Unit 1

The Nature and Significance of Money

导言

我们每个人都知道钱的重要性，因为在日常生活中，钱可以解决衣食住行的需求。我们很容易理解，如果个人没有了钱，生活会怎样。可是，如果社会没有钱，那会出现何种状况呢？通过本单元的学习，我们可以了解货币产生的原因、发挥的作用以及货币的本质。

Introduction of Money

Text 1

Few individuals in our complex and interdependent economic world would deny the importance of money. Trade unions, employers, owners, investors, educators, and retirees are all concerned with the value and the cost of their money, irrespective of whether they fully understand the dynamics of money.

Money is indispensable to our system of production, distribution, exchange and consumption. Via a very sensitive and intricate process, people receive money from society in exchange for their service, for raw materials that they make available, or for use of the productive equipment that they supply directly or indirectly. By circuitous routes, people return the money to society as they spend it for the things they want. In a never-ending process, money moves from producers to consumers and back to producers. This concept reveals money's fundamental purpose: to facilitate the exchange of goods and services. Money, with a few bizarre exceptions, has no intrinsic service qualities other than its use as a facilitator. A ten-dollar bill can be used to make a fine cigarette, but its great value is that this bill allows one to buy fine cigarettes readily made.

In a functional sense, money is anything that is acceptable and is used in the purchase of goods and services and in the discharge of debts. Throughout history no unique set of assets has ever been the money. Rather, all sorts of things have been used as money—various metals, tobacco, stones, beverages, shells, even woodpecker scalps. Cigarettes took on the function of money for a brief period in parts of Europe at the close of World War II. By far our most important money today is in the form of bank accounts on which checks are drawn. But whether payment is made by giving up gold coins, dollar bills, cartons of cigarettes, or bank deposits, if these items are regularly used and generally accepted as a means of payment, money is being used. The only common factor in all these payments is general acceptability. Such payments are in contrast to barter; a student may pay a classmate for a book by exchanging another book, but books are not generally used as a means of payment and hence are not money.

Money may also be defined as evidence of a future claim on society's goods and services. People with $100 in their pockets are entitled to call on society at any time to provide them with the things they want up to the amount of $100. Society has agreed to owe these individuals, and it gives them money as evidence. As long as they hold money, society is in their debt. When they spend the money, society discharges its obligations to these particular individuals by providing them with the things they demand. But note that society still owes as much as before, for someone else now holds the money that constitutes the claim on society.

At first glance, this second definition may appear confusing. It seems paradoxical to think of money as evidence of a continuous debt. Remember, though, that each time money changes hands, there is also an economic good surrendered or a service performed. Anyone who holds money but prefers to hold goods may easily secure the goods and let someone else hold the money. Unless the money becomes worthless, as has happened occasionally in times of severe inflation, it will always constitute an effective claim on goods (or an effective means of discharging a debt owed by the holder of the money).

The two definitions of money—(1) anything generally used and accepted in the purchase of goods and services and the discharge of debts and (2) an evidence of debt owed by society—are supplementary rather than alternative. The second definition is useful in understanding the basic nature of money. But it is the first definition which helps determine the line between money and "near money." For instance, when one is studying the effects of changes in the money supply, one must know what is to be counted as money.

Functions of money

Society needs money for several purposes. No matter what types of money a country uses, the money must perform certain functions. That is, it must provide a standard of value, a medium of exchange, a store of value, and a standard of deferred payments.

Standard of Value

Quite obviously, an important function of money is that it serves as a standard, or common denominator of value. We express the value of all economic goods in terms of money and call these money values "prices". It is important to remember, however, that money is unlike other standards insofar as its value may continually vary as its purchasing power changes. The higher the prices, the lower the value of each piece of money. When prices double, the value of money is half what it was before. The general and continuous rising of prices of goods and factors of production without any concomitant increase in quality is called inflation. The continuous falling of prices is called deflation. Inflation decreases and deflation increases the value of any savings held in the form of money.

In spite of its variability, money as a standard of value is indispensable. We are so accustomed to this convenience that we take it for granted. Yet without it, modern civilization could not have developed, nor could it be maintained. Specialization requires exchange, and exchange, while not possible without the use of money, is made easier by its use as a common denominator.

