

Министерство образования и науки Российской Федерации  
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# ПЕРЕВОД В СМИ TRANSLATION IN MASS MEDIA

Электронное учебно-методическое пособие



УДК 811.111'36

ББК 81.2 Англ-2

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Никитина, Т.Г. Перевод в СМИ = Translation in Mass Media : электронное учебно-методическое пособие / Т.Г. Никитина. – Тольятти : Изд-во ТГУ, 2016. – 1 оптический диск.

Пособие включает обзор характеристик текстов СМИ, упражнения по переводу с английского языка на русский и с русского на английский, список обязательной и дополнительной литературы, а также приложения. Цель настоящего пособия – обеспечить студентов материалом для практических занятий, самостоятельной работы, подготовки к зачету по дисциплине «Перевод в СМИ». Пособие снабжено также методическими указаниями.

Предназначено для студентов, обучающихся по направлению подготовки бакалавра 035700.62(45.02.03) «Лингвистика».

Текстовое электронное издание.

Рекомендовано к изданию научно-методическим советом Тольяттинского государственного университета.

Минимальные системные требования: IBM PC-совместимый компьютер: Windows XP/Vista/7/8; PIII 500 МГц или эквивалент; 128 Мб ОЗУ; SVGA; Adobe Reader.

*В авторской редакции*

Компьютерная верстка: *Л.В. Сызганцева*  
Художественное оформление,  
компьютерное проектирование: *И.И. Шишкина*

Дата подписания к использованию 24.02.2016.

Объем издания 10,4 Мб.

Комплектация издания:  
компакт-диск, первичная упаковка.

Заказ № 1-60-15.

Издательство Тольяттинского государственного университета  
445020, г. Тольятти, ул. Белорусская, 14,  
тел. 8 (8482) 53-91-47, [www.tltsu.ru](http://www.tltsu.ru)


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## Условные обозначения

 – Theory / теоретические материалы.

 – Texts for translation / тексты для перевода с заданиями.


 – Focus on grammar / задания на преодоление грамматических трудностей перевода.

 – Focus on Lexis / задания на преодоление лексических трудностей перевода

 – Independent study / задания для самостоятельной работы

 – Oral translation / задания для устного перевода.

 – Assessment / контроль знаний.

 – Plan of study, questions for study, knowledge and skills, recommendations / план занятия, вопросы к занятию, знания и умения, методические рекомендации.

 – Interactive work / интерактивные формы работы.

## ВВЕДЕНИЕ

В современный период средства массовой информации приобретают все большую значимость и популярность в обществе. В последние годы роль регулятора межнациональных контактов по праву принадлежит средствам массовой информации. Печатные издания, теле- и радиопрограммы, интернет-публицистика становятся интернациональными. Однако, как правило, издаются они изначально на языке той страны, где они возникли, а затем благодаря переводу распространяются по всему миру. Потребность в переводе текстов СМИ, выполненных профессионально грамотно и в короткие сроки, несомненна. В связи с этим возникает необходимость профессиональной специализации в данной области. Эту образовательную задачу в данный момент решают многие методисты и лингвисты.

**Цель** настоящего пособия — обеспечить студентов материалом для самостоятельной работы, подготовки к практическим занятиям и зачету по переводу в СМИ.

Курс «Перевод в СМИ» ставит своей целью развитие навыков письменного и устного перевода текстов СМИ. В курсе освещаются основные понятия перевода текстов СМИ, рассматриваются способы передачи в переводе лексических, грамматических и стилистических особенностей текстов СМИ.

В ходе курса рассматриваются различные жанровые и тематические разновидности текстов СМИ, тренируются различные виды перевода — письменный и устный, реферативный и полный, последовательный, абзацно-фразовый.

Для изучения дисциплины необходимы компетенции, сформированные у обучающихся в результате освоения дисциплин «Информационные технологии в лингвистике», «Практический курс перевода первого иностранного языка», «Теория перевода».

Дисциплины, учебные курсы, для которых необходимы знания, умения, навыки, приобретаемые в результате изучения данного курса, — «Практический курс первого иностранного языка», «Практический курс перевода первого иностранного языка», «Общественно-политический перевод».

Пособие состоит из трех разделов – методические пояснения и указания, теоретический материал и практические задания; приложение. Практическая часть состоит из десяти уроков (Unit) с теоретическим материалом, текстами СМИ и заданиями. Кроме того, прилагается языковой материал для самостоятельного изучения и ознакомительный список методических пособий, которые студент может использовать для углубления знаний по предмету. Название «урок» условное, поскольку работа над ним может занимать различные периоды времени в зависимости от усвоения материала.

Кратко структуру типового урока можно представить следующим образом:

1. Знакомство с теоретическим материалом по тематике курса.
2. Работа с предпереводческим анализом текста определенного жанра для подробного разбора структурно-композиционных и лингвостилистических особенностей. Здесь могут быть использованы как тексты, данные в пособии, так и другие тексты газетных СМИ, а также радио-, теле- и интернет-материалы.
3. Работа с лингвистическими единицами, характерными для СМИ: географическими названиями, клише, грамматическими конструкциями, применение которых функционально значимо.
4. Задания для перевода.
5. Интерактивные формы ведения занятий.
6. Самостоятельная работа студентов.

В качестве материала в пособии использованы тексты современных англоязычных и русскоязычных СМИ. Пособие снабжено списками географических наименований и аббревиатур, а также списком клише, дополнительной литературы и интернет-источников.

### **Методические указания для студентов по изучению дисциплины и организации самостоятельной работы**

Курс перевода в СМИ предполагает овладение следующими типами перевода текстов СМИ: перевод с русского на английский, перевод с английского на русский, устный и письменный перевод, полный, реферативный перевод и аннотирование, создание переводческих обзоров.

В результате изучения учебного курса студент должен узнать:

- специфику структурно-композиционного построения и лингвостилистического оформления основных жанров СМИ;
- способы перевода лексических и грамматических явлений, представляющих собой наиболее частотные проявления стилистического своеобразия текстов СМИ;
- особенности письменных и устных текстов СМИ;
- принципы перевода связного текста.

Для правильного перевода текстов СМИ необходимо уметь:

- работать с информационными ресурсами для переводчиков: разными типами словарей, справочной литературой, параллельными текстами, текстами-аналогами, интернет-порталами и т. п.;
- осуществлять необходимый предпереводческий анализ текста СМИ;
- использовать переводческие трансформации, рекомендуемые для перевода определенных грамматических и лексических явлений;
- уметь применять в переводе текстов СМИ стандартные соответствия для клише, фразеологизмов и т.п.;
- находить необходимые соответствия при переводе стилистически окрашенных единиц в художественно-публицистических жанрах СМИ;
- выстраивать адекватную переводческую макро- и микростратегию: решать типичные переводческие задачи и принимать индивидуальные решения в рамках перевода конкретного экземпляра текста;
- осуществлять редактирование перевода;
- осуществлять необходимую прагматическую адаптацию перевода.

Работа с текстом перевода проходит поэтапно.

Сначала рекомендуется потренироваться в заданиях, направленных на понимание информационной структуры и содержания текста СМИ. Например:

- Составьте краткий план текста.
- Составьте план-конспект текста.
- Выделите главное информационное ядро текста.
- Изложите основную информацию текста в двух-трех предложениях.
- Выделите фактологический и аналитический блоки информации, проследите их распределение в абзацной структуре.
- Разверните главную идею текста.



Следующий блок заданий направлен на выявление лингвистических трудностей перевода текстов СМИ и их преодоление. Например:

- Составьте тематический словарь, подберите соответствия лексическим единицам СМИ.
- Прокомментируйте переводческие решения при переводе клишированных словосочетаний.
- Прокомментируйте переводческие решения при переводе фразеологических оборотов.
- Прокомментируйте переводческие решения при переводе стилистических единиц.

После подготовительной работы можно переходить непосредственно к переводу текстов. Например:

- Выполните подробный перевод текста сходного жанра
- Выполните реферативный перевод текста сходного жанра.
- Определите уровни эквивалентности при переводе текстов СМИ.
- Выявите грамматические трансформации, применяемые при переводе текста.
- Выявите лексические трансформации, используемые при переводе текста.
- Выявите соответствия, применяемые при переводе текста.

Таков рекомендуемый порядок работы с текстами СМИ. Задания на перевод текста опираются на различные виды перевода. Здесь задействованы не только перевод с английского на русский, но также и с русского на английский. Кроме того, поскольку к работе могут привлекаться устные тексты СМИ, добавлены задания на устный перевод.

Самостоятельная работа студентов включает различные виды переводческих заданий по работе с текстами СМИ, которые находятся на сайтах медиа-холдингов.

Работа над данным курсом должна быть последовательной, она включает не только выполнение практических заданий на перевод, но и накопление индивидуального багажа переводческих соответствий, который рекомендуется оформлять в виде словаря.

Самостоятельная работа включает также подготовку к участию в интерактивных формах работы.

**Интерактивные формы** занятий (переводческие обзоры прессы, новостные доклады, пресс-конференции, интервью) позволяют реализовать приобретенные навыки в условиях, приближенных к профессиональным. Интерактивные формы ведения занятий также проверяют навыки устного перевода. Таким образом, проверка навыков перевода происходит в условно-речевых ситуациях, имитирующих переводческую деятельность.

Интерактивные формы работы на занятиях по переводу в СМИ.

1. *Новостная программа.* Составьте новостную программу и представьте на занятии. Требования к новостной программе: 5–6 новостных сообщений, которые излагаются сначала в виде хроники, затем представляются в виде коротких репортажей. Общее время звучания – 4–5 мин., темп речи – беглый. Перед новостной программой необходимо представить группе 8–10 слов и словосочетаний по теме новостного сообщения. Само сообщение необходимо излагать в быстром темпе, без фонетических, грамматических и лексических ошибок. Группа прослушивает новостное сообщение и выполняет реферативный перевод. Возможные темы новостных сообщений:

- Home News
- Russia News
- Political News
- Global Economy News
- Terrorism News Reports
- Conflicts, Wars News Reports
- Elections News
- Un News
- Violation Of Human Rights News
- International News

2. *Переводческие обзоры иностранной прессы.* Студенты проводят обзор текущей прессы (текущая неделя) по определенной тематике и готовят обзор в форме 4–5 аннотаций и краткого информационного сообщения.

Форма аннотации:

- Название статьи / репортажа.
- Автор статьи.
- Издание, дата издания, рубрика, в которой содержится статья.

- Краткое изложение статьи в объеме 2-4 предложений.
- Краткое информационное сообщение обобщает события по избранной тематике обзора и строится в форме аналитической статьи объемом 2500-3500 печ.зн.

3. *Ролевые игры с переводческими ролями.* Задание ролевой игры: выступите в роли переводчика участников круглого стола, ток-шоу, интервью, пресс-конференции.

Возможные ситуации для ролевых игр:

- Журналист британского издания “Guardian” берет интервью у министра иностранных дел России об актуальных вопросах современной международной политики. Назначаются два переводчика – для перевода вопросов журналиста с английского языка на русский и с русского языка на английский.
- Участники круглого стола (министр экономики РФ, министр экономики США, министр экономики Японии, ведущий журналист) обсуждают вопросы современной глобальной экономики на английском языке. Каждому из участников назначается переводчик с английского языка на русский.
- Пресс-конференция по вопросам использования новых технологий. Участники пресс-конференции – представители компаний Sony, Apple, Textet обсуждают использование новых технологий в сфере мобильной связи и отвечают на вопросы ведущих научных и технических журналов Discovery, Science today, Popular Mechanics. Каждому выступающему назначается переводчик с английского на русский.
- Участники ток-шоу (ведущий журналист, чемпионы мира по легкой атлетике, спортивные тренеры, представители спортивных организаций России и европейских стран) обсуждают проблему допинга в современном спорте. Участники говорят на русском и английском языках, каждому из участников назначается переводчик.

