for time. For example, convenience stores usually charge higher prices than larger supermarkets. But they fulfill a valuable role by catering to customers who would rather pay more than spend the time traveling farther to a supermarket where they might also have to wait in longer lines. Why do individuals have to make choices? The ultimate reason is that resources are scarce. A resource is anything that can be used to produce something else. The economy's resources, sometimes called factors of production, can be classified into four categories: land (including timber, water, minerals, and all other resources that come from nature), labor (the effort of workers), capital (machinery, buildings, tools, and all other manufactured goods used to make other goods and services), and entrepreneurship (risk taking,

innovation, and the organization of resources for production). A resource is scarce when there is not enough of it available to satisfy the various ways a society wants to use it. For example, there are limited supplies of oil and coal, which currently provide most of the energy used to produce and deliver everything we buy. And in a growing world economy with a rapidly increasing human population, even clean air and water have become scarce resources. Just as individuals must make choices, the scarcity of resources means that society as a whole must make choices. One way for a society to make choices is simply to allow them to emerge as the result of many individual choices. For example, there are only so many hours in a week, and people must decide how to spend their time. How many hours will they spend going to supermarkets to get lower prices rather than saving time by shopping at convenience stores? The answer is the sum of individual decisions: each of the millions of individuals in the economy makes his or her own choice about where to shop, and society's choice is simply the sum of those individual decisions.

## **II. Answer the following questions:**

1. What does individual choice mean?
2. What is the function of the economy as a system?
3. Many countries have a market economy, don't they?
4. Why must many families make a choice?
5. Is limited income the only thing that keeps people from having everything they want?
6. How are the economy's resources sometimes called?
7. How many categories can the economy's resources be classified into? What are they?
8. Can you give any examples of scarce resources?
9. What type of resource is each of the following:
  - a) time spent flipping hamburgers at a restaurant
  - b) a bulldozer
  - c) a river

## **III. Multiple-Choice Questions:**

1. Which of the following is an example of a resource?
  - 1) petroleum
  - 2) a factory
  - 3) a cheeseburger dinner
  - a) only one
  - b) only two
  - c) only one and two
  - d) only three
2. Which of the following situations represent resource scarcity?
  - 1) Rapidly growing economies experience increasing levels of water pollution.
  - 2) There is a finite amount of petroleum in the physical environment.
  - 3) Cassette tapes are no longer being produced.
    - a) only one
    - b) only two
    - c) only three
    - d) only one and two
    - e) one, two and three

## **Контрольная аудиторная работа № 9**

Opportunity costs are crucial to individual choice because, in the end, all costs are opportunity costs. That's because with every choice, an alternative is forgone – money or time spent on one thing can't be spent on another. If you spend \$15 on a pizza, you forgo the

opportunity to spend that \$15 on a steak. If you spend Saturday afternoon at the park, you can't spend Saturday afternoon doing homework. And if you attend one school, you can't attend another.

The park and school examples show that economists are concerned with more than just costs paid in dollars and cents. The forgone opportunity to do homework has no direct monetary cost, but it is an opportunity cost nonetheless. And if the local college and the state university have the same tuition and fees, the cost of choosing one school over the other has nothing to do with payments and everything to do with forgone opportunities.

Now suppose tuition and fees at the state university are \$5,000 less than at the local college. In that case, what you give up to attend the local college is the ability to attend the state university plus the enjoyment you could have gained from spending \$5,000 on other things. So the opportunity cost of a choice includes all the costs, whether or not they are monetary costs, of making that choice.

The choice to go to college at all provides an important final example of opportunity costs. High school graduates can either go to college or seek immediate employment. Even with a full scholarship that would make college "free" in terms of monetary costs, going to college would still be an expensive proposition because most young people, if they were not in college, would have a job. By going to college, students forgo the income they could have earned if they had gone straight to work instead. Therefore, the opportunity cost of attending college is the value of all necessary monetary payments for tuition and fees plus the forgone income from the best available job that could take the place of going to college.

For most people the value of a college degree far exceeds the value of alternative earnings, with notable exceptions. The opportunity cost of going to college is high for people who could earn a lot during what would otherwise be their college years. Basketball star LeBron James bypassed college because the opportunity cost would have included his \$13 million contract with the Cleveland Cavaliers and even more from corporate sponsors Nike and Coca-Cola. Golfer Tiger Woods, Microsoft co-founder Bill Gates, and actor Matt Damon are among the high achievers who decided the opportunity cost of completing college was too much to swallow in real life.

#### **I. Find examples to prove the fact that:**

1. An alternative is forgone with every choice.
2. Money or time spent on one thing can't be spent on another.
3. The opportunity cost can be no direct monetary cost.
4. The opportunity cost of a choice includes all the costs.
5. The opportunity cost of attending college is the forgone in- come from the best available

job.

## II. Check Your Understanding:

1. You make \$45,000 per year at your current job with Whiz Kids Consultants. You are considering a job offer from Brainiacs, Inc., which would pay you \$50,000 per year. Which of the following are elements of the opportunity cost of accepting the new job at Brainiacs, Inc.? Answer yes or no, and explain your answer.
  - a) the increased time spent commuting to your new job
  - b) the \$45,000 salary from your old job
  - c) the more spacious office at your new job
  - d) some other reasons
2. Suppose that you prefer reading a book you already own to watching TV and that you prefer watching TV to listening to music. If there are only three choices, what is the opportunity cost of reading?
  - a) watching TV and listening to music
  - b) watching TV
  - c) listening to music
  - d) sleeping
  - e) the price of the book

## Контрольная работа № 10

### Match the English words and the Russian equivalents.

1) entity	добывание, извлечение
2) raw material	представительство
3) fossil fuel	брат, принимать на себя
4) nonferrous metals	1) субъект хоз. деятельности
5) extraction	ископаемое топливо
6) enterprise	комбинат
7) works	завод
8) plant	предприятие
9) to surpass	сырье
10) to assume	опережать, превосходить
11) representative office	цветные металлы

### Match the following words and word combinations with their definitions.

1) autonomous okrug	a) a commercial enterprise undertaken by two or more parties
2) average	b) for each person
3) export	c) the usual level
4) joint venture	d) having the freedom to govern itself
5) per capita	e) the sale of goods to other countries

### Are the following statements right or wrong? Correct the wrong ones.

1. There are two namesake entities, the Ural Federal District and the Ural economic region.
2. The Ural economic region received the status of full territorial unit of the Russian Federation in 1993.
3. The Ural Federal District consists of Yamalo-Nenets and Khanty-Mansi Autonomous Regions, Tyumen, Kurgan and Chelyabinsk oblasts.
4. Metallurgical industry is one of the oldest in the region.
5. There is no military industry in the region.
6. The GDP per capita in the Ural economic region is below the national average.

7. The Ural Federal District doesn't export any products.

**Answer the following questions.**

1. Where is the Urals located?
2. How is the official entity called?
3. When did it receive the status of full territorial unit?
4. How large is the territory?
5. What parts does it consist of?
6. What is the administrative centre of the District?
7. Why is the Ural region called the industrial heart of Russia?
8. What is the territory rich in?
9. What industries are developed in the region?
10. What role does Ekaterinburg play?