Standard of Value and Price System The development of a common standard of value represents a tremendous economic advance. The only way values can be estimated otherwise is to decide how much each good is worth in terms of all other goods available. If 21 commodities are produced and exchanged, each of these is worth some amount of each of other 20. Of the 420 sets of values, half are duplicates, of course; for when we have decided the value of wheat in terms of cloth, we have also decided the value of cloth in terms of wheat. There are 210 separate valuations involved with these 21 commodities. If, however, one of them is adopted as the common measure of value and all other goods are valued in terms of this single commodity, there are only 20 values or prices.

Standard of Value and Specialization The complexity of valuations would increase greatly as the number of commodities increased. With 20,001 commodities, one of which is adopted as the standard of value, there are 20,000 prices. But if no common standard were used, there would be more than 200 million sets of values. Under such a handicap, the process of exchange would operate creakingly at best. It would be too difficult for all concerned to be sure a trade was to their best advantage. Without a well-developed system of exchange, specialization would be discouraged. As in primitive times, production would be very low as people tried to produce all the goods they needed for their own consumption, rather than specializing and trading their output for the goods they wanted.

Standard of Value and Accounting Records Since everything bought and sold is measured in terms of money, it is possible to maintain accounting records and make up financial statements. It would be difficult for business people to know whether they were operating at a profit or a loss if the records they kept were in terms of physical inventory. Even the corner grocer could have little knowledge of the success of operations if he knew only that the store contained more cans of corn but fewer cans of beans than it did a year ago. This use of money as a unit of account is closely related to its use as a standard of value.

Medium of Exchange

The other major function commonly attributed to money is that it serves as the medium of exchange. This use of money is emphasized by the definition that states that money is anything generally used for purchasing goods and services or discharging debts. From trade that was originally on a barter basis, society has progressed to the use of money. Rather than exchange goods for goods, people usually prefer to exchange goods for money and then exchange the money for other goods. The tremendous advance provided by this intermediate step is that so long as money is acceptable to all, the buyer need not trouble to find a seller who needs the particular goods or services that the buyer is capable of producing. There is a separation between transactions that is beneficial to both parties. Money's exchangeability is the key.

A barter system operates under what has been called the coincidence of wants. It is not enough that the person with something to exchange find someone who wants this product and has something to offer in exchange. There would be little point to the exchange if the goods offered by either party were not desired by the other party. Anyone wishing to exchange goods by barter must find someone who not only wishes the goods offered by the first, but who can, in exchange, supply goods that are desired by the first. Or the individual can make a whole series of trades until finally obtaining the desired goods. This method, too, is inefficient and time-consuming. Barter is inefficient in the sense that without a standard of value and a medium of exchange, it is more difficult and/or more costly to negotiate contracts for future activities and to store future claims on output. Thus, money and financial markets facilitate economic growth and development by serving as a conduit for interfacing buyers and sellers, savers and investors.

Store of Value and Standard of Deferred Payments

Money also constitutes a store of value. This characteristic of money permits producers to sell their product and then delay as long as they wish before taking the goods of others. It gives them a time option. So long as they hold the money, they can at any moment exercise their claim, but they need not take other goods as soon as they have sold their own. There are many ways in which this function of money is helpful to society. People who are paid once a month or farmers who receive most of their income at one time during the year are able to spread their expenditures out evenly from day to day, spending their store of money as their needs require. People are able to put money aside for a later time—for retirement, for the education of their children, for the purchase of a business. They can deter their consumption as they choose and they can accumulate funds for investment.

In the absence of money, one could accomplish the same thing by storing commodities. It would be much less convenient and quite expensive, however, to build up a store of meat, vegetables, clothing, gasoline or other goods for later use. Perishable articles would expensively process; some, such as electricity, could not be stored feasibly in any quantity. Other goods would be out of style or inferior to the current product by the time they were finally used.

