language. They are languages and they have their own right to exist, as there is need in them.

КАФЕДРА ІНОЗЕМНИХ МОВ

INFORMATION SOCIETY

O.V. Bespalov, PGS; V.V. Sabadash

Social-economic formation, which has production and consumption as basis of economic system and society social structurization, can be named postindustrial (information) society.

Information instruments make production basis, information goods and services are main consumption (and therefore, production) product, and information is the key factor of society structurization in information society.

In this context I should like to dwell more in detail on such an aspect of IS category as economics information technologies, inasmuch as just them determine IS character.

Better information for incumbents, lock-in, and demand- and supply-side economies of scale suggest that industry structure in high-technology industries will tend to be rather concentrated. On the other hand, information technology can also reduce minimum efficient scale thereby relaxing barriers to entry. People value diversity in some areas, such as entertainment, and IT makes it easier to provide such diversity. Standards are a key policy variable. Under a proprietary standard, an industry may be dominated by a single firm. With an open standard, many firms can interconnect. Consider, for example, the PC industry. The PC itself is a standardized device: there are many motherboard makers, memory chip makers and card providers. There are even several CPU providers, despite the large economies of scale in this industry.

Compare this to the software world, where a single firm dominates the PC operating system and applications environment. What's the difference?

The hardware components typically operate according to standardized specifications, so many players can compete in this

industry. In the software industry, standards tend to be proprietary. This difference has led to a profound difference in industry structure.

THE SCOPE OF THE GLOBAL CLIMATE CHANGE PROBLEM

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Addressing global climate change is a paramount challenge of the 21st Century. Since the beginning of the industrial revolution, atmospheric concentrations of carbon dioxide (CO2), the chief heat-trapping greenhouse gas, have risen 35 percent—from about 275 parts per million by volume (ppmv) then to 370 ppmv today. This increase is due to human activities, primarily from the burning of fossil fuels and from deforestation. Carbon that has been sequestered in the Earth's crust (in the form of oil, coal, and other fossil fuels) over millions of years has been extracted, burned, and released into the atmosphere in large quantities within the past 200 years. Atmospheric concentrations of methane, the second leading greenhouse gas, have more than doubled over the past two centuries. These changes in the composition of the Earth's atmosphere have increased the average global surface temperature by about 0.6° C (1° F) over the past 100 years. Regional climate changes due to temperature increases have already affected many physical and biological systems, and emerging evidence suggests impacts on human settlements from recent increases in floods and droughts.

If the trends in greenhouse gas emissions growth are not altered, global temperatures are expected to rise between 1.4 and 5.8° C (2.5 to 10.4° F) by 2100, according to the latest assessment of the Intergovernmental Panel on Climate Change. The effects of such temperature changes on agricultural production, water supply, forests, and overall human development are unknown but will likely be detrimental to a large portion of the world's population. To prevent atmospheric CO2 concentrations from exceeding a level of 450 ppmv, global emissions would need to decrease dramatically during this century. Over the same period, however, the global population is expected to increase by 40 to 100 percent (from today's population of six billion) and economic growth is projected to climb 10- to 20-fold.