Общее время звучания – примерно 15-20 мин. Темп речи – быстрый.

4. *Новостная лента.* Создание новостной ленты английским языком по тематике «Российские новости» в виде интернет-ресурса (сайт бесплатного ресурса, например, UCOS).

5. *Проектная работа.* Пресс-конференция по вопросу современной международной политики.

Этапы проекта:

- Назначение участников и ответственных проекта.
- Сбор информации для тематики пресс-конференции.
- Назначение тематики пресс-конференции.
- Определение круга вопросов для обсуждения на пресс-конференции.
- Определение ролей пресс-конференции.
- Определение переводчиков.

Представление пресс-конференции в виде полилога с устным последовательным переводом (длительность звучания – 20–30 мин., темп речи – беглый).

Оценка учебной деятельности студента осуществляется **по балльно-рейтинговой системе**, которая учитывает следующие формы работы:

- выполнение практических учебных заданий на занятии,
- выполнение индивидуальных домашних заданий,
- участие в интерактивных формах работы,
- выполнение контрольных переводов,
- выполнение зачетного перевода.

Основными результатами всех форм работы являются письменный и устный переводы, которые оцениваются по следующим критериям:

#### ***Критерии оценки письменного перевода текстов СМИ***

1. ***Полнота передачи содержания исходного текста.*** *Мах.* 2. 2 балла – студентом адекватно передано 80-100% общего количества фактов, содержащихся в исходном тексте, на языке перевода. 1 балл студентом адекватно передано 50-80% общего количества фактов, содержащихся в исходном тексте, на языке перевода. 0 баллов – студентом передано менее 50% общего количества фактов, содержащихся в исходном тексте на языке перевода.

2. ***Точность перевода.*** *Мах.* 2. 2 балла – переводчик не допускает никаких добавлений или опущений значимой информации, или допускает незначительные изменения; 1 балл – переводчик допускает

некоторое количество добавлений или опущений значимой информации; 0 баллов – смысл исходного высказывания искажен в связи с добавлением или опущением значимой информации, что препятствует достижению коммуникативной цели;

**3. Лексическая правильность. Мах. 2.** 2 балла – студентом соблюдены все лексические нормы переводящего языка, допущено не более 3-х ошибок в нарушение данных норм. 1 балл – студентом соблюдены основные лексические нормы переводящего языка, допущено 4-5 ошибок в нарушение данных норм. 0 баллов – студентом нарушено большинство лексических стилистических норм переводящего языка, допущено 6 и более ошибок в нарушение данных норм.

**4. Грамматическая правильность. мах. 2.** 2 балла – студентом соблюдены все грамматические нормы переводящего языка, допущено не более 3-х ошибок в нарушение данных норм. 1 балл – студентом соблюдены основные грамматические нормы переводящего языка, допущено 4-5 ошибок в нарушение данных норм. 0 баллов – студентом нарушено большинство грамматических норм переводящего языка, допущено 6 и более ошибок в нарушение данных норм.

**5. Стилистическая адекватность перевода. Мах. 2.** 2 балла – студентом соблюдены все стилистические нормы переводящего языка, допущено не более 3-х ошибок в нарушение данных норм. 1 балл – студентом соблюдены основные стилистические нормы переводящего языка, допущено 4-5 ошибок в нарушение данных норм. 0 баллов – студентом нарушено большинство стилистических норм переводящего языка, допущено 6 и более ошибок в нарушение данных норм. **Итого – 10.**

### ***Критерии оценки качества устного перевода текстов СМИ***

**1. Полнота передачи содержания исходного текста. Мах. 2.** 2 балла – студентом адекватно передано 80-100% общего количества фактов, содержащихся в исходном высказывании на языке перевода. 1 балл студентом адекватно передано 50-80% общего количества фактов, содержащихся в исходном высказывании на языке перевода. 0 баллов – студентом передано менее 50% общего количества фактов, содержащихся в исходном высказывании на языке перевода.

**2. Точность перевода. Мах. 2.** 2 балла – присутствуют все смысловые блоки исходного высказывания, переводчик не допускает ни-

каких добавлений или опущений значимой информации, или допускает незначительные изменения; 1 балл – отсутствуют отдельные смысловые блоки исходного высказывания; переводчик допускает некоторое количество добавлений или опущений значимой информации; 0 баллов – смысл исходного высказывания искажен в связи с добавлением или опущением значимой информации, что препятствует достижению коммуникативной цели.

**3. Точность передачи числовой и буквенной прецизионной информации. max. 2.** 2 балла – студентом адекватно передано 80-100% общего количества единиц прецизионной информации, содержащихся в исходном высказывании на языке перевода. 1 балл студентом адекватно передано 50-80% общего количества единиц прецизионной информации, содержащихся в исходном высказывании на языке перевода. 0 баллов – студентом передано менее 50% общего количества единиц прецизионной информации, содержащихся в исходном высказывании на языке перевода.

**4. Соблюдение переводчиком временных параметров перевода и норм линейности речи. Max.2.** 2 балла – переводчик в основном соблюдает временные параметры перевода и нормы линейности речи, допускает некоторое количество пауз (не более 3 секунд), нарушает только отдельные требования, предъявляемые к громкости, четкости или темпу речи. 1 балл – переводчик нарушает основные временные параметры перевода и нормы линейности речи, допускает большие (до 7 секунд) паузы в речи, использует чрезмерное количество слов-заполнителей пауз, неоправданные жесты и мимику, значительно нарушает требования к речи (кричит или говорит очень тихо и невнятно); высказывание на языке перевода отличается по продолжительности от высказывания на языке оригинала – 4 б.; 0 баллов – переводчик нарушает большую часть временных параметров перевода и норм линейности речи, допускает чрезмерно длительные (более 7 секунд) паузы в речи, высказывание на языке перевода значительно отличается по продолжительности от высказывания на языке оригинала. **Итого 8.**

Зачет выставляется при получении 60% от максимального количества набранных баллов.

Оценка работы студента проводится на каждом занятии при выполнении учебных заданий, после выполнения каждого контрольного перевода и в ходе промежуточной аттестации. Аттестационная оценка в формах «1», «2», «0» выставляется по результатам выполнения учебных заданий и выполнения контрольных переводов согласно рабочей программе дисциплины «Перевод в СМИ». Оценка промежуточной аттестации «1» выставляется при условии, что студентом набрано 26-30% максимального количества баллов семестра, «2» – 21-25%, «0» – менее 20 %. Оценка за зачет выставляется при наборе не менее 60% баллов семестра.

### **Содержание разделов дисциплины «Перевод в СМИ»**

**1. Специфика перевода различных жанров СМИ.** Перевод новостной хроники, короткого репортажа, интервью, тематической статьи, эссе, статей по политической, экономической, спортивной тематике, тематике шоу-бизнеса. Перевод малоформатных текстов СМИ (объявлений, рекламы, карикатур) с русского языка на английский и с английского языка на русский.

**2. Различные виды компрессии информации при переводе текстов СМИ.** Выделение основной и второстепенной информации. Фактологические, аналитические и художественно-публицистические тексты СМИ. Реферирование, аннотирование, переводческие обзоры.

**3. Лексические трудности перевода текстов СМИ.** Перевод имен собственных, аббревиатур, средств выразительности, клише по тематике: *TERRORISM, CONFLICTS, WARS, ELECTIONS INTERNATIONAL ORGANISATIONS GLOBALISATION, HUMAN RIGHTS, INTERNATIONAL CONTACTS*. Перевод экономической, политической, спортивной лексики.

**4. Грамматические трудности перевода текстов СМИ.** Способы перевода средства создания безличности, форм страдательного залога, неличных форм глагола и конструкций с ними, отражение в переводе семантики артикля и эллиптических конструкций.

**5. Устный перевод в сфере СМИ.** Последовательный, абзацно-фразовый перевод. Реферативный перевод. Перевод новостных теле- и радиопрограмм, интервью, пресс-конференций, ток-шоу, публичных выступлений, обзоров фильмов, рекламы. Сохранение прецизионной лексики в устном переводе

## ■ Unit 1

### SHORT NEWS TRANSLATION

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#### Recommendations for study

**Topic:** Short news.

**Objective:** to acquire practical skills in translating short news.

Unit 1 PLAN:

1. Stages of translating mass media texts.
2. Short news and its specific features.
3. Names of the countries and their capitals.
4. Proper names in Mass Media.
5. Names of geographical locations in mass media.
6. Translation of grammatical phenomena of Mass Media: Passive Voice.
7. Translation of newspaper chronicle from Russian into English with the translational analysis.
8. Translation of TV chronicle from Russian into English with the translational analysis.

#### **Knowledge:**

- Learn how to translate the chronicle text, how information is displayed in it.
- Revise the rules of translating proper names.
- Revise the rules of translating names of the countries and their capitals.
- Revise the rules of translating names of cities in English language.
- Learn the rules of registration of geographical names more in detail on a site of a geographical society.
- Learn the stages of translating mass media texts.

#### **Skills:**

- Practice translating Passive Voice forms.
- Practice translating the text of short news from Russian on English with the translational analysis.
- Practice organizing time of your translation
- Practice analyzing the text before translation and after it.
- Practice editing your translation.
- Practice translating news chronicle orally from English into Russian.
- Practice translating news chronicle orally from English into Russian.



### **Recommendations:**

Translating short news demands special attention to informative structure of this text. Study theory in “**Stages of translating mass media texts**”.

Problematic units are proper names: names of persons, names of countries, their capitals, cities, geographical locations. Practice them in lexical translation exercises **1-7 of Unit 1**.

Use tables of proper names in Supplement of this textbook.

In grammatical sphere it is necessary to focus on Passive voice. Practice translating these constructions in grammar translation exercises **1, 2 of Unit 1**.

Practice translating short news from English into Russian in Class.

Take part in interactive work: prepare news report in form of short news to miscellaneous topics, present it in class.

For **independent study** review theoretical material, answer questions on theory, practice written translation of short news from Russian into English, oral translation of short TV news from Russian into English, from English into Russian.



### **Stages of translating mass media texts**

While translating texts of mass-media it is important to determine effectively the time for performance of translation or in preparation of news messages time at the translator, as a rule, is limited. To translate the text of mass-media, it is necessary to conduct first of all the translational analysis of the text.

It is necessary to understand all information coded in the text at a level of direct and indirect values. At a stage of philological reading the translator performs preliminary analysis of lexical and phraseological units (idioms, clichés, complex terms and names), predicts translational decisions.

Further it is necessary for translator to define a genre of the text and to reveal nonverbal elements for definition of possible structural restrictions. For example, while translating the Internet-text of mass-media it is necessary to consider volume of the place allocated for the text, that frequently demands a compression of a translation material.

It is necessary to discover problematic units of translation and find equivalents:

- At the lexical level – stylistically marked groups of lexicon, terms and term groups, words with indirect or multilayered semantics, proper names, units of measure, words with a cultural component of semantics;
- At the grammatical level – complex syntactic structures, Passive Voice, article, auxiliary words;
- At the stylistic level – lexical, syntactic and phonetic devices.

In some cases it is desirable to make a glossary of terms, abbreviations etc., that will allow to keep uniformity of translational decisions in all translation text.

Also it is necessary to define, whether pragmatical adaptation is necessary.

It is necessary to allocate separate time for search of the creative decision for units causing special difficulty in translation (neologisms, word-play, etc.).

