

University of Laarbi Tebessi

Faculty of Economic, Commercial and Management Sciences

Department of Commercial Sciences

Level: 2nd year master (services marketing+ banking marketing)

Lesson: 01

Module: English

Teacher: Miss. Ahlem Litim

Tariffs, Non-Tariff Barriers and the New Protectionism

Trade barriers are government-induced restrictions on international trade. Economists generally agree that trade barriers are detrimental and decrease.

Most trade barriers work on the same principle: the imposition of some sort of cost on trade that raises the price or availability of the traded products. If two or more nations repeatedly use trade barriers against each other, then a trade war results. Barriers take the form of tariffs which impose a financial burden on imports, and non-tariff barriers to trade which use other overt and covert means to restrict imports and occasionally exports.

Non-tariff barriers are trade barriers that restrict imports or exports of goods or services through mechanisms other than the simple imposition of tariffs. The Southern African Development Community (SADC) defines a non-tariff barrier as: "any obstacle to international trade that is not an import or export duty. They may take the form of import quotas, subsidies, customs delays, technical barriers, or other systems preventing or impeding trade". According to the World Trade Organization, non-tariff barriers to trade include import licensing, rules for valuation of goods at customs, pre-shipment inspections, rules of origin, and trade prepared investment measures.

1) - Reading Comprehension:

Activity 1: Answer the following questions:

1-What are trade barriers?

2-Which forms can non- tariff barriers take?

3-What is the difference between tariff and non-tariff barriers?

Activity 2: Find in the text words that are closest in meaning to the following:

Limitation=

harmful=

exploitation=

Activity 3: Find in the text words that are opposite in meaning to the following:

Increase=/=

imports=/=

ignorance=/=

2) – Mastery of Language:

Activity 1: Fill in the table with the appropriate words:

Verb	Noun	Adjective
To invest		
	Decrease	
		Detrimental
To impose		
		Preventive

Activity 2: Translate the following paragraph into Arabic:

Personalizing your customer's experience is a non-negotiable in present-day marketing. Those who work in financial services know more than anyone that one of the most important ways to gain trust and credibility is by meeting your customers where they're at. What does that mean exactly? It means that customers are savvy, and they know when they're being marketed to in a broad, impersonal way. And that means that when customers are communicated to in a helpful and genuine way, tailored to their specific needs, they'll think a lot more highly of the company. Keep in mind your various audience personas and what type of messaging they'd like to hear on each step of their buyer's journey, whether you're constructing your email campaign plan, creating audiences for social ads or planning out your content calendar.

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The Political Economy of Trade Policy

Political economy is the study of production and trade and their relations with law, custom and government; and with the distribution of national income and wealth. As a discipline, political economy originated in moral philosophy, in the 18th century, to explore the administration of states' wealth. The earliest works of political economy are usually attributed to the British scholars Adam Smith, Thomas Malthus, and David Ricardo.

In the late 19th century, the term "economics" gradually began to replace the term "political economy" with the rise of mathematical modeling coinciding with the publication of an influential textbook by Alfred Marshall in 1890. Today, the term "economics" usually refers to the narrow study of the economy absent other political and social considerations while the term "political economy" represents a distinct and competing approach.

Political economy, where it isn't considered a synonym for economics, may refer to very different things. In common parlance, "political economy" may simply refer to the advice given by economists to the government or public on general economic policy or on specific economic proposals developed by political scientists. Most institutions of higher education offer the political economy as an area of specialization, either under economics or political science.

1)- Text Comprehension:

Activity 1: Answer the following questions from the text:

1-Which type is the text? 1- Expository 2- informative 3- descriptive

2- What does the term "political economy" refer to?

3- How do institutions of higher education offer political economy?

Activity 2: Find in the text words that are closest in meaning to the following:

Dispensation=

effectual=

Outstanding=

Founded=

Activity 3: Find in the text words that are opposite in meaning to the following:

Private=/
poverty=/
=

lower=/
=

Latest=/
=

2)- Text Exploration:

Activity 1: Fill in the blank with "must" (if you think it is true) or "can't" (if you think it's not possible).

-The pandemic has hit hard the economy. There.....be a recession this year.

-Your company's share price is rising sharply this quarter. You.....be dissatisfied.

-That man is coughing. He..... be in good health.

-Those two children resemble very much to each other. They..... Be twins.

Activity 2: Translate the following words into Arabic:

Words	Arabic translation
Political economy	
Custom	
Government	
National income	
Distribution	
Mathematical modeling	
Distinct	
Competing	
Institutions	
Common parlance	
specialization	

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The Economics of Real European Integration

Economic integration is one of the most visible, controversial and commented-upon aspects of Europe's development since the end of World War II. It is the process of industrial, economic, political, legal, social and cultural integration of states wholly or partially in Europe or nearby. European integration has primarily come about through the European Union and its policies. It is hard to imagine that Europe's economy would have developed the same way without economic integration. Or is it?.

