

Exercise 1. Read and comprehend the text below and be ready for teacher's questions:

Digitalization of the economy

Digitalization is fundamentally changing the economy and our society. It drives entrepreneurial innovation, productivity, and regional economic growth. It also has implications for growth, the labor market, and political participation. And it places new demands on education and training – not only in the field of information and communication technologies. Of central interest in the future will be the question of how quickly digitalization penetrates German and European industry (Industry 4.0) and how it changes productivity, employment, and competitiveness in different companies and sectors. Especially from the perspective of education economics, people's ability to adapt to the changing world of work through the education and training system is of fundamental importance.

Almost all economists agree that digital technologies will become increasingly important for production processes in the future. It can therefore be assumed that production processes will become increasingly capital and technology intensive over time – not only in developed economies, but worldwide.

Right information to the right user at the right time has been the aim of information professionals. Recent developments in the information and communication technologies, especially the Internet and the Web based technologies have brought significant changes in the ways the information generate, distribute, access and use. These technologies play an important role to minimize the problems in using information at its earliest.

For a long time, we have been using printed information sources which are made available to us by the efficient efforts of publishers, booksellers, librarians and information scientists. But, with the introduction of information technology so many steps have been taken to reduce the efforts in accessing the information in a short span of time. One of the significant application of IT is the digitization of knowledge i.e., to convert the printed information in the digital form and made available for use with the help of computer networks. This has changed the whole scenario of information world.

In, today's digital society, all knowledge is divided into two binary strings, 0s and 1s that codified the data, which allow people to create, control, and share data in ways that to be revolutionary. Digitization converts materials from analog formats that can be read by people to a digital format that can be read only by machines. The devices like scanner, cameras, and a number of other devices can be used to digitize knowledge contents. These technologies allow the digitization of almost all types of materials, including paper documents, rare documents, photographs, sound recordings, and motion pictures.

IMPACT ON ECONOMY

In any geography, the factors related to adoption and usage of digital technology, such as pricing, reliability, speed, and ease of use determine the level of digitization, which in turn has a proven

impact on reducing unemployment, improving quality of life, and boosting citizens, access to public services. Digitization allows governments to operate with greater transparency and efficiency, and it has a dramatic effect on economic growth, but not all at once.

In the current sluggish worldwide economy, the use of digital technologies is served as a means of boosting economic activities. The mass adoption of digital technologies through connected services and devices has proven to accelerate economic growth and facilitate job creation, however, its impact is not uniform in each country. Developed economies enjoy higher economic growth benefits from digitization, such as growth and productivity, but, as compare with emerging economies have less gain in terms of jobs. The main reason for the differing effects of digitization is the economic structures of developed and emerging economies.

Questions

1. What is the digitalization of the economy?

The economics of digitization is the field of economics that studies how digitalization and digital transformation affects markets and how digital data can be used to study economics. Digitalization is the process by which technology lowers the costs of storing, sharing, and analyzing data.

2. How does digitalization impact the economy?

Digitalization impacts the economy using opportunities of the internet, smartphones, big data, the internet of things, artificial intelligence, and other technologies. In economics, it is widely accepted that technology is the key driver of economic growth of countries, regions and cities. Technological progress allows for the more efficient production of more and better goods and services, which is what prosperity depends on.

3. What are the advantages of the digital economy?

- ❖ The internet has enabled consumers to have greater information and choice
- ❖ Saves time
- ❖ Reduced costs
- ❖ Personalization
- ❖ Lower barriers to entry
- ❖ Creates significant data which can give new insights
- ❖ Benefits for developing world
- ❖ Enables people to work from home

4. What are the disadvantages of digital economy?

- ❖ Data insecurity
- ❖ Crime and Terrorism
- ❖ Complexity

- ❖ Privacy Concerns
- ❖ Social Disconnect
- ❖ Work Overload
- ❖ Digital Media Manipulation
- ❖ Job Insecurity

5. What are the types of digital economy?

There are three main components of this economy:

- ❖ e-business
- ❖ e-business infrastructure
- ❖ e-commerce

6. What are some of the outcomes that result from digital economy?

Through a digital economy farmers and governments will be able to use the masses of data recorded to determine weather patterns, as well as information such as what times of the year people eat more. With a social economy people will also have far more connectivity with each other.

7. How does digital economy promote economic growth?

From a macro perspective, the digital economy affects economic development by affecting production input and output efficiency, which is reflected in the increase in factor input, the improvement of factor allocation efficiency, and the increase in total factor productivity brought about by technological progress.

8. Why digital business become trends nowadays?

Digital transformation changes the way an organization operates. Systems, processes, workflow, and culture are all part of this process. This transformation affects each level of an organization and brings together data across areas to work together more effectively.

9. How does a digital business work?

A digital business is a business that uses technology to sell to its customers and complete day-to-day operations. Digital businesses use technology to not only automate their daily business processes but also create new value in their business models, customer experience, and internal capabilities.

10. What is the biggest change in society due to digitalization of the economy?

One of the most impressive changes our society has witnessed in the last decades is the growth of a New Economy. In this new economy, information in all its forms has become digital, reduced to bits stored in computers and flowing through networks at lightning speed.

Exercise 2. Insert one of the pronouns *who, whom, whose, what, which*:

1. ... will help me?
2. ... of these boys is the youngest?
3. ...is your telephone number?
4. ...pencil is this, Peter's or Helen's?
5. ... are you expecting?
6. ...understand the rule?
7. ... of you understand the rule?
8. ... teaches you Russian?
9. ... is he? – He is a banker.
10. ... of you am I to thank for this?
11. ... do you know about him?
12. ... gloves are this? – They are mine.
13. ...is the way to the cinema?
14. ...would you like to drink?
15. ... would you like to drink: mineral water or tea?
16. ...is the hottest season of the year?
17. ...way did he go?
18. Here are the books. ...is yours?

Exercise 3. Write questions for the underlined words:

1. I am looking at him.
2. They are talking about the weather.
3. They are painters.
4. That is my uncle's cat.
5. That man is Mr. Brown.
6. May is the 5th month of the year.
7. The handbag is made of leather.
8. The man asked for a cup of coffee.
9. He has bought a gold pen.
10. This letter is from my mother.
11. Mathematics is the most difficult subject that I study.
12. The director's office is on the 3rd floor.

Exercise 4. Translate into English:

1. Putin Ukrayna hərbiçilərini ölkədə hakimiyyəti ələ almağa çağırır.
2. Çexiya Ukraynaya humanitar yardım üçün 14 milyon dollar ayıracaq.
3. Ukrayna Müdafiə Nazirliyi ölkədəki son vəziyyəti açıqladı.
4. Roma papası Ukrayna və Rusiya arasında vasitəçilik təklif edib.