After the draft variant of translation is ready it is necessary to edit it. During editing following parameters are considered:

1. Equality of volume of the text of the original and translation.
2. Correspondence of paragraph constructions of the original and translation.
3. The Parity of formal structure of the original and translation.
4. Completeness of translation, including presence of all necessary graphic representations and tables in the text.
5. Correct translation of terminology (equivalency and adequacy of translation).
6. Whether the precise information is translated correctly, namely:
  - Symbols, units of measure, figures, the conventional signs designating the name of foreign monetary units (\$ are replaced with words of “US dollars”), are broken multiple-valued numbers into three-value groups – 164 842 in Russia; 844,346,218 in the USA, Great Britain;
  - Proper names and names of foreign firms, companies, joint-stock companies, corporations, company names of machines, devices, various chemical substances, products, materials, names of foreign establishments and the organizations, place names, names of trades, posts, academic statuses, titles, etc.
  - Abbreviations and reductions.







7. Whether translation corresponds to grammatical norms of translating language (agreement, coordination, grammatical forms, etc.). Special attention should be given to word order.



8. Whether translation corresponds to norms of spelling and punctuation of translating language.

 **Read mass media text, analyze its specific features, translate into Russian**

Short news

	<p>Ecstasy deaths blamed on 'illogical drugs policy' Former government adviser Dr David Nutt says ban on MDMA has resulted in more dangerous drugs</p>
	<p>Tories attack Labor spending plans Two main parties come out fighting on day one of 2015 election campaign</p>
	<p>Boko Haram seizes military base Fleeing civilians say hundreds of insurgents overpower multinational military base in Baga on Nigerian border, and report many deaths</p>
	<p>US and Russia: threat of new rivalry Renewed fears of nuclear weapons after Washington threatens to retaliate for Russian development of new cruise missile Palace moves to quell Andrew claims</p>
	<p>Duke of York returns from holiday as royals' lawyers are said to be assessing legal position over underage sex allegations</p>

	<p>Oldham board discuss Evans move Oldham Athletic's board are to hold a conference call to discuss their strategy regarding the convicted rapist Ched Evans</p>
	<p>2014 'UK's hottest year on record' Provisional Met Office figures show 2014 was hottest since 1910, and fourth wettest on record</p>
	<p>Boy, six, survives parents' air crash Pilot Lewis Tonkinson and wife Sally killed when light aircraft crashed in woodland near Popham airfield in Hampshire</p>
	<p>Rice cakes kill nine in Japan Traditional consumption of difficult to swallow snack during New Year celebrations leaves 13 more people in serious condition</p>
	<p>Three held after body found at school Two men and one woman questioned after female victim thought to be in her early 20s is discovered by police officer in Shrewsbury</p>
	<p>The Isis propaganda war Isis is using techniques plundered from movies and video games to spread its message. Who is masterminding the operation?</p>
	<p>Watson's World Cup dream Bath's Anthony Watson, one of England's brightest prospects, is dreaming of the final in October, he tells <b>Donald McRae</b></p>

	<p>Anderson crowned world champion <b>Darts:</b> Gary Anderson collects first PDC World Championship title after thrilling win over 16-time champion Phil Taylor</p>
	<p>Children's book reviews: January Review the book you are currently reading with your child this month and we will choose the best for a gallery on the Guardian children's books site</p>

(<http://www.theguardian.com/society/2015/jan/05/superman-ecstasy-pill-death-result-uk-illogical-punitiv-drugs-policy> )

**Make exercises in translating proper names.**

**1. Listen to the names of the countries and their capitals, learn pronunciation:**

<http://www.youtube.com/watch?v=WVAHL5R3GI4#t=37>

**2. Translate names of cities into English:** Сухуми, Канберра, Вена, Баку, Луанда, Буэнос-Айрес, Ереван, Кабул, Нассау, Дакка, Брюссель, София, Уагадугу, Ватикан, Будапешт, Гонолулу, Джорджтаун, Гватемала, Конакри, Бисау, Берлин, Гонконг, Афины, Копенгаген, Джибути, Каир, Иерусалим, Нью-Дели, Джакарта, Амман, Багдад, Тегеран, Дублин, Мадрид, Рим, Найроби, Никосия, Гавана, Эль-Кувейт, Монако, Амстердам, Лима, Варшава, Вашингтон, Париж, Загреб, Берн, Стокгольм, Токио.

**3. Translate names of countries into English:**

Абхазия	Багамы	Великобритания	Дания
Австралия	Бангладеш	Венгрия	Джибути
Австрия	Барбадос	Венесуэла	Доминика
Азербайджан	Бахрейн	Вьетнам	Доминикана
Албания	Беларусь	Гайана	Египет
Алжир	Белиз	Гаити	Замбия
Ангола	Бельгия	Гамбия	Зимбабве
Андорра	Бенин	Гана	Израиль
Антигуа и Барбуда	Ботсвана	Гвинея-Бисау	Индонезия
Аргентина	Бразилия	Германия	Иордания
Армения	Бруней	Гондурас	Ирак
Аруба	Буркина Фасо	Гонконг	Иран
Афганистан	Бурунди	Греция	Ирландия
	Бутан	Грузия	Йемен

Камбоджа	Лаос	Намибия	Румыния
Камерун	Латвия	Науру	Северная Корея
Канада	Лесото	Непал	Сенегал
Канарские острова	Ливия	Нигерия	Сербия
Катар	Лихтенштейн	Нидерланды	Судан
Кения	Люксембург	Никарагуа	Тайвань
Кипр	Мавритания	Оман	Тайланд
Киргизия	Мадагаскар	Пакистан	Тунис
Китай	Мали	Палау	Турция
Колумбия	Маргиника	Панама	Уругвай
Коморы	Маршалловы острова	Папуа – Новая Гвинея	Финляндия
Конго	Мексика	Парагвай	Хорватия
Конго-Киншаса	Мозамбик	Перу	Чехия
Коста-Рика	Молдова	Польша	Швейцария
Куба	Монако	Португалия	Швеция
Кувейт	Монголия	Пуэрто-Рико	Южная Корея
			Япония

#### 4. Translate sentences with proper names from English into Russian:

*Example:*

*Netanyahu and Clinton in Extended Talks on Mideast.*

– Нетаньяху и Клинтон продолжили переговоры по Ближнему Востоку.

1. Obama backs Japan for U.N. Security Council.
2. As Prince William and his wife met with Canadian soldiers at Calgary Airport on Thursday, Catherine's flowing yellow Jenny Packham dress caught the breeze.
3. Terrence McNally's 1995 play, "Master Class," was inspired by the now legendary master classes that Maria Callas gave during the 1971-72 academic year at the Juilliard School.
4. The crowd threw flower petals as Prince Albert II of Monaco and Princess Charlene left the palace for the Sainte Devote Church after their wedding Mass.
5. And when the camera moved to the bride, Charlene Wittstock, you could see Giorgio Armani.
6. The light streaming in the windows at Miu Miu's show was unusual for fashion week, where venues are typically pitch black.
7. TOKYO — Toyota Motor announced a \$1.3 billion overhaul of its manufacturing operations in northeastern Japan on Wednesday, including the purchase of two listed units, in an attempt to improve efficiency and soften the effect of the strong yen.

8. «Investors Seek to Bite Into a Cheaper Apple» и «Apple Eyes Bigger Slice of Chinese Market».
9. Osama bin Laden, who was killed in Pakistan on Monday, was a son of the Saudi elite whose radical, violent campaign to recreate a seventh-century Muslim empire redefined the threat of terrorism for the 21st century.
10. «'King of Pop,' Dies of Apparent Heart Attack in L.A» – Michael Jackson, 50, died yesterday in Los Angeles as sensationally as he lived

**5. Translate sentences with proper names from Russian into English:**

*Example:*

*В Ираке американцы теряют больше, чем СССР в Афганистане.*

*In Iraq Americans lose more than USSR lost in Afghanistan.*

1. В минувшую субботу утром неизвестный автомобиль обстрелял отделение Индустриального банка в пригороде североиракского города Мосул.
2. Пермские партийцы пошли по стопам Брюсселя, Токио, Каира, Боготы... – выступили с антивоенной акцией «Ираку Акбар!».
3. Президентские выборы в Чечне должны пройти 5 сентября – в первое воскресенье месяца, сообщил в среду глава Центризбиркома России Александр Вешняков.
4. До этого назначения Рамзан Кадыров являлся членом Государственного совета Чечни от Гудермесского района, а также руководителем службы безопасности президента республики.
5. Парламент Литвы объявил импичмент президенту Роландасу Паксасу.
6. Теперь сейм должен принять еще ряд решений: доверить председателю сейма Артурасу Пауласкасу временное исполнение обязанностей президента, а одному из его заместителей – руководство работой сейма.
7. Кавказ – турецкий курорт? Хотя один из лидеров горских эмигрантов, Баммат, оживленно обсуждал в турецком генштабе будущую схему раздела СССР: Украина отходит Германии, Дальний Восток и Сибирь – Японии, Крым – Италии, Кавказ – Турции.

**6. Translate an extract from the instruction of registering geographical names from “National Geographic” into Russian, pay attention to proper names:**

National Geographic political maps use conventional names: Rome, Bombay, Danube, Falkland Islands.

When a name is jointly controlled by more than one country or is in international waters, the conventional name is given first with variants in parentheses: Mount Everest (Sagarmatha, Qomolangma), Sea of Japan (East Sea).

Capitalize a geographic element such as Bay, Street, Range, or Valley that is part of a place-name. Do not capitalize when it appears separately or in inverted order or when it is not part of the proper name: Massachusetts Avenue, the avenue; the Rocky Mountains, the mountains; Sahara desert (though preferable to use just Sahara); Tangier Island, the island of Tangier; Valley of Mexico, the Nile Valley, the valley of the Nile; Sierra Nevada mountains (though preferable to use just Sierra Nevada).


*Exceptions:* English Channel, the Channel; European continent, the Continent (for Europe only); Gulf of Mexico, the Gulf; Thames River or River Thames.

Place-names from foreign languages appear in roman: Montreal, Quebec, Istanbul. When a geographic term is part of the name, lowercase the geographic term. For example, Tian Shan means “Heavenly Mountains,” so lowercase “range” in: Tian Shan range.

Be careful in following the rules of capitalization like in the sentences: The United States is my home; the Netherlands was represented; the Golan Heights was taken by Israel in the Six Day War; the Rockies are good for climbing; the Hawaiian Islands attract many tourists.

(<http://stylemanual.ngs.org/home/P/place-names><http://stylemanual.ngs.org/home/P/place-names> )

**7. Прочитайте о правилах оформления географических имен подробнее на сайте географического общества: <http://stylemanual.ngs.org/home/P/place-names><http://stylemanual.ngs.org/home/P/place-names>**

 **Make exercises to translate grammatical phenomena, typical for Mass Media. – Passive voice.**

**1. Translate sentences, preferably choosing impersonal forms:**

1. Until 1966 the Morning Star was published, under the name of the Daily Worker. 2. The Morning Star was supported by its readers’



contributions. 3. It was once said that freedom is the recognition of necessity. 4. The legal status of the National areas is defined by the State Duma of the Russian Federation. 5. According to the Ministry of Foreign Economic Relations some 80 projects are at present being built in Russia by foreign workers. 6. Preparations for Russian-Chinese Summit were being guided by the principle of achieving the greatest possible results, said Russia's Foreign Minister. 7. Armenia's nuclear power station has been closed down and the one being built at Krasnodar has been stopped. 8. In Bulgaria maternity leave (отпуск по уходу за ребенком) can be taken under the same conditions by the father or even the grandmother of the baby if she is still employed. 9. The proposals to cut strategic arms by 50 percent and to eliminate chemical weapons had been widely discussed but were not being implemented. 10. China announced yesterday that a new law on demonstrations was being drafted and that the recent student protests in the capital would be discussed in parliament next month.