**Контрольная работа № 11**

**Complete the sentences using the words in the box in the appropriate form.**

locate	cover	export
surpass	develop	assume
extend	occupy (2)	amount

1. The most expensive offices ... in the centre of the city.
2. The mountains ... over the western end of the island.
3. The bill ... to £40.
4. The place ... from a small fishing village into a popular tourist centre.
5. The land ... by the city should be turned into parks.
6. The Bank of England ... the central position in the UK financial system.
7. Pre-war levels of production ... in 1929.
8. Nearly all the bananas produced in the region ... to Britain.
9. He ... full responsibility for all organizational work.

**Match the parts of the sentences and make up a text about Sverdlovk Oblast. Do it in written form.**

1) Sverdlovsk Oblast is a federal subject	a) over the Eastern slopes of the Middle and North Urals and the Western Siberian Plain.
2) The oblast extends	b) is covered with forests .
3) A considerable part of the territory	c) abundant natural resources.
4) The oblast possesses	d) located in the Ural Federal District.
5) It is particularly rich	e)to the country's development.
6) Sverdlovsk Oblast occupies the second place after Moscow	f) according to the number of towns and villages.
7) The population	g) in metals, minerals, marble and coal.
8) The oblast contributes a lot	h) ferrous and nonferrous metallurgy, machine-building, energy industry.
9) It produces	i) amounts to 4,395,000 people.
10) Its major	j) 60% of Russia's asbestos, 23% of

industries include	iron, 97% of vanadium.
11) Chemical, woodworking, light and food industries	k) GDP in the district.
12) Sverdlovsk Oblast has the largest	l) broad investment opportunities.
13) The major exports include	m) representative offices in Ekaterinburg.
14) Sverdlovsk Oblast offers	n) steel, copper and chemicals.
15) About seventy foreign firms have opened	o) are also highly developed.

**Complete the sentences using the prepositions (to, of, from, per, over, on, in).**

amount **to**  
 consist **of**  
 extend **from ... to**  
 be rich **in**  
**on** average  
**per** capita

- Ninety per cent ... our customers are young people.
- The cost amounted ... £250.
- My farm extends ... the river ... the forest.
- The Ural Mountains are rich ... precious stones.
- His career extended ... a period of forty years.
- We sell thirty items a day ... average.
- The Russian Federation consists ... eight federal districts.
- The sharp fall in ... capita income was one of the signs ... the financial crisis.

### **Контрольная аудиторная работа № 12**

**Complete the text using the words in the box.**

accommodation	pavilions	events	equipment
exhibition	halls	guests	network
facilities	location	conditions	participants
area	accessible		

International (1) ... centre 'Ekaterinburg-Expo' is not only the most large-scale exhibition centre of the Ural region, but one of the largest and most up-to-date exhibition centres of Russia.

Having the (2) ... of 50,000 sq.m., it is a unique place for grand projects. Its pavilions can be transformed for an event of any type offering all the necessary conference (3) ... and a huge parking area.

'Ekaterinburg-Expo' has convenient and strategically attractive (4) .... The city lies on the crossroads of several federal routes and railway lines and has a large modern international airport. That makes 'Ekaterinburg-Expo' (5) ... not only for Russian visitors but also for international (6) .... That is especially important for big international (7) ....

The complex consists of four (8) ..., a plenary sessions hall, an official delegations hall, five conference (9) ..., seven negotiation rooms, a banquet room, a cafe.

The high-level (10) ... of hotels, restaurants, culture, sports and entertainment (11) ... creates all (12) ... for informal meetings, a comfortable stay in the city during an event, and pleasant leisure time activities. The size of the complex, its extraordinary technical capacities

and convenient location are the undeniable advantages for organizing events of different type and complexity and comfortable (13) ... of (14) ....

**Complete the dialogue and dramatize it.**

John: Thanks for coming everybody. As you know, we're here to discuss (результаты года) and how to stay competitive. OK, let's get down to business. I'd like to start by taking a look at the year's performance. Could you begin, Tan?

Tan: Well, it's been a difficult year for us, yet we've got rather good results. (Взгляните на этот график). It shows net sales over the year. We had a good January – 2m. However, (продажи снизились в феврале и мае), (они достигли своей нижней отметки на уровне 1,3 миллиона в мае).

John: What was the reason?

Tan: The first quarter is usually difficult (потому что потребительский спрос всегда падает после рождества). Then we began to compete on price, and there was (повышение общих продаж) in the second quarter. (Они выросли до 4 миллионов в июне). Unfortunately, then there was (падение на 1,8 миллиона). You'll notice that (продажи сильно колебались) through the third quarter.

John: The competition was aggressive, our competitors began a price war. But by the end of September sales had recovered. (С тех пор продажи стабильно улучшаются) month by month. (Они возросли с 3,5 миллионов до 4,7 миллионов) in October. By the end of the year we had gained on our target figure, (продажи утроились) in comparison with January. The final figures aren't in yet, but a week ago sales (находились на отметке 6 миллионов).

John: Thanks, Tan.

**Приложение 5  
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

УТВЕРЖДЕНЫ  
на заседании Педагогического совета  
колледж

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ  
ПРОМЕЖУТОЧНОГО КОНТРОЛЯ  
по дисциплине  
Иностранный язык**



Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 1**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Overall 64% of UK adults say they use the internet for news. However, qualitative research suggests that the frequency with which people consume online news could be under-reported. Many people most readily associate the term 'news' with traditional sources, such as those in newspapers and on TV, as opposed to online.

Social media is the most popular type of online news, used by 44% of UK adults, compared to 37% that use any other type of internet source. Social media is now used by 44% of people to access news. However, while lots of people can recall the social media site they consumed the news on (e.g. 76% of respondents said they used Facebook for news nowadays), some struggle to remember the original source of the news story. For instance, 43% of those who used

Facebook for news said they only knew the original source of news stories posted by other people they follow on Facebook 'some of the time'. Qualitative research suggests that this may be partly because social media sites display news content from a wide range of different sources and alongside other types of content, making it harder to distinguish news from other kinds of content and to identify the original source.

One in five (18%) said they use social media for international news, however only two thirds (65%) of these respondents said they are satisfied with the quality of the news provided. TV is also the most popular platform for accessing local news. Half of all adults say they watch regional and local broadcasts on BBC TV (48%) and one third, ITV (32%). More than four in five of these viewers are satisfied with the quality of news that these channels provide.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 2**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A strong password provides essential protection from financial fraud and identity theft. One of the most common ways that hackers break into computers is by guessing passwords. Simple and commonly used passwords enable intruders to easily gain access and control of a computing device. The careless way people choose passwords is putting computer security at risk. According to a recent survey of 5,000 computer users, most people's passwords are easy for hackers to guess. The names of family and friends, football teams, pets and cars are common sources of password inspiration, even though such information is relatively easy to obtain.

In a separate study in the US last year, a password-cracking program set about finding the passwords of the 10,000 employees of a well-known international financial firm. It discovered 30% of the passwords in one hour.

