

тенцією, що дозволяє адаптуватися до професійної діяльності в умовах двомовності. Необхідно підготувати курсантів та студентів до спілкування у реальних життєвих ситуаціях, навчити здобувати знання самостійно з метою самовдосконалення у галузі обраної професії. Саме на заняттях з іноземної мови у тих, хто навчається, формуються уміння і навички іншомовного спілкування, що передбачають досягнення достатнього рівня комунікативної компетенції для здійснення спілкування у певних комунікативних сферах.

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ECONOMIC TERMS: DIFFERENCES AND SIMILARITIES

Modern English possesses a great diversity of economic synonyms that often cause misunderstanding for non-native speakers. Practitioners and students of economics often have to use these words in their studies or professional activities. For mastering the English language for specific purposes, one must know synonyms that can be confusing due to their similar meanings, which, nevertheless, are quite clear to native speakers: *expenses-charges-costs, purpose-objective-goal* etc. Some of the most common and sometimes confusing words used in the field of economics are *effectiveness, efficiency* and *efficacy*.

Effectiveness (effective) means proper goal setting to achieve a company's general goal or even strategy. A famous American scientist in the area of management Peter Drucker believes that *effectiveness* is due to the fact that the right things are done. Accordingly, *effective* is characteristic of someone, or something, that is engaged in doing right things, i.e. helps achieve a specific goal. That is why

effective companies set goals, which are proper for important activities and needs. In fact, it means that they are doing the right thing. Peter Drucker in his work “Effective executive” gives the next characteristics for an effective executive:

“Effective executives know that any given meeting is either productive or total waste of time”.

Efficiency means the internal economy and productivity of a system. This term is a subject’s or object’s ability to perform some work at the lowest cost or to produce a large amount of products within a short period of time with low consumption of resources. Peter Drucker explains the term as “doing things right”. In general, the term can be defined as fulfilling something or achieving something in the most economical way. Typically, *efficiency* can be measured and quantified. *Efficient* can be someone or something producing maximum products by spending minimum resources. Peter Drucker argues about efficiency:

*“For manual work, we need only **efficiency**; that is, the ability to do things right rather than the ability to get the right things done”.*

The next term in this group of related words is *efficacy*. *Efficacy* means a subject’s internal strength or power to achieve goals or obtain results of business activities. Thus, *efficacious* is something or someone that has an ability and internal power to accomplish work or a task, to achieve objectives and get results:

*“The postal and telegraph system is **efficacious**, and the telephone service, maintained partly by the state and partly by companies, is very fully developed”.*

It can be concluded that precise understanding of the meanings of these concepts let us avoid mistakes and misunderstanding. Using them in a proper way, practitioners and students will be able to express their thoughts more *efficiently*, precisely and professionally.

References

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