**2. Find constructions with passive voice, translate sentences into Russian.**

1. ... any classification should be conducted on the single methodological basis –
2. .... the level of it's organization is determined by the factors macro-and microenvironment –
3. a similar idea was included –
4. Cooperatives selling imported goods will now be forced to sell them at state prices. 10. Toxic algae (морские водоросли) was confirmed yesterday at 20 British reservoirs and lakes. Hundreds more are being tested.
5. Health Secretary yesterday spoke about new rules which will be imposed on general practitioners (врач терапевт) from next year.
6. In the opposition-ruled region officials said that a great number of government supporters had been detained by police.
7. motives of invest and savings ..... are defined both by the factors of microenvironment...-
8. Over 50 military ambulances (машина скорой помощи) were being deployed at police stations across London yesterday in readiness to cover accident and emergency calls overnight.

9. Positive action policies for women across the European Community are being taken up by trade unions and employers.
10. Risk of the investments in the manufacture, in its turn, is subdivided on
11. such approach the choice of a measure of the information is reduced to the choice of a measure of uncertainty –
12. The motives of invest and savings of the various participants of the economic relations are defined both by the factors of microenvironment
13. The problem is being aggravated –
14. Though there had been strikes in previous years, the press had not reported them because then strikes were considered a violation of work discipline or even political acts.
15. Two “violent “prisoners were being hunted yesterday after they had attacked police officers and escaped. The pair were being taken from Liverpool’s police station to Walton jail.
16. A great deal of media attention has recently been directed towards one-parent families.

## INTERACTIVE WORK

### NEWS REPORT.

Make a news report and present during the class. Requirements for news report: 5-6 news items which are presented in short form of 4-5 sentences to one event, in the form of short reports. General time of speech – 4-5 minutes, tempo of speech – fluent.

Before the news report it is necessary to present about 8-10 words and word-combinations on a theme of the news report to the group.

It is necessary to present the report in fast tempo, without phonetic, grammatical and lexical mistakes. The group listens to the news message and makes a translation review. Possible topics for news report:

- Home News
- Russia News
- Political News
- Global Economy News
- Terrorism News Reports
- Conflicts, Wars News Reports
- Elections News
- UN News

- Violation Of Human Rights News
- International News

### – INDEPENDENT WORK

#### Questions in theory

- What is important to determine while translating texts of mass-media?
- What is philological reading?
- What is included into preliminary analysis?
- of lexical and phraseological units (idioms, clichés, complex terms and names), predicts translational decisions.
- At what levels problematic units of translation are discovered?
- At what stage should you find equivalents for translation?
- What units of translation are considered at the lexical level?
- What units of translation are considered at the grammatical level?
- What units of translation are considered at the stylistic level?
- What is pragmatical adaptation?

 **Translate short news from English into Russian, perform translation analyses:**

• **Исландия планирует отозвать заявку на вступление в Евросоюз**

Как заявил в эфире местной радиостанции Vugljan премьер-министр Исландии Сигмундюр Давид Гюннлэйгссон, власти страны намерены отозвать свою заявку в ближайшее время. Однако точная дата, когда это может произойти, не называется.

• **Число жертв Эболы в 3 странах Западной Африки превысило 8 тыс. человек**

По данным ВОЗ на 5 января, число зараженных вирусом Эбола в трех странах Западной Африки составляет 20656 человек. В Сьерра-Леоне за последние три дня зафиксирован пик смертности от лихорадки.

• **Наследный принц: здоровье короля Саудовской Аравии не внушает опасений**

Монарх Абдалла бен Абдель Азиз Аль Сауд был в прошлую среду госпитализирован в одну из больниц Эр-Рияда для медицинского обследования, которое выявило у него пневмонию. Чтобы облегчить дыхание, врачи поставили ему трубку.

- **Вознаграждение в \$100 тыс. назначено за информацию о лидере талибов**

По словам представителя местных властей, власти провинции составили список из 615 разыскиваемых боевиков, установив определенный размер вознаграждения за информацию о каждом из них.

- **СБ ООН может провести встречу по Украине в январе, заявил президент СБ**

Литва и Великобритания запросили, чтобы эта тема была внесена, сообщил Баррос Мелет на брифинге в понедельник.

- **В Литве предлагают прекратить вещание двух российских телеканалов**

Литовская комиссия по телевидению и радиовещанию не исключает, что ретрансляция телеканалов «РТР Планета» и «НТВ Мир» может быть остановлена на длительный срок.

- **Зайцев: «молодежка» РФ по хоккею напоминает команду образца 2011 года**

Российская команда под руководством Валерия Брагина вышла в финал МЧМ-2015, обыграв в полуфинале сборную Швеции (4:1). В ночь на вторник россияне разыграют золотые медали с хозяевами турнира канадцами.

- **Microsoft анонсировала смартфон за \$30, пишут СМИ**

Медленный интернет, небольшой дисплей, предустановленные Facebook и Twitter — Nokia 215 предназначен для тех, кто впервые хочет попробовать пользоваться мобильным интернетом и социальными сетями.

- **Все четыре звена сборной РФ могут забить в финале МЧМ по хоккею**

В понедельник утром российская команда вышла на утреннюю раскатку в преддверии финала, а канадцы отменили свое занятие. Финальный матч между сборными России и Канады начнется в 04:15 мск.

- **Светлов: ХК «Ак Барс» очень хорошо сыграл в обороне в матче с «Ладой»**

В понедельник «Лада» проиграла «Ак Барсу» в матче чемпионата КХЛ со счетом 0:3. По словам главного тренера тольяттинцев Сергея Светлова, он остался доволен игрой вратаря «Лады» Джеффа Гласса.

• **Роспотребнадзор: ситуация с транзитом через Белоруссию скоро изменится**

Российская сторона сталкивается с тем, что белорусские службы Таможенного союза, работающие на границе, не всегда срабатывают на отлично, заявил помощник руководителя ведомства Алексей Алексеенко.

• **Музейщики Крыма готовят аргументы по золоту скифов для суда Амстердама**

Первое слушание по делу о возвращении коллекции скифского золота из Нидерландов состоится 21 января. В конце ноября стало известно, что четыре крымских музея подали в суд Амстердама коллективный иск к музею Алларда Пирсона, в котором потребовали вернуть коллекцию скифского золота из Нидерландов в Крым.  
(*РИА Новосту <http://ria.ru/lenta/#ixzz3NyVGb7ei>*)

🔊 Listen to the latest short news on BBC, CNN, VOA sites (supplement), translate into Russian an extract of 5 minutes.

🔊 Listen to the latest short news on Vesti.ru, Newstube.ru, translate into English an extract of 5 minutes.

## ■ Unit 2

### NEWS REPORT

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#### Recommendations for study

**Topic:** News report.

**Objective:** to acquire practical skills in translating news report.

Unit 2 PLAN

1. General classification and linguistic peculiarities of mass-media texts.
2. Abbreviations in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Impersonal means, substitution, anonymity.
4. Translation of news report from Russian into English with the translational analysis.
5. Translation of TV and radio news report from Russian into English with the translational analysis.

#### **Knowledge:**

- Learn how to translate the news report text, how information is displayed in it.
- Revise the rules of translating abbreviations.
- Learn the functions of impersonal “it” and “one” in Mass Media texts.
- Learn to Stages of analyzing composition and genre peculiarities of mass media texts.

#### **Skills:**

- Practice translating substitution, compression and impersonality forms.
- Practice translating the text of news report from Russian on English with the translational analysis.
- Practice analyzing Mass Media text before translation, determining genre peculiarities.
- Practice editing your translation
- Practice translating news reports orally from English into Russian.
- Practice translating news report orally from English into Russian.

### **Recommendations:**

Translating news reports presupposes attention to subdivision of information in this text into factological and analytical. Study theory in “**General classification and linguistic peculiarities of mass-media texts**”.

Problematic units are abbreviations: names of organizations, government bodies, documents. Practice them in lexical translation exercises **1-4 of Unit 2**.

Use tables of proper names in Supplement of this textbook.

In grammatical sphere it is necessary to focus on Passive voice. Practice translating these constructions in grammar translation exercises 1-3 of Unit 2.

Practice translating news reports from English into Russian in Class. Take part in interactive work: prepare news report in form of news program to miscellaneous topics, present it in class

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of news reports from Russian into English, oral translation of TV and radio news reports from Russian into English, from English into Russian.



### **General classification and linguistic peculiarities of mass-media texts**

Publicistic style possesses a number of specific features and at the same time includes features of both scientific, and art styles. It shows realization of two contradicting tendencies: tendencies to the standardization specific to strict styles, and tendencies to use expressiveness.

Publicistic style carries out the following functions:

Informative (the message on the facts and events);

Evaluating (giving not only the facts, but comment to them, their analysis and an estimation);

Cognitive-educational (transfers various cultural, historical, scientific information, promotes enrichment of knowledge of readers, listeners, spectators);

Function of influence (influence on opinions and behavior of people is obvious enough, especially during complex social periods, for example during general election of the head of state);

A variety of stylistic features and means is equally presented in genres of mass media. Some (popular scientific articles, reviews, interviews, etc.) aspire to give generalized statement and in character of speech and style it is close to scientific speech, but with obligatory expressive influence and a bright estimation, others (an essay, feuilletons) – are close to literary texts, however, more journalistic.

Mass media are subdivided into visual (periodicals), audio (radio), audiovisual (TV, documentary cinema). Despite all the difference between them, mass media are incorporated in homogeneous system of mass communication means owing to generality of functions and special structure of the communications.

Distinctions between mass media are based, first of all, on distinction of the sign systems used in them. In periodicals the system is presented double sign system: the written (printed) form + images (photos, figures, caricatures), and also, etc. Concerning radio probably we can speak about three-componential structure: oral speech + natural sounds (noise) + music. In audiovisual mass media (TV, documentary cinema) it is possible to observe four-componential structure as a result of occurrence of such means as the “alive” image.

Basic groups of genres of mass-media:

Information (the note, the message, the message);

Analytical (item, the review, the review of press, the letter);

Is literary-publicistic (an essay, the feuilleton, the review).

The separate place among these genres is taken by genres of PR-texts to which the following concern: the press release, the invitation, a leaf of questions-answers, the fact-leaf, the biography, application.

Newspaper messages, as a rule, are prepared and read quickly; therefore it is convenient to journalist and reader to use the same lexicon which gradually turns in newspaper clichés.

It is necessary to note frequent use of foreign words in newspaper lexicon also.

Among the loans used in language of the newspaper, it is possible to meet sets of translation loans. Among the loans used in newspapers, it is necessary to note the big percent of international words. As it is well known, international words are borrowed by several or many languages from one language. International words can play a double role in reading



the newspaper in foreign language. They can facilitate reading and understanding text considerably, but on the other hand they can mislead the reader by similarity as it is frequent that meanings of similar words in different languages do not coincide. Special difficulties in reading the newspaper are represented by polysemantic words.

One of characteristic features of newspaper language is the abundance of reductions and the reduced words which are especially frequent in headlines.

The adjective in English language is used, as a rule, before a noun which it defines and if it is used in a postposition, it aims at emphasis.

The frequent use of passive forms in newspaper texts shows that the agent of action is not known, or not important for the statement:

In newspapers the English infinitive often bears greater semantic function, carrying out a compressing role.

It is typical for mass media to use figurative meaning in: metaphors, metonymy, and personification. Here are examples of metaphors: Like a bolt from the blue – As a bolt from the blue. Personification: Disappear / vanish / melt into thin air – Has thawed as a snow in the spring.

Speech expressiveness is promoted by the use of phraseological units, aphorisms, proverbs and sayings. For example: They make a mountain out of a molehill in Parliament? – In parliament inflate from the fly of the elephant.