NetSafe says that passwords should be a combination of letters, numbers and symbols at least eight digits long, and be changed at least once a month. They suggest using a mnemonic to create a strong, but memorable, password. A common technique is to take the first letter of each word in a phrase, expression or song lyric familiar to the user and then use random capitalization, substitute digits for letters and add punctuation marks. For example, *'Yesterday, all my troubles seemed so far away'* could be *'Y,am7sSFa!'*

The Golden Rule is: don't have anything which is in the dictionary. Even though some password-cracking programs can test nearly 8 million combinations every second, breaking a truly random eight-character password could still take more than 10 years on average.

Задание 2. Устное сообщение по теме:

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 3**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

We don't know how the future of social networking may look in the next 100 years from now, but it seems clear that it will exist in some form for as long as people are alive.

Задание 2. Устное сообщение по теме:

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 4**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station.

Whatever may be said against mobile phones their advantages have always scored over their disadvantages. They have proved useful for every purpose. Nothing is as comfortable as a mobile phone for communicating over a distance. It is hard to imagine life without mobiles. They are now inexpensive, user-friendly and equipped with almost every latest feature you desire. Today, a technologically advanced mobile phone can perform as many tasks as well as that of a personal computer.

Nowadays you can make voice calls, send text messages, take photos and record video clips with mobile phones. However the latest 3G phones can do much more than that. 3G stands for 'third generation'. With 3G phones you can do many things that you normally do on a computer. For example, you can access the Internet and send and receive e-mails. On some models you can even type letters and download them onto your PC. You can download songs from the Internet and play them on your phone, and you can also listen to the radio. The most recent phones actually allow you to watch TV so you never need to miss your favourite programmes. Mobile phone manufacturers are hoping that in the future a mobile phone is the only gadget you'll ever need!

Задание 2. Устное сообщение по теме:

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 5**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

On the one hand, TV keeps people informed of current events; TV gives us wonderful possibilities for education. We can choose any programme according to our interests, mood and needs. There is a great amount of channels which are specialized in various spheres. The second advantage of watching television is that it gives families an opportunity to spend some time together.

Nowadays adults are often too busy to give enough attention to their children. When they come home from work in the evening, so tired and exhausted, — the only possible way to relax for many is just lay on the sofa in front of TV. In such situations it's high time to choose a family comedy and see it together with your spouse and children.

So, watching TV helps us to relax and forget about it all — work, worries and problems that are on our mind. Moreover, television is a great source of entertaining. Every day there is a wide choice of films and serials on TV — detectives, dramas, comedies, action films, thrillers, horrors, cartoons and others.

However, watching television has its negative side. It is well-known that television may turn to be harmful for our health. Spending too much time in front of a TV screen may affect our eyesight badly. There are many cases when children become TV-addicted. Every spare minute they try to switch the TV on. Their progress in studies suffers due to the fact that children try to do their homework as fast as they can in order to have more time for watching TV. Moreover, nowadays some TV programmes and films include a lot of violent scenes that can have a negative influence on a child's psychic development.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 6**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

No consumer product in history has caught on as quickly as the mobile phone, global sales of which have risen from six million in 1991 to more than 400 million a year now.

Phones are constantly swallowing up other products like cameras, calculators, clocks, radios, and digital music players. There are twenty different products that previously might have been bought separately that can now be part of a mobile phone. Mobiles have changed the way people talk to one another, they have generated a new type of language, they have saved lives and become style icons.

Obviously, the rich have been buying phones faster than the poor. But this happens with every innovation. Mobile phone take-up among the poor has actually been far quicker than it was in the case of previous products, such as colour television, computers and Internet access. Indeed, as mobile phones continue to become cheaper and more powerful, they might prove to be more successful in bridging the gap between the rich and the poor than expensive computers.

There are obviously drawbacks to mobiles as well: mobile users are two and a half times more likely to develop cancer in areas of the brain adjacent to their phone ear, although researchers are unable to prove whether this has anything to do with the phone; mobile thefts now account for a third of all street robberies in London, and don't forget about all the accidents waiting to happen as people drive with a mobile in one hand. But, overall, mobile phones have proved to be a big benefit for people.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 7**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Recently traditional media have been challenged by new media. Internet blogs, news portals and online news, Facebook, You Tube, podcasts and webcasts, and even the short messaging system (SMS) are all new media and they can make anybody a journalist at little cost and with global reach. People are attracted to the easy means of getting information anytime, anywhere. Online radio and television grab our ears and eyes and become alternatives to on-air broadcasting. Now if one misses an episode of their favourite TV series, there is always a chance to watch it online.

New media have three major advantages over traditional media. First, new media enable people to find out the latest news, weather reports, or market prices at the touch of a button. Digital music can be downloaded

instantly, films can be ordered, and books can be read on e-readers. The second advantage is cost. Most online content is free, from blogs and social networking sites to news and entertainment sources. Finally, new media can reach the most remote parts of the globe. For example, if a student is looking for information about the day-to-day life of a university student in Canberra, there is a high probability that a web page about a university student living in that city exists somewhere on the Internet.

Mass media play an important part in connecting the world of individuals. They have the ability to reach wide audiences with strong and influential messages and although different forms of mass media rise and fall in popularity, it is worth noting that despite significant cultural and technological changes, none of the media has fallen out of use completely.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 8

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast. The primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through digital media platforms. Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television. Digital journalism allows for connection and discussion at levels that print does not offer on its own. People can comment on articles and start discussion boards to discuss articles.

Before the Internet, spontaneous discussion between readers who had never met was impossible. The process of discussing a news item is a big portion of what makes for digital journalism. People add to the story and connect with other people who want to discuss the topic. Digital journalism creates an opportunity for niche audiences, allowing people to have more options as to what to view and read. Digital journalism opens up new ways of storytelling; through the technical components of the new medium, digital journalists can provide a variety of media, such as audio, video, and digital photography. Digital journalism represents a revolution of how news is consumed by society. Online sources are able to provide quick, efficient, and accurate reporting of breaking news in a matter of seconds, providing society with a synopsis of events as they occur. Throughout the development of the event, journalists are able to feed online sources with information keeping readers up-to-date in mere seconds. The speed in which a story can be posted can affect the accuracy of the reporting in a way that doesn't usually happen in print journalism. Before the emergence of digital journalism the printing process took much more time, allowing for the discovery and correction of errors.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 9**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

News consumers must become Web literate and use critical thinking to evaluate the credibility of sources. Because it is possible for anyone to write articles and post them on the Internet, the definition of journalism is changing. Because it is becoming increasingly simple for the average person to have an impact in the news world through tools like blogs and even comments on news stories on reputable news websites, it becomes increasingly difficult to sift through the massive amount of information coming in from the digital area of journalism. There are great advantages with digital journalism and the new blogging evolution that people are be-coming accustomed to, but there are disadvantages. For instance, people are used to what they already know and can't always catch up quickly with the new technologies in the 21st century. The goals of print and digital journalism are the same, although different tools are needed to function. The interaction between the writer and consumer is new, and this can be credited to digital journalism. There are many ways to get personal thoughts on the Web. There are some disadvantages to this, however, the main one being factual information. There is a pressing need for accuracy in digital journalism, and until they find a way to press accuracy, they will still face some criticism.

One major dispute regards the credibility of online news websites. A digital journalism credibility study performed by the Online News Association compares the online public credibility ratings to actual media respondent credibility ratings. Looking at a variety of online media sources, the study found that overall the public saw online media as more credible than it actually is.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 10**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Top ten uses for a mobile phone?