Although other commodities besides money are stored, money has the advantage over most other commodities of not deteriorating in storage. There may be a shrinkage in the purchasing power of money or there may be, as in the 1930s, an increase in the purchasing power of money. But the number of dollars that are stored away will be the same as the number of dollars later available. Nonmonetary commodities set aside for storage also suffer the disadvantage of illiquidity, where liquidity is a commodity's capability of being resold quickly at close to its purchase price.

Finally, money functions as a standard of deferred payment. Often individuals find it inconvenient to pay cash. They may prefer to purchase groceries, fuel, and gasoline on credit, settle accounts at the end of the month. The importance of money as a standard of deferred payments is even greater in contracts covering a long period of time. In such cases it may be all but impossible to pay cash. Most automobiles are paid for over a period of a year or more. And the average person buying a home enters into a contract to pay specified monthly amounts over a period of twenty to thirty years.

Attributes of Money

There are certain qualities that satisfactory money must possess. The development of credit money has changed the relative importance of these attributes with some formerly considered to be of great importance being given little consideration today.

Attributes Formerly Significant

In earlier centuries credit money, or money that carries a great value than the material from which it is made, was seldom used. Most money then had the same value as a commodity that it had as money. It was for reason that metals, particularly gold and silver, were so widely used as money. They deteriorated little. They were fireproof and vermin resistant. They were easily recognizable. They could be divided into units of convenient size, and they could be melted and rejoined into larger units.

As compared with other money metals, gold possessed the special advantage of an extremely high intrinsic worth. A thousand dollars in gold could be carried in a large pocket. Silver possessed the same characteristic: of portability but to a lesser extent. At the other extreme, as far as metal money was concerned, the iron money of ancient Sparta was notably lacking portability.

The qualities of portability, divisibility, and recognizability were at one time stressed as important attributes of money. The development of credit money makes them less important today. One-hundred-dollar bills are easier to carry than $20 gold pieces, and when checks can be written for a million dollars or more, it is not too important to find money material that is of great intrinsic worth and hence easily portable. Since checks can be written for uneven amounts, the attribute of divisibility of money loses much of its significance. So far as recognizability is concerned, it is probably no easier to counterfeit paper money than metal money.

Acceptability

Whether or not money possesses any of the attributes mentioned previously, if it is to do its work satisfactorily it must be acceptable. One reason that gold was so widely used as money was that gold as a metal was in universal demand, that is, was generally acceptable. Yet money need not necessarily be based on a precious metal. For money to have value and therefore be acceptable, it must be limited in supply relative to demand and the productive capacity of the country. The fear that private parties would not restrict the issuance of money has caused the federal government to control monetary institutions.

As long as money is acceptable, that is, as long as it is universally desired and one can always find others who will give up goods or services to receive money, it makes little difference—at least at the time—what kind of money it is. It need not even be called money. A communist state might declare that it was doing away with money and setting up a currency to be called "labor credit." Such currency might be entirely paper, with no relation to gold or silver. Yet so long as people who received it knew that they could pass it on to someone else, receiving goods in return, the currency would, in fact, be money — no matter what the state might choose to call it.

This general acceptability of money represents the very essence of liquidity. Holdings of other commodities require time and a coincidence of wants to convert. Money, on the other hand, represents the ultimate in liquidity. An individual fortunate enough to be in possession of a \$1000 bill can convert this into a thousand dollars worth of other items with little difficulty. The same cannot be said of a person wishing to convert a piece of furniture, upon which he or she puts a value of \$1000, into cash. All items in our society have a certain relative liquidity, but none is as liquid as money.

Stability

Stability in the value of money is also essential if money is to do its work satisfactorily. Particularly when money is being used as a store of value or as a standard of deferred payments, it is important that its value should not gyrate wildly. Skyrocketing inflations, as in Germany in 1920~1923, in Hungary in 1945~1946 and in Zimbabwe in 2004~2008, completely destroy the value of money and wipe out the savings of millions. At the hyperinflation in Germany, prices were doubling every two weeks, and in Hungary they were doubling every two or three days! Similar runaway inflations occurred in Russia, Poland and Hungary in the 1920s and in Greece, Austria, and China in the 1940s. In such instances, one may as well forget about having \$50,000 in the bank when butter is selling at \$1 million a pound. Nor are great increases in the value of money much better. If prices drop steeply and rapidly, one may easily find that the house bought for \$20,000, and on which \$12,000 is still owed, is worth only \$10,000 on the current market. Corporations that have borrowed money may find it impossible to repay the loans later if the value of money has risen greatly, as in the thirties. Even if they are operating at capacity, they may find that their dollar receipts are insufficient to pay for assets acquired at a time when prices were much higher.