Mass media is a special type of the communications which can be characterized as distant means of interaction of a collective subject (it are meant not only the co-authorship, but also, for example, a common position of the newspaper, теле- or a radio channel) and the mass dispersed addressee.

It is necessary to note such feature of the communications in mass-media as its situational fixation and ability (in the certain limits) to cause change of situation.

 **Read mass media text, analyze its specific features,  
translate into Russian. News Report**

**1. JAPAN Will Pay Top Yen for Hot Air**

TEENS AND TWENTYSOME-things across Asia and Europe have long coveted authentic American garb, regardless of how worn, torn or downright gamey the clothing in question. But in the used-Nike department, things have gotten *way* out of hand: a pair of Air Jordan sneakers from 1985 to 1991 (when namesake Michael Jordan was at his hottest) now sells for \$200 and up in used-clothing stores in Japan and France. Most prized among aficionados are the rare navy-and-white or yellow-and-black models, which have fetched as much as \$2,000 a pair. “Those who are really crazy about Air Jordans even go for original shoe boxes,” says Toshihiro Tokita, a clerk at Tokyo’s White Head Eagle store.

**2. FOLKTALES Farm Terror**

TALES OF CHUPACABRAS — “the goatsucker” — are sweeping Spanish-speaking parts of south Florida. The nocturnal barnyard killer, which was first reported last year in Puerto Rico, is now being blamed for slaughtering goats and chickens in Miami. Described as a fanged “non-humanoid,” chupacabras looks nothing like a dog — the real culprit, says a local zoologist.

**3. PRODUCTS Sun Power**

CAMCORDER BUFFS, CELLular-phone users and owners of other devices that run on rechargeable batteries—such as laptops and portable televisions—can now use them almost anywhere without worrying about running out of power. Sun Cellular Products Co. of Bellaire, Texas, is marketing a portable re-charger that uses ordinary daylight or direct sun to keep a rechargeable device going. Each charger consists of a series of eight solar panels, less than one-sixteenth inch thick, arranged accordion style. Opened for charging, the panels measure three inches by eight inches. When folded, they can easily fit into a shirt pocket. “For the first time, the usability of rechargeables is not limited to the accessibility of a car or boat cigarette lighter,” says Jerry Finberg, president of SunCel. The panels can also be charged from a wall outlet, which the makers say takes approximately 90 minutes. Cost: \$129.

#### 4. Keeping Cool

WANT TO KEEP YOUR COOL while exercising at the gym, sunning on the beach or working on your car in the garage? To help you feel comfortable, Black & Decker is selling the SnakeFan, a small fan attached to a bendable, lightweight neck and base. Snake-Fan can be wound around the handlebars of a stationary bicycle, umbrella poles at the beach or the lamp on your desk. It is powered by two C batteries; a plug-in adapter is also available. Cost: \$30. MARK FRANKEL *and* JOHN WOJNO

#### 5. CD-ROM Jurassic Island

THE PREMISE OF X the CD-ROM game version of James Gurney's best-selling series of illustrated children's books, "Dinotopia" (\$50, Windows, 800-294-0022), is simple. You've been shipwrecked and cast ashore on a strange island in which humans and dinosaurs live together peacefully. Your mission: explore the landscape and find your missing sister. The interface is a bit clunky, but the beautiful Gurney-inspired illustrations and the game's gentle humanism make up for it.

#### 6. RELIGION New Hub

Scientology's Web site (<http://www.scientology.org>), which opened this week, proves that devotees of L. Ron Hubbard's religion are, well, devoted. The sprawling site was created by 100 members, some of whom trekked to California to do the job, and contains 30,000 screens—from the group's history to virtual

#### 7. ON-LINE Rotisserie Nirvana

JUST IN TIME FOR SPRING training, rotisserie baseball has hit the World Wide Web. In rotisserie, fans pretend to be owner, general manager and manager all at once. Keeping track of player statistics turns normally mild-mannered types into raving statistics junkies, desperate to know Brent Gates's average after the All-Star Game. One site offering balm for the afflicted is RoBO, set up by Health Data Services (<http://www.infinite.net/robo/>). It provides not only tons of data but a matchmaking service for players in search of a league. It also has links to other sites like Patton \$, which sells software to manage your draft from the laptop. Fantasy dweebs will also devour Peter Kreutzer's daily rotisserie column on ESPNET ([www.sportszone.com/mlb](http://www.sportszone.com/mlb))—inside tips straight from the Grapefruit League. Web-challenged rotissarians are doomed.

## 8. INTERNET Find Me

PC-METER'S NEW SUR-vey shows that three of the five most visited Web sites are search engines, those handy software programs that hunt down data. If that's true, e-net has built the Next Big Thing. Search.com (<http://www.search.com>) debuts this week as a clearinghouse for 250 top engines. Users can customize an Internet search in seconds. A search on the "Finance" page turns up sites about stock value, ticker symbols and much more for any publicly traded company. Information democracy may be here at last.

## 9. TECHNOLOGY Making Faces

FUMIO HARA DIDN'T have an application in mind when he started building his Face Robot. Now that it's done, doctors think robots like it could someday assist medical therapists in helping mentally damaged patients recover emotional responses. Hara, of Science University of Tokyo, spent three years and about \$95,000 perfecting the machine, which uses silicone for skin and computer-controlled aluminum pistons to control facial movement. The robot "sees" through tiny cameras behind its eyeballs and can immediately mimic human expressions like happiness, sadness, anger—and many nuances in between.

(Newsweek, 2009, 12)

### **Make exercises in translating Mass media abbreviations**

1. Comment on the method of translating popular abbreviations, used in Russian Mass Media texts:

- РАН (Российская Академия Наук) – RSA (Russian Academy of Science)
- ГАОУ (Государственное Автономное Образовательное Учреждение) – State autonomous educational institution
- ДОУ (Дошкольное общеобразовательное учреждение) – Preschool educational institution
- ИП (Индивидуальный предприниматель) – SP (Sole Proprietor – амер.вариант)/ST (Sole Trader – англ.вариант)
- ИФНС (Инспекция Федеральной Налоговой Службы) – IFTS (Inspectorate of the Federal Tax Service)
- р/с (Расчётный счет (или р/с, в значении «текущего счета») – Current account (Британия)/Checking account (США)

- ГРН (Государственный Регистрационный Номер) – SRN (State registration number)
- ЗАО (Закрытое акционерное общество) – CJSC (Closed Joint-Stock Company)
- ОАО (Открытое Акционерное Общество) – OJSC (Open Joint-Stock Company)
- ОГРН (Основной Государственный Регистрационный Номер) – PSRN (Primary State Registration Number)
- РКЦ (Расчетно-Кассовый Центр) – PPC (Payment-Processing Center)
- ФГУП (Федеральное Государственное Унитарное Предприятие) – FSUE (Federal State Unitary Enterprise)

2. Offer variants of translation for popular abbreviations:

Exam (examination), Fridge (refrigerator), Info (Information), BBC (the British Broadcasting Corporation), CNN (Cable News Network), MTV (Music Television), the UK (the United Kingdom), the USA (the United States of America), UNESCO (United Nations Educational, Scientific and Cultural Organization), NATO (North Atlantic Treaty-Organization), Mr, Ms, Dr, St, etc, e.g.


3. Translate sentences with abbreviations from the article «Eurozone economy slows further» into Russian:

1. The eurozone economy saw anaemic growth in December and suffered its worst quarter for more than a year, a survey has indicated.
2. The closely watched composite purchasing managers' index (PMI) for December fell to 51.4 from an earlier estimate of 51.7.
3. The eurozone economy has seen 18 months of continuous, albeit weak growth.
4. The fear of deflation led the European Central Bank (ECB) to lower interest rates to 0.05% and begin an asset purchase programme to inject cash into the economy in August.
5. However, the ECB has resisted taking the same action as central banks in the US, UK and Japan by buying government debt.
6. Chris Williamson, chief economist at Markit, said the weakness of the latest PMI surveys would “add to calls for more aggressive central bank stimulus, including full-scale quantitative easing, to be undertaken as soon as possible”.

7. Greek anti-austerity party Syriza is leading in opinion polls and has pledged to renegotiate the terms of Greece's €240bn bailout from the European Union and IMF.

4. Offer your translation of headlines with abbreviations, used for word-play, into English:

- БАМкротство.
- ВОЗражения против табака.
- Как объЕГЭрить государство.
- Торговцев ждет сущий МКАД (Владельцев торговых комплексов на кольцевой магистрали обяжут строить нормальные съезды и выезды).
- Ни ФИФА себе.
- НИИ какого здравоохранения.
- Не НАТО обманывать.
- ООН мятежный просит дури (Глобальная комиссия ООН рекомендовала мировому сообществу легализовать так называемые легкие наркотики).

 **Make exercises to translate grammatical phenomena, typical for Mass Media.- Means of impersonality and compression**

**1. Determine the function of the pronoun “it” and a substitute word “one”, translate sentences into Russian:**

1. In a letter to the North Korean foreign minister the Commission made it clear *it* hoped “to follow up the issues that we raised in our discussions”.
2. This organization remains a decisive guarantee of its member-states’ sovereignty and security. It makes an important contribution to preserving stability in Europe and the world
3. It was Russia which made the first step towards the establishment of confidence among nations.
4. Diplomats say Morocco may now be ready for a negotiated solution but has yet to realize this would mean big compromises.
5. It was the Western allies, the US, Britain and France which divided Germany.
6. In Russia Chernobyl has changed the people’s attitudes. There is a pre-Chernobyl era and a post-Chernobyl one.
7. Overpopulation is Japan’s most serious problem and the one that is least discussed.

8. The American economy has become not only gigantic in size, but also one with high-quality indices.

**2. Translate sentences into Russian, focus on means of impersonality:**

1. Outlining his country's strategy Moldova's president dismissed any thought that Moldova might one day seek to join NATO. "It will remain neutral", he said.
2. Russia's spokesman said yesterday that Moscow had received an interesting proposal and was ready to discuss it.
3. It is there, inside Israel's self-declared "security zone", five miles from the Israeli border, that the 600-strong Norwegian force has its headquarters.
4. He said it was clear that both the Eritrean People's Liberation Front and the Ethiopian Government want an end to the 28-year conflict.
5. One can't underestimate (недооценивать) the importance of our cooperation with the West if we want to take our economy to a new higher level.
6. The organization's commander-in-chief has urged the transformation of this alliance from a military-political grouping to a political-military one.
7. "Don't think this is the end of the US Marines because they are receiving a different type of resistance to the one they expected", he said.
8. He emphasized one thing – the UN should take control of Iraq after the war.

**3. Translate Russian impersonal sentences from sports news into English. Remember about the difference in means of impersonality and compression in Russian and English languages.**

1. А как сейчас форму поддерживаете?
2. Что почувствовали, когда увидели, как на лед градом летят кепки?
3. Разочарованы, что вас не было на поле?
4. Но ходили сюда семьями.
5. Даже о ничьей в одном из этих матчей не могло идти и речи.
6. А пока придется поездить в Химки
7. Впрочем, не совсем ясно, что в данном случае «вообще», а что – «в частности».
8. И радостно за «Локомотив».
9. Но надо же когда-то начинать!
10. Хотят играть и побеждать.

11. Представить себе, что Константин Бесков мог работать в «Спартак» 12 лет кряду.
12. Хочется верить.

### **INTERACTIVE WORK** **NEWS REPORT**

Make a news report and present during the class. Requirements for news report: 5-6 news items which are presented in the form of short news reports. Approximate time of speech – 4–5 minutes, tempo of speech – fluent.

Before the news report it is necessary to present about 8-10 words and word-combinations on the theme of the news report to the group.

