

ers, characters shadow and "invisible", have started gleaming on screens of TVs – behind the prime minister.

Another brilliant work is Boris Yeltsin's last New Year's speech on the 31st of December, 1999. The text has been made by "faithful servants" of the president – Valentine Yumashev and Alexander Voloshin.

As to Americans, it is necessary to mention the Barack Obama's inaugural speech on January, 20th, 2009. The author of this speech is John Favreau.

In modern political system the word is the basic weapon of a politician. There is The Penguin Book of Twentieth-Century Speeches collected by Brian MacArthur. It includes: Stalin's speech on the 3rd of July, 1941 «Brothers and sisters!»; Khrushchev's performance on February, 25th, 1956 with a dethronement of a cult of personality; Yeltsin's speech July 17, 1998 in St. Petersburg at the ceremony of burial of the imperial family.

Speechwriter is a profession for the "gray cardinals": speechwriters always in the shadow. If they are invisible for the public it is good for their career. Speechwriter's activities will always be demanded, so it needs more attention, more study and research. [1]

Библиографический список

1. Колесников, А. Спичрайтеры: Хроника профессии, сочинявшей и изменявшей мир/ Андрей Колесников. – М.: АСТ МОСКВА: ХРАНИТЕЛЬ, 2008. – 318, [2] с.: 16 л. ил.
2. <http://www.rg.ru/2007/11/28/kolesnikov.html>
3. <http://www.ucheba.ru/prof-article/5827.html>
4. <http://ru.wikipedia.org/wiki/Спичрайтер>

ECONOMICS – WHAT IT IS ABOUT?

П. Головлева

2 курс, факультет экономики и управления
Научный руководитель – доц. Н.В. Ильичева

The English words «economy» and «economics» can be traced back to the Greek words that mean «one who manages a household». To begin we give the definition of economics. Economics – a social science concerned chiefly with description and analysis of the production, distribution, and consumption of goods and services [1]. Economic history traces back to ancient times. The first writings on the subject of economics occurred in early Greek times as Plato, in The Republic, and Aristotle wrote on the topic. Later such Romans as Cicero and Virgil also wrote about economics. In the twenty-first century, the rapid changes and growth in technology have spawned the term "Information Age" in which knowledge and information have become important commodities.

Economics is the science that deals with the production, allocation, and use of goods and services, it is important to study how resources can best be distributed to

meet the needs of the greatest number of people. As we are more connected globally to one another, the study of economics becomes an extremely important one. While there are many subdivisions in the study of economics, two major ones are macroeconomics and microeconomics. Macroeconomics is the study of the entire systems of economics. Microeconomics is the study of how the systems affect one business or parts of the economic system. Many of the words used by economists are very familiar to us. We know that economists talk and write about such topics as money, wages, prices, employment, taxes, exports and imports, earning and spending. Every day some economic problem or other is mentioned in the news paper, on the radio and on the television. Economics is a science and part of our everyday lives, for:

- We live in economic system
- Everyday we take part in economic activities,
- We are familiar with the words used by economists

Economics is about economizing, that is «making the most of what we have». For the community as a whole, it means using the people skills and energies, the land, the buildings and the other economic resources so as to obtain the highest possible standards of living [2]. An economy consists of the economic system or a country or other area, the labor, capital and land resources, and the economic agents, that socially participate in the production, exchange, distribution, and consumption of goods and services of that area. A given economy is the end result if a process that involves its technological evolution, history and social organization. As well as its geography, natural resource endowment, and ecology, as main factors. These factors give context, content, and set the conditions and parameters in which an economy functions.

Today the range of fields of study examining the economy includes social sciences such as economics, sociology, history, anthropology, geography. Practical fields directly related to the human activities involving production, distribution, exchange, and consumption of goods and services as a whole, range from engineering to management and business administration to applied science to finance [3].

Why is it important to study economics or learn about economy? I want to say, there are many reasons, but one of the most important is the study of economics is concerned with how people get the goods and services they need and want. It also focuses on money – how it's made, lost, used and missed. When our economy does well, we as a nation and as people do well. When our economy is in crisis or doesn't do well. The nation suffers and we as people don't always get the goods and services we need. Thus it's important that all citizen be informed about economy.

Библиографический список

1. URL: <http://www.merriam-webster.com/dictionary/economics>
2. Шевелева С.А., Стогов В.Е. Elementary Economics and Business: учебное пособие для учащихся средних профессиональных учебных заведений. – 3-е издание, перераб. и доп. – М.: ЮНИТИ-ДАНА, 2006. – 496 с.
3. URL: <http://en.wikipedia.org/wiki/Economy>