A recent study found that making a call is now only the sixth most common use for a mobile phone.



Sending and receiving text messages, reading emails, browsing the internet and using the phone's alarm clock are much more popular than actual conversation. In fact, almost four in ten smartphone users believe they can manage without a call function.

The study found the average person uses their mobile phone for an hour and 52 minutes a day. Most of this time people text, email and surf the web, and they also spend around 20 minutes on making an average of three calls.

The survey of 2,000 respondents found that today people believe that social media apps, calculators, calendars and cameras are more important functions than a call one.

Navigation apps such as Google Maps are popular too. One in six people admitted they couldn't travel around an unfamiliar city without one.

Despite the lack of calls made, smartphones are more heavily used than ever as an entertainment device - or timewaster - as the survey found that we spend more than 900 hours a year - 38 days per year - doing something or other on our mobiles.

The study also found that people check Facebook and take pictures of others more frequently than they make calls. The calendar to remember appointments and birthdays, mobile banking and the news are applications that make our day-to-day life a little easier and are much more useful than making calls!

Many people also agreed with the statement that "While calling can be more personal, it doesn't always save you time."

## Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

## БИЛЕТ № 11

### Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Interacting with friends and family across long distances has been a concern for centuries. People have always relied on communication to strengthen their relationships. The earliest methods of communicating across great distances used written correspondence delivered by hand. The earliest form of postal service dates back to 550 B.C.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers. This later led to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 12**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Who owns the World Wide Web (WWW)?

The answer is – NOBODY! How can that be? – you could ask. This concept is a bit difficult to grasp unless you understand the structure of the Internet and its component parts, including the WWW.

We have called the Internet “The Information Superhighway” and that is still the most accurate analogy. The Internet is a network of independently-owned and operated interconnecting communication pipelines, just as the system of roads and bridges is a network of independently-owned and operated thoroughfares. From dirt roads to gravel roads to two-lane paved roads to the largest multi-lane superhighways. Each road and each bridge was built by an independent entity and continues to be owned and controlled by that entity, including sale or other transfer of interest. Anyone can connect to an interstate highway, if the price is right.

The beauty of the system, however, is that anyone can drive on any of these roads, usually for free. Once you get on one road in the system, you can use it to access any number of other roads, to go anywhere on the network you choose. All you need is a vehicle – a car or a computer with a modem and software.

The Internet works the same way. Some parts of the Internet were installed and now maintained by government agencies, some by universities, some by private businesses, and some by individuals. Each new connection to the Internet is achieved by acquiring permission to connect to someone who is already connected.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 13**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Centuries ago, people didn't have much free time, because everybody was working too hard. In Britain in the nineteenth century, people had more spare time, but because the Victorians hated relaxing and doing nothing, they

invented football, rugby and cricket. People took up more gentle activities too, like gardening, bird-watching and train spotting, and it was even possible simply to watch a sport and give the impression that you were actually doing

something. Gradually, leisure activities have become less and less demanding, and most people have a variety of more or less energetic interests and hobbies.

Many people think that young people nowadays don't get enough exercise. But the survey shows that isn't true: only 11% say they like playing video games while 28% go for a run or go to the gym at least once a month. It seems that people still like going to the cinema when they want to watch a film.

But now there is a new type of person who thinks that lying on the sofa watching television on Sunday afternoon or reading the newspaper from cover to cover is the most exciting activity they can imagine. This is the twenty-first-century couch potato. For them, every activity is too much trouble, and laziness is an art form! So how do you spend your free time?

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

#### БИЛЕТ № 14

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

• **Mark Coleman** was born in New Zealand, but now he is living in Britain. He is a leading member of the World Bungee Corporation. In his free time he jumps off bridges and hangs upside down with an elastic rope around his ankle. Bungee jumping started on Pentecost Island, near Australia, and a lot of New Zealanders now jump regularly. 'It's frightening at first', Mark says, 'but it's very good fun.'

• **Robert Haag** is a 36-years-old American who is crazy about rocks. The "Meteorite Man" collects and sells rocks from space. He lives in the mountains of Arizona, but he travels to the Andes mountains in Chile, to the Nile Delta in Egypt or to Australia to collect meteorites. He has the only piece of moon rock found on Earth outside Antarctica, and another piece that comes from Mars. 'I love the adventures, and the places that the rocks take me to. Every new rock is a challenge!'

• **Mary Grove**: 'I'm standing on the mountain with six other people, and we are completely alone. The world of heli-skiing is a silent, private one. You don't walk or queue for a ski lift; you pay a lot of money and take a helicopter. The helicopter leaves a small group of skiers, with a guide at the top of the mountain, and the group skis down through the fresh snow. In Canada people return to the mountains again and again to enjoy the sport. I'm a dentist back home in Toronto and this provides the excitement in my life. I'm having a grate time!'

• **Alison Peterson** is a Londoner and works in the City of London, but in her lunch hour she forgets about the world of business. 'Take out three coloured balls and juggle for an hour every day,' she suggests. 'It is a very relaxing hobby. You can't think about your problems when you are juggling.'

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)

аттестации	
Составил	А.Э. Чечулин

### БИЛЕТ № 15

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

You have just finished your A-levels and you have got a place at university, but you would really like a break from the academic world. Why not think about taking a year out? While most students go straight from school to university, more and more young people today are choosing to spend a year at 'the university of life' first.

There are lots of things to choose from. You could work in a bank or do communities work. You might even do something adventurous, such as joining an expedition to the Amazon rain forests. The experience will broaden your horizons and teach you new skills. It may also give you the chance to earn some money, which will be very helpful when you eventually start your studies.

If you are interested in taking a year out, you must make sure that the university will hold your place for you till next year. Most are quite happy to do this, as they find that year-out students are more mature (зрелый), confident, and independent. But don't forget: it is a year out, not a year off. Your university will want to know what you are going to do. They won't be pleased if just want to do nothing for a year. So what would you do with a year out?

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 16

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Modern computers are very different from early computers. They can do billions of calculations per second. Most people have used a personal computer in their home or at work. Computers do many different jobs where automation is useful. Some examples are controlling traffic lights, vehicle computers, security systems, washing machines and digital televisions.

A computer user can control it by a user interface. Input devices include keyboard, mouse, buttons, touch screen. Some very new computers can also be controlled with voice commands or hand gestures or even brain signals through electrodes implanted in the brain or along nerves.

Computers can be designed to do almost anything with information. Computers are used to control large and small machines which in the past were controlled by humans. They are also in homes, where they are used for things such as listening to music, reading the news, and writing.

Modern computers are electronic computer hardware but they are only useful if they also have software. The software uses the hardware when the user gives it instructions, and gives useful output.

Many modern computers do billions of calculations each second. They do mathematical arithmetic very quickly but computers do not really "think". They only follow the instructions in their software programs.

Computer programs are designed or written by computer programmers. A few programmers write programs in the computer's own language called machine code.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 17**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

When most people hear the term social network, they automatically think of online social networks. That's because online social networks, also known as social-networking sites, have exploded recently in popularity. Sites like MySpace, Facebook and LinkedIn account for seven of the top 20 most visited Web sites in the world. For many users, especially the fully wired Net Generation, online social networks are not only a way to keep in touch, but a way of life.