It is necessary to present the report in fast tempo, without phonetic, grammatical and lexical mistakes.

The group listens to the news message and makes a translation review.  
Possible topics for news report:

- Home News
- Russia News
- Political News
- Global Economy News
- Terrorism News Reports
- Conflicts, Wars News Reports
- Elections News
- Un News
- Violation Of Human Rights News
- International News

### **INDEPENDENT WORK**

#### **Questions in theory**

- What are publicistic style specific features?
- What are publicistic style functions ?
- In what way can you express informative function?
- In what way can you express evaluating function?
- In what way can you express educational function?
- Into what kinds is Mass Media subdivided?
- What is the basis of distinctions between mass media?



- What are three basic groups of genres of mass-media?
- What are peculiarities of newspaper messages?
- What is the role of international words?
- What are grammatical features of Mass Media texts?
- What are lexical features of Mass Media texts?
- What are stylistic features of Mass Media texts?
- What is situational fixation?

**✍ – Translate short news from English into Russian, perform translation analyses:**

**На поддержку ведущих университетов выделяют 12 миллиардов рублей**

Премьер-министр РФ Дмитрий Медведев подписал постановление о поддержке ведущих университетов России. Об этом сообщается в документе, опубликованном на официальном сайте правительства России во вторник, 6 января.

В федеральном бюджете на 2015-й предусмотрены бюджетные ассигнования на господдержку ведущих университетов в целях повышения их конкурентоспособности среди мировых научно-образовательных центров. В текущем году выделяют 12 миллиардов рублей, в 2016 и 2017-м — 12,5 и 13,1 миллиарда рублей.

Согласно тексту документа, постановление будет способствовать обеспечению к 2020 году вхождения не менее пяти российских вузов в первую сотню ведущих мировых университетов.

**Старт частной ракеты Falcon 9 к МКС отложили**

Старт ракеты-носителя Falcon 9 с космодрома на мысе Канаверал во Флориде отложен за 1 минуту 21 секунду до запуска. Причиной стали проблемы со второй ступенью. Об этом сообщается в Twitter НАСА.

Планировалось, что ракета-носитель доставит на Международную космическую станцию (МКС) грузовой космический корабль Dragon с двумя тоннами полезного груза: продовольствием, предметами гигиены и оборудованием для научных исследований, в том числе прибором для анализа аэрозолей в атмосфере Земли.

Это не первый перенос старта Falcon 9. Изначально пуск был назначен на 16 декабря 2014 года, потом перенесен на 19 декабря 2014-го.

### **Ученые посоветовали заматывать нос шарфом в холода**

Ученые из Йельского университета доказали, что укутывание носа шарфом в холода снижает риск простудных заболеваний. Об этом сообщает The Daily Telegraph.

Исследователи отмечают, что каждый пятый человек является носителем риновируса (это наиболее частая причина появления насморка и заболевания простудой), но иммунная система препятствует его распространению в организме. Ученые, однако, утверждают, что при охлаждении носа до пяти градусов по Цельсию иммунная система перестает сопротивляться вирусу.

Издание отмечает, что раньше было принято считать, что повышение числа простудных заболеваний связано с тем, что в холодную погоду люди находятся в теплых, плохо проветриваемых помещениях, из-за чего вирус быстрее распространяется.

### **По мемуарам бывшей подруги Олланда снимут фильм**

По книге журналистки Валери Триервейлер о жизни с президентом Франции Франсуа Олландом снимут фильм. Как сообщает The Independent, права на экранизацию мемуаров «Спасибо за этот момент» купила французский режиссер и, одновременно, близкая подруга Триервейлер Саида Джавад (Saida Jawad).

Дата начала съемок картины пока неизвестна.

Книга Триервейлер «Спасибо за этот момент» об отношениях с президентом Франции вышла в начале сентября 2014 года. Отмечалось, что за месяц с начала продаж мемуары принесли Триервейлер около 1,3 миллиона евро. На сегодняшний день книга переведена на 12 языков.

Триервейлер считалась первой леди Франции несмотря на то, что не состояла с президентом в официальном браке. Она сопровождала Олланда в зарубежных поездках и во время официальных мероприятий.

(<http://lenta.ru/news/2015/01/06/university/>)

🔊 Listen to the latest news reportson BBC, CNN, VOA sites (supplement), translate into Russian an extract of 7 minutes.

🔊 Listen to the latest news reports on Вести.ru, Newstube.ru, sites (supplement), translate into English an extract of 7 minutes.

## ■ Unit 3

### INTERVIEW

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#### **Recommendations for study**

**Topic:** Interview.

**Objective:** to acquire practical skills in translating interview.

Unit 3 PLAN

1. Difficulties in translating of mass-media texts.
2. Words and set expressions to the topic “**TERRORISM**” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Infinitive in different functions.
4. Translation of interviews Russian into English with the translational analysis.
5. Translation of TV and radio interviews from Russian into English with translation analysis.

#### **Knowledge:**

- Learn how to translate the interviews, make summary translation, how information is displayed in it.
- Revise the rules of translating cliches and topical vocabulary.
- Learn the functions of infinitive and ways of its translation in Mass Media texts.
- Learn the basics of summary translation of Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating non-finite forms of the verb.
- Practice making a summary translation.
- Practice translating interviews.
- Practice translating interviews orally from English into Russian.
- Practice translating interviews orally from English into Russian.

#### **Recommendations:**

Translating interviews demands knowledge about arrangement of information in this text. Study theory in “Problems of translating **mass-media texts**”.

Problematic units are units of topical vocabulary, particularly concerning problems of fighting terrorism. Practice them in lexical translation exercises **1-4 of Unit 3**.

Use tables of proper names in Supplement of this textbook.

In grammatical sphere it is necessary to focus on **Passive voice**. Practice translating these constructions in grammar translation exercises **1-3 of Unit 3**.

Practice translating interviews from English into Russian in Class.

Take part in interactive work: prepare interview to the topics, studied in units 1-3, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of interviews from Russian into English, oral translation of TV and radio interviews from Russian into English, from English into Russian.



### **Problems of translating mass-media texts**

As texts of mass communication can be both in written, and in oral form, translation in the sphere of mass-media can be performed in both forms as well.

Written translation of texts of mass-media includes:

- Internet translation;
- Translation of advertising;
- Translation of journalistic publications;
- Translation of TV, radio sources;

Oral translation in sphere of mass-media includes:

- Consecutive translation (the translator of press conferences, round tables);
- Simultaneous interpretation (immediate translation of TV and radio materials in live broadcast).

Written translation is demanded basically in journalistic and publicistic genres (where besides translation it is often necessary to make a summary). Besides the majority of license information materials (video, television program, documentary) is translated on the basis of transcripts, i.e. written variants of the text, recording and video).

Oral consecutive translation is often used in TV- and radio-interviews. If the material goes to on air, immediate translation is used, at first original

speech is broadcast loudly, then the words is muffled so audiences can hear translation clear enough. Sometimes the material goes on air in direct translation without editing.

The translator of texts in mass-media demands good knowledge of English language and language of mass-media, fast reaction, ingenuity, resourcefulness, erudition, good short-term memory (for names, figures, etc.) and knowledge of speech etiquette.

Knowledge of speech etiquette for the professional translator should mean not only the knowledge of how to speak, whom it is necessary to address, but also correct use of functional equivalents which correspond to various formulas of politeness and various speech clichés in foreign language.

 **1. Read mass media text, analyze its specific features, translate into Russian.**

**Interview**

**NEWSWEEK**

*A SUPERSTAR MEETS A RABBI*

ISRAEL PLAYED HOST THIS JULY TO AN unusual emissary: American basketball legend Kareem Abdul-Jabbar, the former Los Angeles Lakers superstar. Abdul-Jabbar was in Israel as spokesman for the Adidas Three on Three Streetball Challenge, an international youth-basketball tournament. But he took the opportunity while there to visit Israel's Ashkenazi Chief Rabbi, Yisrael Meir Lau, on behalf of a family friend who had helped liberate Lau from a German concentration camp in World War II while serving in the U.S. Army's all-black 761st Tank Battalion. The meeting helped serve Abdul-Jabbar's most passionate cause: promoting a greater appreciation of African-American history – a cause that led him to write the book “Black Profiles in Courage,” published last year. He spoke with NEWSWEEK's Mark Dennis in Tel Aviv last week. Excerpts:

DENNIS: What is your family's connection to Israel's Ashkenazi Chief Rabbi? ABDUL-JABBAR: My dad, a policeman, was the immediate supervisor of Leonard (Smitty) Smith, who helped liberate Buchenwald concentration camp, where Rabbi Lau was held. My dad and Smitty became friends, but we didn't know he was a war hero until much later. He's in a book, which is also a documentary, “Liberators: Fighting on Two

Fronts in World War II,” about the black soldiers’ experience in the war. The last time I saw Smitty, he said he had friends in Israel, and he asked me to visit the rabbi.

**How was your meeting with Rabbi Lau** – It was very emotional. He was the youngest Buchenwald survivor, only 7 years old. Because of that he became a poster boy of Hitler’s cruelty. He remembers the 761st and was very thankful. He said people can earn their place in eternity in one moment, and that’s what his liberators did.

– **How does this personal connection to the rabbi also reflect your own historical research and book?** – Most American-history books deal only with slavery and civil rights. I wanted to show there’s more to African-American history. He said people can earn their place in eternity in one moment, and that’s what his liberators did in World War II and other, more important role models than athletes and entertainers. I profiled Smitty’s unit in a section of my book on the history of blacks in the military. These guys were given hell. They trained in the South. Almost any white man in a position of authority [belittled] them. Even bus drivers. The morale officer of the 761st was [major-league baseball’s first black player,] Jackie Robinson. He refused to sit in the back of the bus, and only the commanding colonel stopped his court-martial. Lena Home was brought to entertain Italian and German POWs, but the black troopers couldn’t come in. She refused to play until they could. – **Did you work with any historians while researching the book?** – I did all my own research. I did it while still a player. I wasn’t a member of the disco set. Instead, I read.

– **This book reflects your frustration with America’s educational system. What are some of your criticisms?** – There never was a serious effort to educate black people in our country. And there’s still a [resistance] to educating blacks. When the Civil War ended, there were 4 million illiterate black field hands. Blacks have not been able to catch up to whites because of the burden of ignorance.

– **What’s the solution?** – Black parents must get involved in then-school districts. But we have one-parent homes where the parent has no education. If that situation is allowed to fester, we’ll have a problem. One thing I find appalling is that I watched the civil-rights movement get access to education for blacks. But many black kids today don’t care about education.

**As a practicing Muslim, how did it feel to attend Friday prayers at Islam’s third holiest site, Jerusalem’s Al Aqsa Mosque?** – My Arabic wasn’t

good enough to follow the entire sermon. The mufti quoted Ben Franklin and was exhorting America to live up to certain issues of justice that Ben Franklin pushed. I got mobbed outside Al Aqsa. People kissed me, had me kiss their kids. There were a few angry, politically motivated people who told me not to be used as a propaganda tool by Israel.

– **How do you react to that?** – Because of all the emotional baggage, it's easy to get the issues confused. I understand the need for Israel to exist. At the same time, Israel's existence has resulted in the disenfranchisement of the Palestinian population. I'm sure if a community of Jews was being treated like the Palestinians here, [Israel] would be up in arms.

– **How does your focus on education relate to basketball?** – [Coach] John Wooden was right when he said the most intelligent basketball players are also the most effective. Too many players come into the NBA who haven't been to college. There's a whole lot of immature people who are ignorant and come from a pampered existence. This is what has led to the decline in the playing level. They don't see education as being any use to them.