Economic and Monetary Union takes the EU one step further in its process of economic integration, which started in 1957 when it was founded. Economic integration brings the benefits of greater size, internal efficiency and robustness to the EU economy as a whole and to the economies of the individual Member States.

1)- Reading Comprehension:

Activity1 : Answer the following questions from the text:

1-Why is economic integration the most controversial aspect of Europe's development?

2-From where did European integration come through?

3-When did economic integration start?

4-What did economic integration bring to the EU and the other states?

Activity2 : Find in the text words that are closest in meaning:

Interests=

power=

Establish=

Difficult=

Began=

Activity3: Find in the text words that are opposite in meaning :

Part=/
=

smaller=/
=

Beginning=/
=

collective=/
=

2)- Text Exploration:

Activity 1: Re-write the following sentences differently (from active into passive voice):

1-Economic integration helped in the development of Europe's economy.

1-Europe's economy

2-Economic integration brings efficiency and robustness to Europe.

2-Efficiency and robustness.....

Activity2: Complete the table with the suitable words:

verb	Noun	Adj
To finance		
	Leadership	/
/		accurate
	Consumption	/
To inflate		/

Activity3: Translate the following paragraph into Arabic:

A company which sells goods or services to other countries is known as an exporter. A company which buys products from other countries is called an importer. Payment for imported products is usually by documentary credit. This is a written promise by a bank to pay certain amount to the seller, within a fixed period, when the bank receives instructions from the buyer.

Growth, Migration of Labor and Capital, and the Role of Multinationals

Economic growth is defined as the increase in the inflation-adjusted market value of the goods and services produced by an economy over time. Statisticians conventionally measure such growth as the percent rate of increase in real gross domestic product.

Economic growth is closely related to human and labor migration. The migration of skilled workers could contribute to the stock of the human capital through the practical experience with movement. This contribution is often likely to have a positive effect on economic growth by increasing labor productivity and leading to a higher level of output. This kind of issues is likely to be noticed in multinational companies.

A multinational corporation (MNC) is usually a large corporation incorporated in one country which produces or sells goods or services in various countries. The two main characteristics of MNCs are their large size and the fact that their worldwide activities are centrally controlled by the parent companies.

1)- Reading Comprehension:

Activity 01: Answer the following questions from the text:

- 1-How do statisticians measure the economic growth?
- 2- What is the relationship between economic growth and labor migration?
- 3- What are the main characteristics of MNCs?
- 4-How is economic growth defined?

Activity 02: Find in the text words that are closest in meaning to the following:

Products=.....

Different=.....

Type=.....

influence=.....

Activity 03: Find in the text words that are opposite in meaning to the following:

Small=/
.....

Decrease=/
.....

Buys=/
.....

clumsy=/
.....

2)- Text Exploration:

Activity 01: Give the meaning of words or group of words in Arabic:

Unemployment:

Socio-economic situation:

Job:

Multinational Corporation:

Worldwide activities:

statisticians:

Economic growth:

labor migration:

Inflation:

productivity:

Activity 02: Rewrite the following sentences from active voice to the passive voice:

- 1- Statisticians measure the growth as the percent rate of increase in real gross
- 2- This contribution has positive effect on economic growth.
- 3- The migration of skilled workers contributes to the stock of the human capital

Activity 03: Translate the following paragraph into Arabic:

Unemployment is a socio-economic situation in which some active personas are willing to work, but cannot obtain a job. In such a situation, the number of job seekers exceeds the number of job vacancies. Economically speaking, unemployment represents a waste of human resources, because the economy produces below its potential. There are several types of unemployment: structural, frictional, seasonal, technological, and general or cyclical unemployment.

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International Economic Aspects of Development, Transition, and Trade

Trade can be a key factor in economic development. The prudent use of trade can boost a country's development and create absolute gains for the trading partners involved. Trade has been touted as an important tool in the path to development by prominent economists. However trade may not be a panacea for development as important questions surrounding how free trade really is and the harm trade can cause domestic infant industries to come into play.

Development economics is a branch of economics which deals with economic aspects of the development process in low income countries. Its focus is not only on methods of promoting economic development, economic growth and structural change but also on improving the potential for the mass of the population, for example, through health, education and workplace conditions, whether through public or private channels.

Some aspects of development economics include determining to what extent rapid population growth helps or hinders development, the structural transformation of economies, and the role of education and healthcare in development. They also include international trade, globalization, sustainable development, the effects of epidemics, such as HIV, and the impact of catastrophes on economic and human development.

1)- Reading Comprehension:

Activity 01: Read the text carefully and answer the following questions:

- 1-What is the use of trade?
- 2-How can we define development economics?
- 3- What are the main aspects of development economics?
- 4-What can harm trade cause?

Activity 02: Choose the correct answer:

- 1-Development economics is a branch of economics which focuses on:
 - a)-economics aspects.