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Most social networks on the Internet also let you post photos, music, videos and personal blogs on your profile page. But the most important feature of online social networks is the ability to find and make friends with other site members. These friends also appear as links on your profile page so visitors can easily browse your online friend network.

Each online social network has different rules and methods for searching out and contacting potential friends. MySpace is the most open. On MySpace, you're allowed to search for and contact people across the entire network, whether they're distant members of your social network or complete strangers. However, you'll only gain access to their full profile information if they agree to become your friend and join your network.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 18**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile

page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Facebook, which began as a college social network application, is much more exclusive and group-oriented. On Facebook, you can only search for people that are in one of your established "networks." Those networks could include the company you work for, the college you attended, or even your high school. But you can also join several of the thousands of smaller networks or "groups" that have been created by Facebook users, some based on real-life organizations and some that exist only in the minds of their founders.

LinkedIn, the most popular online social network for business professionals, allows you to search each and every site member, but you can only access the full profiles and contact information of your established contacts -- the people who have accepted an invitation to join your network (or have invited you to join theirs). You can, however, be introduced through your contacts to people who are two or three degrees away from you on the larger LinkedIn network. Or you can pay extra to contact any user directly through a service called InMail.

In this article, we'll talk about setting up online profiles along with how to avoid being hacked. We'll also focus on specific social networking groups from those for Information technology professions to ones geared at sneakerheads.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 19**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Our lives depend on computers. They control our money, transport, and our exam results. Yet their programs are now so complex that no one can get rid of all the mistakes. Life without computers has become unimaginable. They are designed to look after so many boring but essential tasks – from microwave cooking to flying across the Atlantic – that we have become dependent on them.

But as the demands placed on computers grow, so have the number of incidents involving computer errors. Now computer experts are warning that the traditional ways of building computer systems are just not good enough to deal with complex tasks like flying planes or maintaining nuclear power stations. It is only a matter of time before a computer-made catastrophe occurs.

As early as 1889, a word entered the language that was to become too familiar to all computer scientists: a 'bug', meaning a mistake. For decades bugs and 'de-bugging' were taken to be part of every computer engineer's job. Everyone accepted that there would always be some mistakes in any new system. But 'safety critical' systems that fly planes, drive trains or control nuclear power stations can have bugs that could kill. This is obviously unacceptable. One way to stop bugs in computer systems is to get different teams of programmers to work in isolation from each other. That way, runs the theory, they won't all make the same type of mistake when designing and writing computer codes. In fact research shows that programmers think alike, have the same type of training - and make similar mistakes. So even if they work separately, mistakes can still occur. Another technique is to produce back up systems that start to operate when the first system fails. This has been used on everything from the space shuttle to the A320 airbus, but unfortunately problems that cause one computer to fail can make all the others fail, too.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Другая форма контроля (4 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 20**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Imagine a technology that could let our myriad devices work together to do what they were intended to do all along: simplify our lives. That technology is called Bluetooth. Bluetooth is an always-on, short-range radio initially developed by Swedish mobile-phone maker Ericsson in 1994 as a way to let laptop computers make calls over a mobile phone (box). Since then, nearly 1,900 companies have signed on to make Bluetooth the low-power, shortrange wireless standard for any number of devices.

“Bluetooth changes everything,” says wireless-industry analyst Andy Seybold. By connecting gadgets that previously haven't spoken the same language, Bluetooth will create networks capable of remembering and sharing our digital personalities wirelessly. Gadget lovers musing about Bluetooth's potential enjoy dreaming up novel uses for the technology. “Your hand-held computer could check your schedule and order your cellphone to go into vibrate mode during important meetings,” says Steve Parker, product manager for new mobile platforms at 3Com. “Your laptop computer could tell a borrowed car's computer to set the radio buttons to your preferences, adjust the seat, and tweak the temperature”.

The concept behind Bluetooth – named after the 10th-century Danish king who unified Denmark and Norway – is deceptively simple. Using radio frequency 2.4 GHz, available globally for unlicensed low-power uses, two Bluetooth devices within 30 feet of each other can share just over 720,000 bits of digital data per second – enough, for example, to transmit three voice channels simultaneously. The types of information that can be shared are limitless. Besides data, like schedules and telephone numbers, Bluetooth can transmit audio, graphics, and even video between devices. While Ericsson's wireless headset initially is intended to be used with mobile phones, the headset could hear and transmit audio generated by any Bluetooth enabled device. That includes a standard or cordless phone, a home stereo, and a digital MP3 player.

Задание 2. Устное сообщение по теме:

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 1**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Buckingham Palace

The original building was constructed as a country house in 1705 by the duke of Buckingham, John Sheffield. King George III bought the house in 1761 for his wife and had it altered by William Chambers.

In 1826, King George IV asked famed architect John Nash to expand the house - then known as Buckingham House - into a palace. Meanwhile St. James's Palace was still the principal palace used by the royals for ceremonies and receptions.

The palace was expanded in 1850 with a new east wing. The wing added a large number of rooms to the palace, including an expansive forty meter (131 ft) long ballroom. The monumental facade of the east wing was built in 1913 by Aston Webb. It is this facade, facing the Mall and St James's Park, which is now known by most people.

A part of the palace is still used by the Royal family. A flag is hoisted each time the Queen is in the Palace. The palace is not only home to the royal family; there are also a number of staff members living here. The palace has about six hundred rooms, including a throne room, a ballroom, picture gallery and even a swimming pool. Some of these rooms can be visited during a couple of months in the summer - when the Royal Family is not in the palace. Another interesting part of the palace that is open to visitors is the Queen's Gallery, where works of art from the royal collection are on display. The palace's stables, the Royal Mews, can also be visited. Here you'll find a number of royal horse-drawn carriages.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 2**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Harrods

The history of this famous luxury store goes back to 1849 when Charles Henry Harrod opened a grocery at Brompton Road in Knightsbridge, at the time a small village just outside London. Just two years later, the Great Exhibition of 1851 brought many visitors to the area. Charles Harrod's son (also named Charles) took over and quickly expanded the store, at the time known as 'Harrods Stores'. The department store became well known for its high quality products and excellent personalized service. In 1894 Harrods was taken over by Richard Burbidge who had the store completely rebuilt. He also installed London's first escalator, in 1898.

Now, Harrods is one of the world's most famous stores and one of London's tourist attractions thanks to the wide assortment of luxury goods that are on display in a magnificently decorated building.

The enormous array of products is particularly impressive. The company's motto - engraved on the building's pediment - is Omnia, Omnibus, Ubique (Everything, for everyone, everywhere). Harrods used to be known as the store where anything you could think of was for sale. While this may not be the case anymore, the assortment is still enormous. You can purchase anything from historic eighteenth-century dinner plates or exquisite caviar to giant teddy bears. It is best to take your time for a visit to the large store, which covers an area of about 80,000 sq m spread out over seven floors. Floor plans are available near the entrances.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)



аттестации	
Составил	А.Э. Чечулин

### БИЛЕТ № 3

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

30 St Mary Axe, better known by its nickname Gherkin, is one of the most eye-catching buildings in London and it stands out prominently in the city's skyline. The Gherkin is one of several modern buildings that have been built over the years in a historic area of London.

