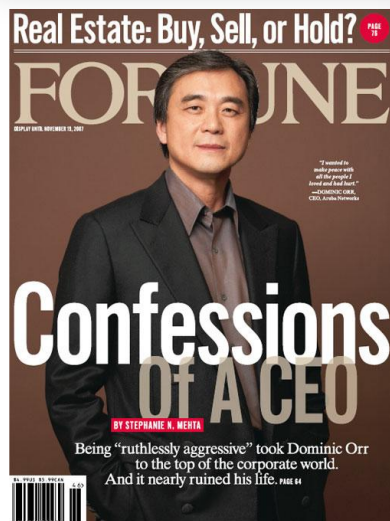
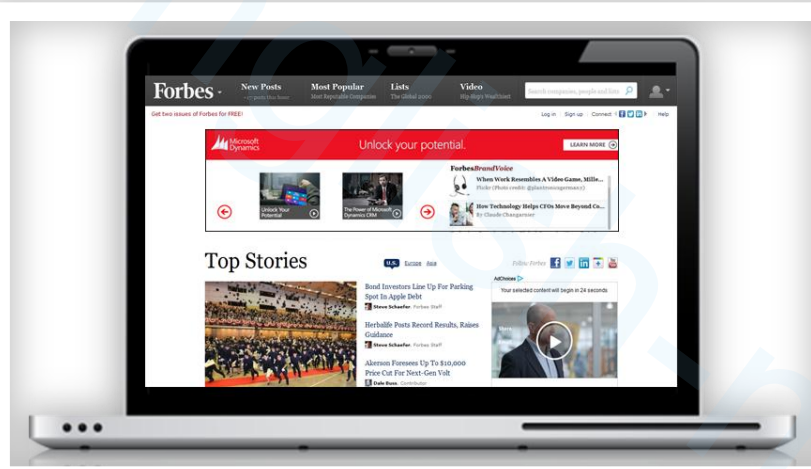


Course: Business English

Level 3

Day №14



How do you find about business news?

- the Internet ☐
- newspapers ☐
- TV ☐
- radio ☐
- magazines ☐

How often do you read business news? Why?

UNIT 7: Business Media

Day 3: Business News



**Read the newspaper article and note the main points.
Then answer the questions.**

US slipping deeper into recession

The United States' problems got worse when figures were released showing rising unemployment and manufacturing weakening. Interest rate cuts predicted for next week are now almost certain.

According to a government source, job losses are a problem but the "foundation for growth is strong". 5,000 jobs were lost in October on top of the 13,000 lost in September. Because of these losses unemployment rose from 5.6% to 5.7%.

More than 1.5 million people have now lost their jobs since the US slipped into recession in March.

Questions:

- 1. What economic problems does the US have?**
- 2. What is the current unemployment rate?**
- 3. What happened in March?**
- 4. What has happened since March?**



Put the words from the box in the table.
Try to create your own sentences using the words.

• slide • rise • improve • slip • decline • grow • fall • gain •

words for increase

expand

words for decrease

contract





What business news have *you* recently read about the economy of your country?
Tell something about it.

What do you know about trading stocks?



Have you ever done this before?
If not, do you have plans of buying stocks in the future?
Would you consider buying stocks online?

UNIT 7: Business Media
Day 4: Trading stocks online



Trading stocks online

Online trading is cheap, it's easy, and it gives investors new power to control their finances. But you have to be aware of the pitfalls.

It started out as a curiosity, quickly became a fad – and now it's a revolution. The simple act of tapping a stock trade into a personal computer has transformed a multi-billion-dollar industry. The biggest names on Wall Street have had to tear up their business plans.

Charles Schwab & Co. (www.schwab.com) was the first established brokerage firm to embrace the Net, and it quickly saw thousands of its clients give up its toll-free phone lines and place their orders online. By the end of 1998, more than half of its stock trades came in over the Net, and across the industry, roughly one in six stock trades originated from orders that were placed online. There were 7.1 million online brokerage accounts, up from just 1.5 million two years earlier, according to Gomez Advisors, an Internet consulting firm in Lincoln, Massachusetts. The number of accounts hit a whopping 18 million by 2001.

As if any more evidence was needed that Wall Street couldn't afford to remain aloof from online investing, Schwab's total stock market value edged out that of Merrill Lynch & Co. (www.ml.com) in late 1998. If there is one measuring stick that always has Wall Street's attention without fail, it is the stock market. Schwab, a discount-brokerage firm barely 25 years old, was king of the hill. The two companies continue to swap the leadership position in terms of market value.

"Take my word, it's really easy," said Charles Schwab, founder of the company that bears his name.

"Even I can do it, and I'm all thumbs." Mr. Schwab called online trading "the ultimate empowerment of the individual."

1. Which of these offer online brokerage services?
 - a) **Merrill Lynch & Co.**
 - b) **Charles Schwab & Co.**
 - c) **Gomez Advisors**
2. Which was the first brokerage firm to offer online investment services?
3. What firm is the market leader?

Find the word or phrase with the same meaning as :

a. entering

b. fashion

c. avoid

d. huge

e. came from

f. approximately

g. number one

1. fad

2. tapping

3. roughly

4. originated

5. whopping

6. remain aloof from

7. king of the hill

**Do you think trading stocks online is safe and profitable?
Why or why not?**



***Thank you for
today!***

***I'm looking forward to
seeing you again!***