

17.04.2020

Economy

Economy is a system which tries to balance the available resources of a country, including land, labour, capital and enterprise. The word “economy” derives from Greek language and means “household management”. Economy of a certain region or country is closely interlinked with such areas as culture, education, technological progress, history, political structure, legal systems, natural resources and ecology. These areas or factors set the conditions for the economy. That’s why some cultures create more productive economies and function better than others.

As for Russia, its economy strongly depends on its vast natural resources, such as gas, oil, coal and precious metals. The Russian economy is the 8th largest economy in the world. However, it has experienced great changes lately, as it has been affected by global economic crisis. The inflation rate in Russia is quite high and the prices are growing year by year. Unemployment and poverty still remain one of the serious economic problems. In spite of decline, Russia has various profitable branches of industry, for example, metallurgical, automobile, chemical, textile, agricultural, and else.

The British economy consists of [the economies of England](#), Scotland, Wales and Northern Ireland. The economy of England is the largest of four countries because England is a highly industrialized country. It is an important producer of textiles and chemical products. The aerospace, defense and pharmaceutical industries play a key role in the development of British economy. There are also many poverty-stricken countries in the world, which are mainly situated in Africa. These countries are known as developing or less-developed countries. The economy in such countries is on a rather low level yet, but they are slowly developing.

20.04.2020

Топик «Деньги в нашей жизни» (Money in our life)



Money has been the most disputable matter throughout the human history. What is money for? And when did it appear?

Money is a universal means of payment and a means of exchange. It appeared thousands of years ago. First people used things like animal skin and precious metals as money. But it wasn't easy to carry and store them. The money we use nowadays is made of paper and cheap metals. They are banknotes and coins of different value.

Everybody uses money in our modern world. We all need money, we think about it and work for it. It is difficult to imagine today's life without banknotes and coins, credit cards and cash. Modern technologies have influenced the way of payment: and plastic cards are becoming more and more popular today and they can be accepted even abroad. It's really convenient and safe for travelers because you don't have to carry the money in your wallet or exchange the currency in order to make purchases in foreign countries.

We need money to live and buy desired things and services. We can't travel around the world, buy a car, rent an office, use the Internet or just buy food and clothes without money. People who earn much money can afford luxury goods: expensive cars and fantastic mansions, precious stones and unique works of art. The more money you earn, the more products you can buy. We must admit that being a millionaire is always dangerous. Rich people spend a lot on security because they are often robbed, kidnapped and even killed.

To my mind, money and happiness are not synonyms. Money doesn't always mean well-being and prosperity. Sometimes money ruins people's lives and destroys families. People who value material things only, who care too much about money cannot be happy. Happiness depends both on material and spiritual things. And you can't buy health, love or true friends with money.

22.04.2020

Тема "Реклама на телевидении" (Television advertising)



Everything we eat, wear or use is often dictated to us through commercial advertising. One of the most powerful forms of advertising is television. It provides an excellent chance for companies to promote and sell their products. It is an easy and effective way to let people from all over the world know about certain brands and attract their interest. To my mind television is able to sell different goods like no other mass medium can.

Some people find TV commercials rather annoying. Advertisers use the concept of repetition in order to promote goods, services, ideas and to awake the desire of purchasing. Besides, people usually get nervous when their favourite film or programme is constantly interrupted by endless ads.

To spend a day without television is almost impossible for a child or teenager living in the 21st century. A number of hours a modern child spends in front of TV is enormous. Adults also depend greatly on TV news, weather reports, sports or entertaining programmes. Advertisers choose the particular time of the day and specific programmes to gain attention of their target audience. For instance, a cartoon show will break for commercials advertising toys, cereals or chocolate for children. Or a soap opera will target women with ads of make-up products or household cleaners. Luckily alcohol and tobacco advertising is banned on TV in our country.

Children and youth are easily influenced and sometimes naive, so I believe that television ads should send only positive and healthy messages. Sex, violence or racism should be banned during TV commercials. Many food companies advertise unhealthy snacks, sugary cereals or fast food. It affects children's food choices and increases rates of childhood obesity.

Television advertising plays an important role in our lives. It influences our views and preferences unconsciously. We often choose this or that chewing gum, for example, because of the colourful TV commercials which convince us, as potential buyers, of its best qualities. Moreover, by exploiting celebrities, fashion or sports icons advertising companies make a huge impact on their consumers and promote their products even more effectively.

24.04.2020

Тема "Глобализация: за и против" (Globalization: pros and cons)



Globalization is a process of interaction between people, companies and governments of different nations. It is driven by international trade and the development of information technology. We observe its results in all spheres of our life. It has great influence on our environment, culture, political and economic systems. Globalization can be described as movement of people, goods, investments, labour and ideas all over the world. Of course it's impossible to define whether globalization is good or bad. It has both pros and cons. Some people just hate globalization and find it threatening for national cultures. Others believe that free trade between countries offers prosperity and economic growth for all nations and businesses.

Today we know a lot of world-famous brands. Wherever we are, we are likely to have lunch at a fast-food restaurant McDonald's. We can find Coca Cola or Lipton tea at any store. And these products are offered almost in every country. Multinational companies create additional work places for local people. But there is a negative side here because it's hard for small domestic firms to compete with worldly recognized companies. That's why they often incur great losses.

Globalization gives me freedom in choosing a place for holidays, in purchasing goods made in a country I prefer most. We can easily get acquainted with other traditions, customs and national cuisines. Living in Russia, for example, we can try new dishes in Japanese, Italian or Georgian restaurants. But on the other hand, little by little we forget about our own culture and the youth starts losing old traditions. Globalization destroys cultural identity.

Another benefit of globalization is advances in information technology. Thanks to the Internet I can get almost any information I need. It helps me with my education and with my studies at the university too. We can participate in international educational programs, communicate with pen-friends from other countries, apply for a piece of advice to any professional through the Internet.

Another advantage of the era of globalization is that I have an opportunity to get closer to my friends and distant relatives by sending messages and exchanging photos and videos. However the Internet completely transformed our communication and we meet each other in reality less and less nowadays.

27.04.2020.

ШОПИНГ - ЭТО ЗДОРОВО И ВЕСЕЛО



Shopping is fun and great

We all love shopping, buying essentials, groceries and clothing. Before you buy something, a person must find out everything about the product, where it was made, what quality and cost. Based on these factors, people try to choose the best and spend money with wisdom.

However, for some people, shopping or something else called shopping is a way to have a good time. They like to walk among beautiful windows, admire mannequins in beautiful clothes, learn a lot about the product, buy interesting and unusual things. Such an event is a kind of entertainment for which you can spend the whole day.

Enjoy shopping mostly girls. They visit various stores, shopping centers, boutiques, buy things that by and large they do not need, but the process of buying is important for them. Someone might call it wasteful, but shopping centers with many interesting shops and attracts fans of shopping. Moreover, there are always restaurants, cozy cafes, entertainment venues, cinemas, gyms, and after a pleasant shopping one can always enjoy something tasty and relax. Such a pastime brings, brings pleasure, you can joke a lot, laugh and have fun.

Shopping always depends on the mood and the amount of money in your wallet. Shopping should always be happy. Many people prefer to visit stores of a particular purpose related to their interests or type of activity. For example books, gift, sports, music. Shopping trips allow you to have a good time and help your dreams come true.