– **What about the allure of NBA money for the vast majority of basketball-playing kids who can't count on anything from the sport?** – It's like dangling a brass ring that nobody can really reach. (Newsweek, 2010, 15)

2. Translate interview from official site of Australian prime-minister Tony Abbot, Prime Minister Of Australia into Russian:

FIVE DOCK, SYDNEY, PRIME MINISTER THE HON TONY ABBOTT MP DOORSTOP INTERVIEW, SYDNEY 07 DECEMBER 2014 SUBJECTS: PAID PARENTAL LEAVE.

PRIME MINISTER: It's terrific to be here in Five Dock on a beautiful Sydney Sunday morning with Margie and Craig Laundry, the local member, and it was great to have the chance to sit down with some typical Australian families who are doing their best to juggle work and family life and child care. These are the sorts of struggles which millions of Australian families live with on a daily basis and it's important that government responds to them in their real life; responds to them and the daily circumstances that they face.

Now, as all of you know, I am very committed to a proper paid parental leave scheme – a paid parental leave scheme that pays women their real wage.

So, I see this as a holistic families' package that we will be presenting in the new year. I really do think it will be a holistic families' package.

We will still have parental leave based on a woman's real wage, it will still include super, it will still be funded by the 3000 largest companies in Australia, it will still particularly advantage small business that will for the first time have access to a universal parental leave scheme, but it will also support childcare too.

It's great when women make the choice to have children. It's great that their choices are empowered and I want women to have a real choice to have children and to stay in the workforce and that's what the Coalition is on about today.

QUESTION: *PM, with this revised PPL have you decided on a new threshold?*

PRIME MINISTER: I'm not going to get into the specifics today because my Ministers and I will be working on this over the summer break so that we do have something in the first half of the year to bring forward. Obviously, I've spent a lot of time listening – I listen to my colleagues, I listen to the community – and I think there is great support for a better paid parental leave scheme. I think that people really do want Australia to move into the modern era when it comes to a paid parental leave scheme that's based on people's wage rather than on welfare, but we also want more available and more affordable childcare and that's why better targeting the parental leave scheme will enable us to invest more in childcare and make it more available and more affordable.

QUESTION: *Is this new proposal, I guess, a concession that the original proposal was too generous?*

PRIME MINISTER: The original proposal was brought forward at a time when the Labor Party was promising us that we were going to be back in surplus. The Labor Party was promising us that we were going to be back in a strong surplus by now. Plainly, we're not back in a strong surplus; plainly, there is a big task of budget repair that is still ahead of us, even though we've made a good start. Now, the beauty of both parental leave and childcare is that these aren't just family policies, they're economic policies. These aren't just good for families and good for women, they're good for our economy, because if we can get more people in the prime of life working for a wage, we will boost our economy and that will be good for everyone.



QUESTION: *Is this a broken promise?*

PRIME MINISTER: Obviously, what we will do over the summer will involve some changes to the policy that we took to the election but sensible governments respond to the circumstances in which they find themselves. Sensible governments look at what's happening in the community, they look at what's happening in the economy and they respond and that's what this government will do.

QUESTION: *Just in clarification, is this going to be the new proposal that will be put to Parliament?*

PRIME MINISTER: Yes, that's correct. What we'll be doing is working on a restructured and better targeted parental leave scheme; we'll be working on putting more money in better ways into childcare. That's what we'll be working on over the summer and that will be going to Parliament in the New Year.

QUESTION: *PM, will you be looking at extending rebates when it comes to the childcare sector? Will nannies and grandparents be able to access these rebates?*

PRIME MINISTER: I'm very keen on looking at in-home care but again, I'm not going to get into the details today. What I'm indicating is that we are looking very carefully at the Productivity Commission report. It's a once in a generation study of childcare, it's a very, very detailed and complex report and we want to give it a long hard look. But we will restructure the parental leave policy that we took to the election, we will better target it so that there is more money to invest in childcare.

QUESTION: *Prime Minister, why are you announcing this without any details, especially when the Murray Report is out today? There's a lot on.*

PRIME MINISTER: There is a lot on but this is a very busy Government. We are a busy Government and every day we are focused on doing the right thing by the people of Australia. We inherited a mess, we're not letting the grass grow under our feet, we are getting on with doing the right thing by the people of Australia and we're more than capable of talking about two things at one time.

QUESTION: *With no detail it seems more like just an announceable kind of Kevin Rudd thing?*

PRIME MINISTER: I think the families of Australia, they want a better parental leave scheme and they also want better childcare and that's what they're going to get from this Government.

QUESTION: *Do you think you'll have trouble getting support for this proposal with the senators? Will you be working in conjunction with them to get this through?*

PRIME MINISTER: Yes, that's what we will be doing and as I said earlier, I've held out an olive branch to The Greens who have long supported a proper paid parental leave scheme. I have held out an olive branch to them. I've held out an olive branch to the Labor Party because the Labor Party say that they support good arrangements for women in the workforce. So, I'm ready to work with the Parliament to make this a reality and my message to everyone who supports a paid parental leave scheme is this is our time to get it right. This is our time to do the right thing by the families of Australia and to do it in a way which is fair, which is reasonable and which will particularly help small business.

QUESTION: *From that, can we suggest that it will be low to middle income families that will benefit and it won't be targeted towards women at the upper end of the income scale?*

PRIME MINISTER: Well, Michael, you're doing a manful job here trying to get me to go into details and speculate about details. It will be a better targeted scheme. The savings that we make in parental leave will be invested in childcare because they're both important. They are both very important to the families of Australia and I want to take a holistic approach to the families of Australia. Sitting down earlier this morning here with Craig and his constituents, plainly these young mums are interested in a proper paid parental leave scheme but once you've had a child, if you want to stay in the workforce you need childcare as well. That's why we will be on about both in the new year.

QUESTION: *What do your colleagues think about this? Are they happy?*

PRIME MINISTER: My colleagues want to do the right thing by the people of Australia and I think that my colleagues understand that we've got two challenges here – we've really got three challenges. The two challenges in respect of families are a proper paid parental leave scheme and a better childcare scheme and then we've got to do it in ways which are economically responsible and that's been the hallmark of this Government. We want to do everything in ways which are economically responsible because, in the end, it is a strong economy that will sustain all of the services and all of the benefits that people, like Australians, have a right to expect.

Thanks so much. [ends]

(<http://www.pm.gov.au/media/2014-12-07/doorstop-interview-sydney-0>)

**Make exercises in translating Mass media topical vocabulary to the topic: TERRORISM.**

1. Find translation equivalents to linguistic units, frequently used in articles about terrorism. If possible, offer numerous variants:

English equivalents	Russian equivalents
Hostage-taking; justice; in connection with; a prosecutor; on charges of; a rebel; to go/be on trial Jewish settlers; militants; to claim responsibility; injured; a suicide bombing; a refugee camp. To express confidence; to go beyond (the limit); to avoid casualties; contribution to; civilian; intelligence; a search and rescue mission.	Боевики, атака террориста-смертника, раненные еврейские поселенцы, взять ответственность за, лагерь беженцев. поисково-спасательная операция; выражать уверенность; вклад в; выходить за рамки; гражданский; избегать потерь (гибели); разведка. взятие заложников, предстать перед судом, обвинение, правосудие, прокурор

2. Translate news reports about terrorism into Russian, make a mini-dictionary of translation equivalents to these texts:

1.

Turkey Detains Dutch Journalist on Alleged Terror Propaganda  
ANKARA, Turkey – Jan 6, 2015, 10:12 AM ET  
By SUZAN FRASER Associated Press

Turkish police briefly detained a Dutch journalist for questioning Tuesday on suspicion that she engaged in propaganda on social media on behalf of autonomy-seeking Kurdish rebels, an official said.

Freelance journalist Frederike Geerdink was detained in the mainly Kurdish city of Diyarbakir where she is based, and questioned for several hours before being released, said Tahir Elci, who heads the lawyers association in the city. She was questioned for a series of postings on Twitter, Elci said.

Geerdink tweeted earlier that her house was searched by eight terrorism police and that she was being taken to a police station on charges of “propaganda for a terrorist organization.”

Geerdink, who reports mainly on Kurdish issues for Dutch and Turkish media, is the latest journalist to be detained in Turkey amid growing concerns about media freedoms in Turkey. Last week, a former television presenter was briefly detained for posting a tweet that suggested a cover-up of a government corruption scandal while police raided media outlets close to a U.S.-based Muslim cleric and detained journalists and TV producers, raising fears of a government crackdown on opposition.

Although the government has embarked on a peace process with the rebels belonging to the Kurdistan Workers' Party, or PKK, to try and end their 30-year conflict, the group is still considered a terrorist organization by Turkey and its Western allies. Several journalists, including foreigners, were arrested in the 1990s on charges of making PKK propaganda for their reports, but such arrests had become rare in more recent years.

News of Geerdink's detention came as President Recep Tayyip Erdogan renewed a claim that Turkish media were among the freest in the world, arguing that he was constantly being insulted by the press in Turkey.

Dutch Foreign Minister Bert Koenders, who is visiting Ankara, said via Twitter that he would raise Geerdink's detention during talks with his Turkish counterpart.

2.

Nigerian Defense Chief: Military Base in Hands of Extremists

ABUJA, Nigeria — Jan 6, 2015, 10:44 AM ET

By BASHIR ADIGUN Associated Press

Nigeria's chief of defense staff acknowledged Tuesday that the headquarters of a multinational military force on Nigeria's border with Chad has been seized by Islamic extremists.

Air Chief Marshal Alex Badeh told reporters that only Nigerian troops were at the key base at Baga, on the shores of Lake Chad, when insurgents attacked Saturday because Niger and Chad had earlier withdrawn their fighters from the base.

"Chad had people on their own side but I believe they have withdrawn. Niger had people with us. They too withdrew, and left Nigeria only at the Multinational Joint Task Force headquarters," Badeh said at a briefing after a security meeting with President Goodluck Jonathan.

He gave no reason for the withdrawal of the foreign troops from the base and denied rumors that Chad and Niger have withdrawn from the

Multinational Joint Task Force that includes Cameroon. The force was created a year ago by countries bordering Lake Chad to combat growing terrorism arms trafficking and cross-border attacks.

Badeh refused to say what happened during the attack, admitting only that there was one.

Witnesses said troops fought valiantly for several hours before running out of ammunition, when they fled alongside civilians. Asked if the military would retake the base, Badeh said “Why not?” but refused to say any more. I can’t give you exactly what is going to happen,” he said. Thousands of people have been killed and about 1.6 million driven from their homes in the 5-year-old Islamic uprising in Africa’s most populous nation and its biggest oil producer. (Associated Press writer Michelle Faul contributed to this report from Johannesburg.)

3.

Pakistan Approves Military Courts for Terrorism Cases

ISLAMABAD – Jan 6, 2015, 9:01 AM ET

By REBECCA SANTANA and ZARAR KHAN Associated Press

Pakistani lawmakers voted Tuesday to allow military courts to prosecute terrorism-related cases in the latest government effort to get tough on militancy in the wake of last month’s Taliban school massacre. The legislation passed both houses unanimously and now must be signed by the president. It will become effective immediately and will last for two years. Following the Dec. 16 attack that left 150 people dead? most of them students? the government has scrambled to find ways to combat widespread Islamic militancy. The prime minister lifted a death penalty moratorium and then announced a proposal to allow military officers to rule on civilian terrorism cases.

“Military courts come into force in war time, and we are at war,” said Interior Minister Chaudhry Nisar Ali Khan in an address to parliament Saturday defending the proposed changes. The government has sought to allay fears that the courts would be used to persecute political opponents or try non-terrorism related cases. Speaking to legislators Tuesday, Prime Minister Nawaz Sharif said the government would decide what cases will be heard in the military courts. He said many “hard-core terrorists” arrested during military operations and currently in internment centers would be tried in military courts.