Unstable money also causes difficulties, with the use of money as a medium of exchange. If people lose confidence in their money, they try to dispose of it as fast as possible. This increase in the rate of turnover of money causes the value of money to drop even faster. Similarly, the attempt to hold on to money in a period of falling prices encourages further prices declines and a breakdown of the medium of exchange function of money.

Stability is not quite the same thing as constancy. A plausible argument can be presented in favor of a gently falling value of money, that is, for gradually rising prices. Various writers have also shown that an upward-drifting value of money can be beneficial. And, of course, arguments have been given in favor of a constant value of money. All can agree, however, that sudden and drastic changes in the value of money are undesirable.

The Countries Where Cash Is on the Verge of Extinction

Text 2

By Lauren Comiteau , 29 September 2016

My dad, a former Wall Street trader always advised me "cash is king" and to "hold on to it" when the economy gets tough.

But in the Netherlands, cash is definitely not getting the royal treatment. In so many places, it has simply ceased to be recognised as legal tender. More and more Dutch stores, from upscale health-food store Marqt to my local baker and bagel shop, take pin-or debit—cards exclusively. Some retailers even describe going cash-free as "cleaner" or "safer".

Tucking my debit card firmly away, I decide to see how far a bundle of cash will get me. Not far. The big-ticket items are strictly cashless affairs: my rent and my telephone bill among them.

I meet with baffled expressions and some resistance. "I can't remember the last time we received a cash payment," says Marielle Groentjes, an administrator with the company that manages my apartment, Hoen Property Management BV, and has worked there for a decade. "We don't like cash in the office, we don't have a safe, and banks charge you for depositing it."

But it's the smaller items that are giving me the biggest headaches. Not only can I not buy my organic produce at Marqt, but I am forced to wait in long cash-only lines at the supermarket while I watch those with debit cards quickly pay up and make it home for dinner. When I try to buy a tuna sandwich at Dutch bakery chain Vlaams Broodhuys, my cash is rejected. I can't even use my euros to pay for parking in much of the city.

"Cash is a dinosaur, but it will stay," says Michiel van Doeveren, a senior policy advisor at the Dutch central bank, DNB (De Nederlandsche Bank). But he points out it's the logistics that make handling cash expensive (it must be transported, guarded, tallied and registered) versus the ease of electronic payments. "It's important that the electronic economy increases. We want to foster more efficient payments."

How to make money

Electronic payments in the Netherlands' shops and supermarkets overtook cash payments for the first time in 2015 by a narrow margin: 50% debit cards while 49.5% were paid for in cash, the remaining 0.5% were credit card payments. There's a movement afoot by a coalition of Dutch banks and retailers who want that ratio to increase to 60% electronic payment versus 40% hard currency by 2018. They say cashless payments are cheaper, safer and more convenient.

Like the Netherlands and its Scandinavian neighbours, Sweden is among the front-runners in the race to eradicate cash. But not everyone is welcoming.

"It's a very big problem. For small businesses, it costs so much money to put cash in the bank," says Guido Carinci, chairman of small business association, TOMER. Carinci, describes the situation as "awful," saying he has to pay a fee of 300 Swedish kronas (about $35) every month to a company that is then able to deposit cash into his bank account.

It all comes down to profit margins. Swedish banks, he says, profit handsomely from charging transaction fees to retailers for card payments, amounting to millions of kronas annually for the banks, whereas there is no revenue generated on cash. This leaves banks little incentive to accept currency.

Citing the high costs of handling cash and security concerns, many Swedish stores have already abandoned their cash tills, including telecommunications giant Telia Company, whose 86 shops nationwide stopped accepting cash in 2013. The country's buses haven't accepted currency from passengers for years, and even homeless magazine vendors accept card and mobile payments these days.