Construction of the Gherkin was commissioned by Swiss Re, a reinsurance company. The 41-story skyscraper was built in 2004 after a modern glass and steel design by the architectural firm of Foster and Partners. The Gherkin, London

The tower was built in the heart of London's financial center at the site of the 1903 Baltic Exchange Building which had been damaged by a terrorist attack in 1992. The construction of a glittering high-tech building in the middle of a relatively low-rise area with plenty of historic buildings and narrow medieval streets set off a new debate about the need for tall buildings in the City of London. But even as many new skyscrapers are now built in Canary Wharf - well outside the city's historic center - the Gherkin has acted as a catalyst for the growing cluster of high-rises in the City.

The cigar-shaped structure has a steel frame with circular floor plans and a glass facade with diamond-shaped panels. The swirling striped pattern visible on the exterior is the result of the building's energy-saving system which allows the air to flow up through spiraling wells.

The top of the tower, where visitors find an open hall covered by a glass conical dome is even more spectacular. From here you have great views over the city. Unfortunately the building is not open to the public.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 4

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Millennium Dome (O2), London

In 1994, the Chairman of what would later become the New Millennium Experience Company suggested a national exhibition to be held as part of the country's millennium celebrations. The project, to be funded mainly by the National Lottery, was revised when Tony Blair became the new Prime Minister in 1997. He declared that the exhibition, to be held in Greenwich, would open a window on the future. The focus would

be on entertainment and education (also dubbed 'edutainment'). This resulted in fourteen themed zones, including Faith, Talk, Mind, Rest, Home Planet, Body and Learning.

The project was controversial from the start. The Millennium Dome, a large domed structure that was built on the meridian in Greenwich to house the exhibition had an estimated cost of £750 million and was disliked by many Londoners, who did not see it as a proper symbol for their city.

Due to the focus on education and the high entrance fee, the Dome did not attract as many visitors as originally forecasted: a total of seven million people visited the exposition, The Millennium Dome, now O2, in London compared to the original estimate of twelve million visitors. Even with each of the separate themes in the Dome sponsored by major corporations, the project had a serious budget deficit. The millennium exhibition ran until the end of 2000.

In 2005 the Millennium Dome was renamed O2, after the mobile phone company. At the same time it was converted into a multifunctional entertainment complex. The arena now hosts many different events, including exhibitions and concerts. At its center is a large concert hall with a capacity of 20,000 people. Several other halls include areas for more intimate concerts, cinemas and exhibitions.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 5**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Shard is a modern glass skyscraper in London. At the time of its completion in 2012 it was Europe's tallest building. The observatory on the 72nd floor offers some spectacular 360 degree views of the city.

The skyscraper is situated in the London Bridge Quarter in Southwark, a neighborhood along the south bank of the river Thames. It is right near the heart of London and only the river separates it from the City of London. The area is full of history: a bridge was built here by the Romans around 50 AD and in 1836 London's first railway station opened here.

The idea to build a supertall skyscraper in the London Bridge Quarter was first suggested at the end of the twentieth century. The site seemed ideal: it is only a couple minutes' walk from London's financial center across the London Bridge and the site is right smack near the London Bridge Station, a transport hub connected to both the railway network and the underground.

Plans for the new skyscraper were initially drawn up by the architectural firm of Broadway Malyan, and called for a circular 365 meters tall tower. These plans were soon scaled back and a new design was submitted, this time from the hands of the Italian architect Renzo Piano. The renowned architect designed a glass pyramid-shaped structure with a height of just over three hundred meters.

When it was completed, the Shard held the title of Europe's tallest skyscraper with a height of almost 310 meters (1016 ft). The Shard towers over the neighborhood and is visible from afar. The iconic skyscraper looks particularly spectacular at night when seen from across the river.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностранный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 6

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

All your life - from cradle to grave - you will run up against the brutal truths of economics. As a voter, you will make decisions on issues - on the government budget, regulating industries, taxes and foreign trade - that cannot be understood until you have mastered the rudiments of this subject.

Choosing your life occupation is the most important economic decision you will make. Your future depends not only on your own abilities but also upon how economic forces affect your wages. Of course, studying economics cannot make you a genius. Economics is exciting and important. Anyone who thinks otherwise has failed to realize that economic ideas have moved people to rebellion, and nations to war.

The great problems that surround us today-among them international conflict, unemployment, inflation, poverty, discrimination, and environmental pollution - have economic roots. Even the small problems – impossibility to find a parking space, the high price of goods and products in our stores- are economic in nature.

Notice that "scarcity" in the economic sense doesn't refer directly to quantity of a resource. The earth has a great deal of land, yet most of the earth land is scarce because it has alternative uses. If land is used for a college campus, that same land isn't available for a shopping mall or a park. All societies confront the problem of scarcity, which implies the existence of alternatives; choices must be made among those alternatives. The ways in which the choices are made, are determined by a society's laws, customs and practices. These constitute a society's economic system.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 7

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The economy comprises millions of people and thousands of firms as well as the government and local authorities, all taking decisions about prices and wages, what to buy, sell, produce, export, import and many other matters. All these organizations and the decisions they take play a prominent part in shaping the business environment in which firms exist and operate.

The economy is complicated and difficult to control and predict, but it is certainly important to all businesses. You should be aware that there are times when businesses and individuals have plenty of funds

to spend and there are times when they have to cut back on their spending. This can have enormous implications for business as a whole. When the economy is enjoying a boom, firms experience high sales and general prosperity. At such times, unemployment is low and many firms will be investing funds to enable them to produce more. They do this because consumers have plenty of money to spend and firms expect high sales. It naturally follows that the state of the economy is a major factor in the success of firms. However, during periods when people have less to spend many firms face hard times as their sales fall. Thus, the economic environment alters as the economy moves into a recession. At that time, total spending declines as income falls and unemployment rises. Consumers will purchase cheaper items and cut expenditure on luxury items such as televisions and cars.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 8

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

#### Factors of production

Natural Resources are items provided by nature that can be used to produce goods and to provide services are called natural resources. Natural resources are found in/or on the earth or in the earth's atmosphere.

Human Resources involve anyone who works. Any human effort that is exerted in production process is classified as a human resource. The effort can be either physical or intellectual.

Capital Resources are the money and capital goods that are used to produce consumer products. Capital goods include the buildings, structures, machinery, and tools that are used in the production process. Department stores, factories, industrial machinery, dams, ports, wrenches, hammers, and surgical scalpels are all examples of capital goods.

Economists make an important distinction between capital goods and consumer goods. Capital goods are the manufactured resources that are used in producing finished products. Consumer goods are the finished products – the goods and services that consumers buy.

Technology is the use of science to create new products or more efficient ways to produce products. Technology makes the other factors of production – natural, human, and capital resources – more productive. Technological advances in the computer industry, for example, have increased efficiency in the workplace.