The problem has become so bad that many of Sweden's residents, facing the dilemma of what to do with piles of cash that banks don't want, are even resorting to "hiding it in the microwave," according to Björn Eriksson, head of security industry alliance Säkerhetsbranschen.

Cultural ties

Attitudes, however, vary significantly within Europe and globally. Some cultures are still deeply reluctant to give cash up, including Germany, whose consumers believe, according to a recent study by the country's central bank, that using cash gives them better control over their spending. In the Europe's economic superpower, more than 75% of payments are still made in cash. In Italy, where the cash culture runs deep, that number jumps to 83%.

And as much as Americans still love dollar bills—the nation only adopted chipenabled credit cards last year, a full decade after many European countries—a move toward cashless is beginning to take root across the Atlantic too. In January, several branches of the 48-strong restaurant chain Sweetgreen stopped accepting cash, including at its Wall Street location.

"I was surprised," says New Yorker Persephone Zill. "I think it is because they see that all the young folks on Wall Street are using their smart phones, such as Apple Pay, to buy things. I know my daughter uses the Venmo app for everything. It frankly made me feel old and outdated."

Advances in mobile technology have seen banks leapfrog cash payments in some countries in Africa. In Kenya and in Tanzania, for instance, the cashless mobile-banking-system M-Pesa means millions of people now pay bills, collect salaries, buy livestock and even conduct small transactions at local markets via accounts on their mobile phones.

Being stamped out

Personally, I hate that the cost of cash is increasingly being passed back to people like me.

Still, I head to my local branch to collect some coin wrappers.

At my own bank, I'm charged six euros ($5.38) per deposit after the first six transactions per year. As my daughter cracks open her piggy bank and painstakingly counts out five euros in coins I realise the cost of depositing her small sum of funds into her bank account will wipe out her savings.

"Excuse me?" asks the doe-eyed assistant. I try to explain these are little paper tubes you fill with different denominations of coins that I used as a child.

It still doesn't register. At my prompting, she tells me she's 25 years old, leading me to conclude the problem of cash may just sort itself out over the coming decades as a new generation takes charge.

Terms

distribution 分配
exchange 交换
consumption 消费
discharge of debts 清偿债务
bank deposits 银行存款
a means of payment 支付方式
barter 物物交换
price system 价格体系
specialization 专业化
standard of value 价值尺度

medium of exchange 交换媒介
coincidence of wants 需求吻合
store of value 贮藏价值
deferred payment 延迟支付
acceptability 可接受性
stability 稳定性
liquidity 流动性
credit card 信用卡
debit card 借记卡
electronic payment 电子支付

Exercises

I. Answer the questions based on the text.

(Text 1)

1. What is money according to the text?
2. What has been money in history? Do you know the earliest form of money in China?
3. What are the major functions of money? Give some examples to show the each function of money.
4. What will happen if 1000 commodities can be produced in a society without money?
5. What are the most important attributes of paper money?
6. What are the advantages and disadvantages of metal money?

(Text 2)

7. What does the author decide to do?
8. How do you understand "cash is king"?
9. How do people in the Netherlands deal with cash now? Why?
10. How do you understand "cash is a dinosaur"?
11. What's people's attitude to electronic money in the nations mentioned in text 2? Why?
12. Will E-money overtake hard currencies according to this article? Why or why not?

II. Translate the following passages.

1. People with $100 in their pockets are entitled to call on society at any time to provide them with the things they want up to the amount of $100. Society has agreed to owe these individuals, and it gives them money as evidence. As long as they hold money, society is in their debt. When they spend the money, society discharges its obligations to these particular individuals by providing them with the things they demand. But note that society still owes as much as before, for someone else now holds the money that constitutes the claim on society.

2. Without a well-developed system of exchange, specialization would be discouraged. As in primitive times, production would be very low as people tried to produce all the goods they needed for their own consumption, rather than specializing and trading their output for the goods they wanted.

3. The tremendous advance provided by this intermediate step is that so long as money is acceptable to all, the buyer need not trouble to find a seller who needs the particular goods or services that the buyer is capable of producing. There is a separation between transactions that is beneficial to both parties. Money's exchangeability is the key.

4. Barter is inefficient in the sense that without a standard of value and a medium of exchange, it is more difficult and/or more costly to negotiate contracts for future activities and to store future claims on output. Thus, money and financial markets facilitate economic growth and development by serving as a conduit for interfacing buyers and sellers, savers and investors.

5. This general acceptability of money represents the very essence of liquidity. Holdings of other commodities require time and a coincidence of wants to convert.

6. Electronic payments in the Netherlands' shops and supermarkets overtook cash payments for the first time in 2015 by a narrow margin: 50% debit cards while 49.5% were paid for in cash the remaining 0.5% were credit card-payments. There's a movement afoot by a coalition of Dutch banks and retailers who want that ratio to increase to 60% electronic payment versus 40% hard currency by 2018.

7. Advances in mobile technology have seen banks leapfrog cash payments in some countries in Africa. In Kenya and in Tanzania, for instance, the cashless mobile-banking-system M-Pesa means millions of people now pay bills, collect salaries, buy livestock and even conduct small transactions at local markets via accounts on their mobile phones.

III. Read the article and mark the statements with "T" for "true" or "F" for "false".

Ways to Earn $100 an Hour

Farnoosh Torabi, November 28, 2011

While doctors, lawyers and corporate executives earn top dollar, the average worker in America takes home about $16 an hour, according to PayScale. But you don't necessarily need an advanced degree to bump up your pay. Experts say employing a few key strategies—

even in today's economic climate—could increase your earning potential to as high as $100 an hour.

"It turns out that no matter what industry you work in, if you are one of the best in your field, it is possible to earn a six figure salary," says Nicole Williams, career expert and connection director at LinkedIn. "If you do good work and build a name for yourself, the sky is the limit."

First, specialization is key. Williams says the more niche your skill set is, the higher the salary you can make. "You may think being a Jack of all trades, or knowing a little bit about a lot of things will make you really marketable, but in fact the opposite is true. You want to develop one skill really well—and then be the very best at that one thing."

For example, oil and gas companies pay around $100 an hour for a saturation welder, a person who fixes pipes under water. That's more than what a regular welder or a commercial diver will make per hour, combined.

The second strategy is to treat your career as if you were an entrepreneur. "The reality is that everyone is a business owner. Even if you have a full time job, you're selling a product to your employer, which are your labor hours. So start working for yourself," says Williams. "Treat your marketable skills and talents like a commodity and know that one day, you can branch out on your own. Take courses, research your competition, and become a knowledgeable and engaged player in your own industry."

Going freelance or opening a private practice will usually earn you more than working for someone else because you take your employer's cut out of the equation. This is particularly true for massage therapists, interior designers or life coaches.

Another tip for freelancers: charge not by the hour, but by the project. In fact, experts say your clients shouldn't even know your hourly rate. "The number of hours an average person can work in a year is 2,080. If you continue to think in terms of dollars per hour, you will always be limited by the units you have to sell, which is a number you can't change. This would mean your business isn't scalable and can never grow," says Williams.

Some writers, artists and graphic designers who work on a "per project" basis have the potential to earn even more than the top rates in their fields, capping out at around $125 an hour. This strategy works in your favor if you're a particularly fast worker, or can stay booked with regular clients. And the best way to a fill out a client roster is to build your reputation.

"There's a reason why a couture handbag can cost $3,000, and it's not because of the cost of leather or the stitching. It's the reputation of the brand. Think of your career in the same way. Speak at conferences, write a blog, or become the kind of expert people hear about," says Williams. " I know a dog walker who earns as much as my lawyer friends, and that's because she built her reputation as the best dog walker in New York City. She has celebrities calling her, and she gets to name her own price."

Professionals who are sought after for the quality of their work include tattoo artists, fashion stylists and children's face painters. Top earners can sometimes earn $130-150 an hour. Work may not be full-time, but their talents are well compensated.