The risk-taking and organizational abilities involved in starting a new business or introducing a new product to consumers are called entrepreneurship. The goal of entrepreneurship is to create a new mix of the other factors of production and thereby create something of value. The entrepreneur is a person who attempts to start a new business or introduce a new product.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)

аттестации	
Составил	А.Э. Чечулин

### БИЛЕТ № 9

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The study of the choices people make in an effort to satisfy their wants and needs is called economics. Wants and needs refer to people's desires to consume certain goods and services. In economic terms, a good is a physical object that can be purchased. A record, a house, and a car are examples of a good. A service is an action or activity done for others for a fee. Lawyers, plumbers, teachers, and taxicab drivers perform services. The term product is often used to refer to both goods and services.

The people who wish to buy goods and services are called consumers and the goods that they buy are called consumer goods. The people who make the goods and provide services that satisfy consumers' wants and needs are called producers.

Economists generally classify as needs those goods or services that are necessary that are necessary for survival. Food, clothing, and shelter are considered needs. Wants are those goods or services that people consume beyond what is needed for survival.

The need for making choices arises from the problem of scarcity. Scarcity exists because people's wants and needs are greater than the resources available to satisfy them. Thus people must choose how best to use their available resources to satisfy the greatest number of wants and needs.

A resource is anything that people use to make or obtain what they want or need. Resources that can be used to produce goods and services are called factors of production.

Economists usually divide these factors of production into three categories: (1) natural resources, (2) human resources, (3) capital resources. Today many economists have added technology and entrepreneurship to this list.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Not surprisingly, the production processes and time required to make an Apple iPad and a gallon of gasoline are different. Production processes use either an analytic or synthetic system; time requirements call for either a continuous or an intermittent process.

An analytic production system reduces a raw material to its component parts in order to extract one or more marketable products. Petroleum refining breaks down crude oil into several marketable products, including gasoline, heating oil, and aviation fuel. When corn is processed, the resulting marketable food products include animal feed and corn sweetener.

A synthetic production system is the reverse of an analytic system. It combines a number of raw materials or parts or transforms raw materials to produce finished products. Canon's assembly line produces a camera by assembling various parts such as a shutter or a lens cap. Other synthetic production systems make drugs, chemicals, computer chips, and canned soup.

A continuous production process generates finished products over a lengthy period of time. The steel industry provides a classic example. Its blast furnaces never completely shut down except for malfunctions. A shutdown can damage sensitive equipment, with extremely costly results.

An intermittent production process generates products in short production runs, shutting down machines frequently or changing their configurations to produce different products. Most services result from intermittent production systems. For instance, accountants, plumbers, and dentists traditionally have not attempted to standardize their services because each service provider confronts different problems that require individual approaches.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 11**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A growing number of manufacturers have freed workers from boring, sometimes dangerous jobs by replacing them with robots. A robot is a reprogrammable machine capable of performing a variety of tasks that require the repeated manipulation of materials and tools. Robots can repeat the same tasks many times without varying their movements. Many factories use robots today to stack their products on pallets and shrink-wrap them for shipping.

Historically, robots were most common in automotive and electronics manufacturing, but growing numbers of industries are adding robots to production lines as improvements in technology make them less expensive and more useful. Firms operate many different types of robots. The simplest kind, a pick-and-place robot, moves in only two or three directions as it picks up something from one spot and places it in another.

So-called field robots assist people in nonmanufacturing, often hazardous, environments such as nuclear power plants, the international space station, and even battlefields. Police use robots to remotely dispose of suspected bombs. However, the same technology can be used in factories. Using vision systems, infrared sensors, and bumpers on mobile platforms, robots can automatically move parts or finished goods from one

place to another, while either following or avoiding people, whichever is necessary to do the job. For instance, machine vision systems are being used more frequently for complex applications such as quality assurance in the manufacturing of medical devices.

The advancements in machine vision components like cameras, illumination systems, and processors have greatly improved their capabilities.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 12

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

What comes to mind when you hear the word business? Do you think of big corporations like ExxonMobil or Target? Or does the local bakery or shoe store pop into your mind? Maybe you recall your first summer job. The term business is a broad, all-inclusive term that can be applied to many kinds of enterprises. Businesses provide the bulk of employment opportunities, as well as the products that people enjoy. Business consists of all profit-seeking activities and enterprises that provide goods and services necessary to an economic system.

Some businesses produce tangible goods, such as automobiles, breakfast cereals, and digital music players; others provide services such as insurance, hair styling, and entertainment ranging from Six Flags theme parks and sports events to concerts. Business drives the economic pulse of a nation. It provides the means through which its citizens' standard of living improves.

At the heart of every business endeavor is an exchange between a buyer and a seller. A buyer recognizes a need for a good or service and trades money with a seller to obtain that product. The seller participates in the process in hopes of gaining profits—a main ingredient in accomplishing the goals necessary for continuous improvement in the standard of living. Profits represent rewards for businesspeople who take the risks involved in blending people, technology, and information to create and market want-satisfying goods and services. In contrast, accountants think of profits as the difference between a firm's revenues and the expenses it incurs in generating these revenues.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 13

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The British Isles lie off the north-west coast of continental Europe. They are made up of Great Britain and Ireland. In Britain the higher lands are found in the north and west. There the rocks are old and hard, and the wild plateau areas of the Highlands of Scotland, the Southern Uplands of Scotland, the Lake District, the Apennines Chain, the Welsh mountains, the moors of Cornwall and Devon and the Irish mountains have thin infertile soil.

Newer types of rock are found on the flanks of the Apennines, slopes of the Welsh mountains, the Midland Plain of England and the Central Lowlands of Scotland. Here minerals, particularly coal and iron are found, and manufacturing regions have developed.

Lowland Britain is fertile, with good arable land and pastures. Highland Britain has large areas of poor soil and is sparsely populated.

The Western coasts are rocky and deeply indented, but in the southeast the younger, softer rocks have weathered into low coasts, and the shallow seas (the North Sea and the English Channel) flow over submerged plains which long ago joined Britain to the rest of Europe. This continental shelf is the feeding ground for a great variety of fish. Owing to the various bays and inlets no point of the British Isles is more than seventy-five miles from tidal waters.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 14**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Libraries full of books have been written on the education system in Britain, but recently it has been changing considerably. This is roughly how it works.

Compulsory education begins at 5, and children attend primary school until they are 11. Normally the primary school is divided into Infants (5 - 7) and Juniors (7 - 11). At the age of 11 most children go to a comprehensive school, where they stay until they are 16. Some parents, who do not want their children to go to a comprehensive, pay to send their children to a private school. The most expensive and prestigious private schools are actually called public schools – but they are private. At the age of 16 people take examinations. Most take General Certificate of Education (G.C.E.). Ordinary Levels – normally called just “O” Levels. People take “O” Levels in as many subjects as they want to; some take just one or two, others take as many as nine or ten.

If you get good “O” Level results, you can stay on at school until you are 18, in the sixth form (notice that in Britain you start in the First form and finish in the Sixth). Here you prepare for Advanced Level Exams (“A” Levels). Three good “A” Level passes mean you have a chance of going on to university – though this is not automatic. British universities operate a closed numbers system and the number of people who can study there is strictly controlled. Other types of further education are offered at polytechnics and colleges of higher education. Polytechnics offer the chance to study subjects in a more practical way, and many colleges of higher education specialize in teacher training. What is it like, being a student at Oxford? Like all British universities, Oxford is a state university, not a private one.

Задание 2. Устное сообщение по теме



Федеральное государственное бюджетное образовательное учреждение высшего образования  
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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 15**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

**Sebastian:** I am currently in my fifth year of school at the University of Oregon (The U of O). I am following two careers, business and economics. I arrived to Oregon in 2001 to finish my last year of high school. I applied to the U of O, and voila! I got in and was really happy to stay in Oregon. I liked the people and the scenery because it was quite different from home. I also chose the U of O, because I knew that it had really good financial aid programs for international students. I applied to many scholarships before I started school, and luckily I was awarded financial aid during my first year for academic reasons, and from then on it just got better. In my second year I got accepted to be part of the International Cultural Service Program, where I show different aspects of Acuatorian culture to different groups of people in the surrounding community or within the University, and in exchange of this I get financial aid.

The U of O has been a great place to meet new people. At the beginning I was really scared because I did not know anyone and had a language barrier in front of me to jump over. But that just made the experience even greater. I met wonderful new people, and made solid friendships. I am lucky to say that now I have a friend from each continent in the world, and all that thanks to the U of O.

**Camilla:** One of the best things about being a student at the U of O is that you can go to basketball games for free. There are other sports events also, American football is huge. I personally don't understand that game at all, but going to Autzen Stadium is an experience in itself. And I have discovered that as long you just cheer along with other people, you'll be fine.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 16**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Almost every nation has a reputation of some kind. The English are reputed to be cold, reserved, rather haughty people who do not yell in the street, make love in public or change their governments as often as they change their underclothes. They are steady, easy-going, and fond of sport. The fire is the focus of the English home. Even when central heating is installed it is kept so low in the English home that Americans and Russians get chilblains, as the English get nervous headaches from stiffness in theirs.

Most people in England have been slow to adopt rational reforms such the metric system, which came into general use in 1975. They do not want the trouble of adapting themselves to new.

The conservatism may be illustrated by reference of the public attitude to the monarchy. The English are amongst the most amiable people in the world, they can also be very ruthless. They have a genius for compromise but can enforce their idea of compromise on others with surprising efficiency.

They are generous in small matters, but more cautious in big ones. The Scots, the Irish, the Welsh are not the English. They have a lot of in common but all of them have their own national spirit, national pride and they cherish their customs and traditions.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

### БИЛЕТ № 17

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

With the population of just under eight million, and stretching more than thirty miles at its broadest point, London is by far the largest city in Europe. It is also far more diffuse than the great cities of the Continent, such as Rome or Paris. The majority of London's sights are situated to the north of the River Thames, which loops through the center of the city from west to east, but there is no single predominant focus of interest, for London has grown not through centralized planning but by process of agglomeration – villages and urban developments that once surrounded the core and now lost within the amorphous mass of Greater London.

Thus London's highlights are widely spread, and visitors should make mastering the public transport system, particularly the Underground (tube), since much of central London is a permanent logjam. An essential investment is a London Transport travelcard, which is available from machines and booths at all tube and train stations and at some newsagents as well. It is valid for the bus, tube and suburban rail networks. One-day travelcards cost £3 for the central zones 1 and 2, rising £3.90 for all six London Transport zones (which includes Heathrow). Weekly travelcards are even more economical, beginning at £14.80. These cards can only be bought by holders of a photocard, which you can get, free of charge, from tube and train station ticket booth on presentation of a passport.

The principal London Transport information office, providing excellent free maps and details of bus and tube services, is at Piccadily Circus, Euston, King's Cross, Liverpool Street, Oxford circus, St James's Park and Victoria tube stations.

Задание 2. Устное сообщение по теме

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Дисциплина	иностраннный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

## БИЛЕТ № 18

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The New Piccadilly Café nestling behind the tourist highway of Piccadilly Circus is this charming, traditional café, famed for its 1950s decor. Little has altered in this much-loved Soho institution since it first opened its doors half a century ago - including the menu! Stepping inside the New Piccadilly café is like stepping back in time - you half expect to find smoking beat poets in the corner. The café retains almost all of its original features, complete with swiveling (вращающиеся) chairs, old mirrors, authentic 50s cups and cutlery. The café's bill of fare is hand-written on to this vintage, horseshoe-shaped menu board. The menu consists of no-nonsense, traditional meals like Sausage, Egg and Chips, Mixed Grill and Chips, Spaghetti Bolognese and Risotto Bolognese - all at dirt cheap prices. We ate out in style, and our tasty meal was served up in no time. I enjoyed a lengthy chat with the affable owner who enthusiastically told me about his long association with the café. He's full of fascinating stories about the dark Soho of the 1950s, the local gangsters, the rockers, prostitutes and a time where the streets were run by Italians, Greeks, Jews, Maltese, Irish and 'Budapest street rats'. Sadly, the café was very quiet when we visited, apart from a few hipsters (неформалы) enjoying a wholesome cheap meal and the unique Soho ambience. "This place used to make me a living. Now it's more like half a living. I'm the like last one on the ship," he says.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

## БИЛЕТ № 19

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

India is now the second biggest source of foreign direct investment into the UK. In 2005-06 there was a 110 per cent jump in the scale of investment from India, with projects worth £1.02bn - and that rate has been accelerating since then. However, with the global financial centre of London swallowing the bulk of the investment, relatively little of the growth has filtered through to the south-east. Development agencies are determined to change that though, and have stepped up their efforts to attract Indian companies to the region.

A high-level team from the South East England Development Agency (SEEDA) and UK Trade and Investment visited India last year to promote the region to the ranks of Indian companies that are looking to expand internationally. There are clear opportunities for design and construction companies, potential for logistics groups to help Indian agribusiness companies to expand and a massive potential market for environmental technologies, IT (information technology), pharmaceutical, life sciences and creative companies.

Meanwhile, many of the 50 Indian companies already based in the south-east are flourishing. Wipro Technologies, the IT services group, announced plans to add 500 employees to its 140-staff. As the Thames Valley is the UK's IT hub, Wipro has worked perfectly and the company has expanded in the town, providing IT services to large utility and telecommunications companies. It also regards the UK itself as a growing market.

Задание 2. Устное сообщение по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык
Вид промежуточной аттестации	Дифференцированный зачет (6 семестр)
Составил	А.Э. Чечулин

**БИЛЕТ № 20**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Ports and resorts in the south-east are failing to meet their economic potential, according to a plan to create more than 110,000 jobs in the region over the next decade.

The South East England Development Agency (SEEDA) has announced its blueprint for lifting the region's competitive performance with a focus on coastal towns, many of which are "in decline".

A new coastal strategy, published alongside the broader draft regional economic strategy, aims to reinvigorate towns stretching from Whitstable in north Kent to Southampton in Hampshire, bringing tens of thousands of people back into work. SEEDA set a target of bringing 110,000 economically inactive people back into the labour market by 2016, of which it said almost half live on the south coast. It plans to raise the number of new workers in the south-east to 250,000 by 2026.

It said raising the performance of the south coast would narrow gaps in economic performance across the region, enabling more people to share in its general prosperity.

SEEDA also announced schemes that it said illustrated the three goals of the regional economic strategy: global competitiveness through world-class infrastructure, smart growth through better productivity, and sustainable prosperity.

Задание 2. Устное сообщение по теме