Finally, if you're re-entering or joining the workforce, find out what careers are currently in high demand and what industries are looking for your unique skills. " You don't necessarily expect to earn top dollar right away. You don't become a sought-after, $100-an hour political speechwriter, for example, straight out of journalism school. You work for a number of years as a copywriter, then a reporter working on a campaign, then as an advisor, before you make the kind of money that writing speeches for senators and congressman can earn," Williams says.

(　　) 1. This article teaches doctors, lawyers and corporate executives how to earn top dollar.

(　　) 2. The average worker in America who takes home about $16 an hour according to PayScale needs an advanced degree to bump up his pay.

(　　) 3. If a person is one of the best in his field, it is possible for him to earn a six figure salary.

(　　) 4. A Jack of all trades, knowing a little bit about a lot of things, will make him really marketable.

(　　) 5. A saturation welder can earn much more than what a regular welder or a commercial diver can earn.

(　　) 6. Based on the article, giving up the job you are doing and being your own employer will make more money.

(　　) 7. Therapists, designers or coaches had better open their own practices to increase their incomes.

(　　) 8. If you only think of your business charges in terms of hours, your business isn't scalable and can never grow.

(　　) 9. A fast worker or a worker with regular clients can take work on "per project" basis in order to earn more money.

(　　) 10. To write a blog is one of the ways to build your reputation.

(　　) 11. A good reputation will help a dog walker make as much as a lawyer.

(　　) 12. Professionals, including tattoo artists, fashion stylists and children's face painters are also well needed and highly paid.

(　　) 13. Top earners can get over $160 per hour in the U.S.

(　　) 14. The priority for the graduates leaving colleges soon is to find out what careers are currently in high demand and what industries are looking for their unique skills.

(　　) 15. The most important factor for the new job seekers to consider is if the salary is high or not.

IV. Translate the following passages.

The monetisation of an economy starts when agricultural communities move away from subsistence farming and start to specialise. This brings efficiency gains but means that trade with others becomes necessary. The problem is that operating markets on the basis of barter is a pain: you have to scout (寻找) around looking for the rare person who wants what you have and has what you want.

Money evolves to reduce barter costs, with some things working better than others. The commodity used as money should not lose value when it is bought and sold. So clothing is a bad money, since no one places the same value on second-hand clothes as new ones. Instead, something that is portable, durable (fruit and vegetables are out) and divisible into smaller pieces is needed. An economist called this property "saleableness". Spices and shells are highly saleable, explaining their use as money. Government plays no role here. The origin of money is a market-led response to barter costs, in which the best money is that which minimises the costs of trade.

V. Discussion.

Do you know what the electronic money is? Can you give some examples of electronic money in our daily lives? What are the advantages and disadvantages of it? Please discuss issues with your partners.

Self-test of Phrases of the Unit

Give the corresponding English version

1. 货币的运行 ____________________

2. 促进商品和服务的交换 ____________________

3. 解除债务 ____________________

4. 一种支付方式 ____________________

5. 普遍的可接受性 ______

6. 购买力 ______

7. 记账单位 ______

8. 贵金属 ______

9. 恶性通货膨胀 ______

10. 货币周转率 ______

11. 资深政策顾问 ______

12. 法定货币 ______

13. 借记卡 ______

14. 现金支付 ______

15. 电子支付 ______

16. 收银机 ______

17. 移动支付 ______

18. 芯片信用卡 ______

19. 非现金移动银行业务系统 ______

Finance in our daily life

货币是人类生产力进步的产物，反过来又促进了生产力的发展。有趣的是，货币在不同的时代，表现形式是不一样的。最早的货币形态应该是商品货币，如烟叶、盐等，它们本身就是商品，是人们生活的消费品。可是，因为这类货币存在不易确定价值、不易储存等缺陷，金属货币就取代了它们。金属中的金银，因其可分割和易储存性，在很长一段时间成为各国货币的主要表现形式。随着生产力的不断发展，机器大生产不断扩张，可金银产量却是有限的，这就促进了纸币的诞生。纸币当然也不是货币的最终形态。现在，人们不仅使用纸币，也大量使用电子货币，如学校食堂的 IC 饭卡、公交车的月票卡等。如果有一天，电子货币完全取代了纸币，人们的生活会是什么样呢？