Pakistan's overburdened legal system has often struggled to deal with terrorism cases. There is no protection for judges, witnesses and prosecutors. Police investigations are often flawed, and authorities complain that if they bring a case against a suspected militant it is often thrown out.

But little information has been released about exactly how the military courts would function and what civilian oversight they would have. Critics have questioned the wisdom of handing over so much responsibility to the military, and whether the government will do anything over the next two years to improve the civilian courts.

"The failings of the judiciary are many. However, military courts do not address any of them. Instead of empowering a weak judiciary to fairly convict terrorists, we replace them with military courts," wrote Lahore-based lawyer Saroop Ijaz in the English-language Express Tribune newspaper.

([http://hosted2.ap.org/WZAB/326a4f24e29c45eb90aac521dae42fa2/Article\\_2015-01-06-EU--Turkey-Journalist%20Detained/id-38ff63f09fc14d74b7a238cd02d010cc](http://hosted2.ap.org/WZAB/326a4f24e29c45eb90aac521dae42fa2/Article_2015-01-06-EU--Turkey-Journalist%20Detained/id-38ff63f09fc14d74b7a238cd02d010cc) )

3. Translate news reports about terrorism into English, make a mini-dictionary of translation equivalents to these texts:

**СПИСОК ЛИЦ, ПРИЧАСТНЫХ К ТЕРРОРИЗМУ, СОЗДАДУТ В БЕЛОРУССИИ**

МИНСК, 6 янв. — РИА Новости, Алексей Букчин. Совет министров Белоруссии издал постановление, согласно которому в республике будет создан список лиц, причастных к террористической деятельности.

В соответствии с документом, Комитет государственный безопасности Белоруссии будет осуществлять ведение «перечня лиц, участвующих в террористической деятельности, причастных к распространению оружия массового поражения либо находящихся под контролем таких лиц».

Включению в перечень подлежат организации, граждане Белоруссии, иностранные граждане, лица без гражданства, индивидуальные предприниматели, в отношении которых имеются сведения об их участии в террористической деятельности, причастности к распространению оружия массового поражения, отмечается в документе.

Перечень будет размещается на официальном сайте КГБ. Основаниями для включения организации, физического лица, индивидуального предпринимателя в перечень являются: вступившее в законную силу решение Верховного суда о признании организации террористической (экстремистской), запрещении ее деятельности и ликвидации; вступивший в законную силу приговор суда о признании физического лица виновным в совершении преступлений, связанных с террористической деятельностью.

## **НАК СООБЩАЕТ О ПРЕДОТВРАЩЕНИИ КРУПНОГО ТЕРАКТА В ДАГЕСТАНЕ**

Планировавшийся боевиками крупный террористический акт предотвращен в Дагестане, сообщает Национальный антитеррористический комитет (НАК).

«На окраине села Хучни Табасаранского района Дагестана в недостроенном частном доме было обнаружено СВУ (самодельное взрывное устройство) в виде 50-литровой бочки, заполненной большим количеством поражающих элементов – металлических строительных дюбелей, залитой монтажной пеной с выведенными наружу проводами. Прибывшими на место взрывотехниками республиканского УФСБ СВУ было своевременно обезврежено», – говорится в сообщении.

По данным НАК, мощность заряда составляла более 40 килограммов в тротиловом эквиваленте. «Образовалась крупная воронка, а шум взрыва был слышен на большом расстоянии», – отмечается в пресс-релизе.

«Тем самым был предотвращен планируемый бандподпольем крупный террористический акт», – говорится в сообщении.

Ранее МВД РФ сообщало, что из-за взрыва бомбы обрушились две стены здания, а в двух близлежащих домах были выбиты стекла.


## **ВЗРЫВ В ЦЕНТРЕ СТАМБУЛА УСТРОИЛА ТЕРРОРИСТКА-СМЕРТНИЦА**

Инцидент произошел на площади Султанахмет в историческом центре города. Агентство Рейтер со ссылкой на градоначальника передает, что женщина подорвалась внутри здания. По некоторым данным, она взорвала ручную гранату. Ранения при взрыве получили два полицейских, сама нападавшая погибла.

Как сообщается, войдя в участок, женщина по-английски заявила, что потеряла бумажник. Ее личность и национальная принадлежность устанавливаются.

На площади Султанахмет расположены многие туристические достопримечательности Стамбула, в частности — Голубая мечеть.

РИА Новости <http://ria.ru/world/20150106/1041572445.html>

 **Make exercises to translate grammatical phenomena, typical for Mass Media.- Infinitive.**

1. Determine the function of the infinitive, translate sentences into Russian:

1. The US and Germany are expected to grow strongly, while most advanced economies will make only little progress.
2. Even Nouriel Roubini, one of the few economists to have predicted the credit crunch and a notorious pessimist, spoke of a situation where “we have a glass that is half-empty and half-full”. But he and other speakers also warned of “potential negatives”.
3. Clearly, companies had not let the crisis go to waste and emerged leaner and more efficient.
4. No economy could truly afford that, Mr Zhu said. “We have to find a new model” and send this “clear message to the whole world”.
5. Efforts *to attract* investment by selling Ireland abroad also have a long history.
6. Military rule and disdain for human rights have supposedly made Nigeria a country *not to be visited*.
7. Peru plans *to raise* \$1 billion through bond sales and loans *to help* the country’s struggling companies restructure debt.
8. Britain had the most extensive network of double taxation agreements in the world *to protect* companies trading in Britain and other countries from paying tax twice over.
9. The said tax increases *to reduce* government borrowing would do little to help recession hit industry or reduce unemployment.



## 🗣️ INTERACTIVE WORK

### ROLE PLAY WITH TRANSLATIONAL ROLES.

The task of role play: act as a participant or a translator of the interview:

The journalist of the British edition “Guardian” takes interview from Minister for Foreign Affairs of Russia about pressing questions of a modern world policy. Two translators – for translating questions of the journalist and minister from English into Russian and from Russian on English are appointed.

General time of speech – approximately 10-12 minutes.

Tempo of speech – fluent.

## ✍️ – INDEPENDENT WORK

### 😊 Questions in theory

- What are kinds of translation in the sphere of mass-media?
- What does written translation of texts of mass-media include?
- Give examples of internet translation;
- Give examples of translation of advertising;
- Give examples of translation of journalistic publications;
- Give examples of translation of TV, radio sources;
- What does oral translation in sphere of mass-media include?
- What is the difference between consecutive translation and simultaneous interpretation?
- What is specific for translation of press conferences, round tables?
- What is specific for immediate translation of TV and radio materials in live broadcast?
- Where is written translation demanded more?
- How are license information materials (video, television program, documentary) translated?
- What does translator of texts in mass-media need?
- Why is speech etiquette important for professional translator?

✍ – Translate interview from English into Russian as a summary:

**Тема: «Мировой терроризм: можно ли договариваться с террористами?»**

Эхо Москвы

**Н. БОЛТЯНСКАЯ:** 20 часов 45 минут, вы слушаете «Эхо Москвы». У микрофона Нателла Болтянская. Программа «Ищем выход» сегодня выходит в форме телефонного радиомоста и обсуждаем мы единую даже уже не двух континентов проблему терроризма. В московской студии гости: доктор исторических наук, ведущий научный сотрудник Института Российской истории Олег Будницкий, и профессор Корнлского университета Питер Хофкаст. Кроме того, наши партнеры, наши коллеги в Нью-Йорке Михаил Бузукашвили журналист радио «Нью-Лайф» Михаил Бузукашвили, и я попрошу вас представить тех, кто в студии «Эхо Нью-Лайф»

**М.БУЗУКАШВИЛИ:** Добрый вечер, добрый вечер Москва. Итак, гости нашей студии, то есть не гости, а участники нашей беседы Александр Розбам вице-президент нашего радио «Новая жизнь». Александр Розбам, как журналист, столкнувшийся с этой проблемой терроризма, ну и как, он какое-то время жил в Израиле и вы знаете, что в Израиле, к сожалению, каждый житель так или иначе с этой проблемой имеет дело. И еще у нас в студии политолог Илья Левков он директор издательства «Либерти» – того самого издательства, которое много выпустило книг, в свое время знаменитых книг, которые были связаны и с русской культурой здесь, за рубежом и с политическими проблемами, которые при условиях тоталитаризма не освещались в Советском Союзе и находили выход отсюда. Илья Левков уже около пятидесяти лет живет в Соединенных Штатах Америки, и в Италии до этого жил и поэтому не будем очень строгими к этому его русским ударениям, скажем так.

**Н. БОЛТЯНСКАЯ:** И, наверное, мой первый вопрос будет такой вопрос ко всем, кто готов на него отвечать, все микрофоны включены. Все-таки, на ваш взгляд, терроризм, с проблемами которого сегодня цивилизованный мир сталкивается далеко не в шутку, это свидетельство, как любят говорить, молодости того или иного этноса, или это преступления, с которыми мы сталкиваемся и с которыми нам предстоит бороться? Кто начнет? Олег Витальевич.

**О. БУДНИЦКИЙ:** Терроризм появился не вчера, как я доказываю в своих работах, появился он примерно во второй половине XIX века и это неизбежный спутник развития цивилизации, к сожалению. Появление если говорить о технических формах, то речь идет о том, что появились средства передачи информации телеграф, появились, собственно говоря, и средства массовой информации и читатели в большом количестве просто динамит. Вот это все позволило терроризму стать терроризмом. И с тех пор, я бы сказал так, что происходят изменения скорее количественные, нежели качественные. Изменяется орудие, разумеется, меняется и мотивировка, и идеология и так далее. Но, в общем, терроризм, к сожалению, это старая болезнь, и мне кажется, что некоторый катастрофизм тем событиям, которые произошли вот сейчас в начале XXI века, этот катастрофизм общественное мнение придало отчасти потому, что действительно были использованы новые технические средства, и, во-вторых, в связи со слабым знакомством с историей.

**Н. БОЛТЯНСКАЯ:** Я бы попросила ту же самую тему прокомментировать Петера Хофкаста.

**П. ХОФКАСТ:** Я согласен с Олегом Будницким, я бы добавил еще две вещи, которые присутствуют при развитии современного терроризма, это, во-первых, что современный терроризм действует именно на современную свою политику. Не было такой вещи, как современного терроризма до появления политики средств массовой информации, то есть до массовой прессы. Так что часто эти террористы действуют именно на то, чтобы действовать на общественное мнение.

**Н. БОЛТЯНСКАЯ:** То есть жертвами террористических актов становятся так десятки и сотни, к сожалению, сегодня уже и тысячи. А с помощью средств массовой информации воздействие идет на миллионы. Вновь с нами Михаил Бузукашвили, Александр Розбам и Илья Левков в Нью-Йорке. Миша, попрошу теперь вас принять эстафету.

**И. ЛЕВКОВ:** Несомненно, что террорист может быть только человек радикального направления, и он может быть радикального направления только, если он идеологизирован до накала. И вот поэтому феномен, как таков не может быть исчерпан в одном веке. Вы, конечно, отлично помните и «народную волю» и Нечаева и все

эти бесконечные споры и сколько людей было убито. И на сколько теоретически, идеологически и интеллектуально вот эти споры были приняты различными движениями, включая в Индии, в Англии и в других странах.

**Н. БОЛТЯНСКАЯ:** Илья, позволю себе задать вопрос вам. Вот я уже задавала его нашим московским гостям. Вопрос такой. А Господа Бога с десятью египетскими казнями как считать террористом или нет?

**А. РОЗБАМ:** Вопрос, конечно, очень объемный и так как я вижу ответ на него, он немного двоякий, потому что я понимаю, что вопрос возник как бы неспроста, и сейчас особенно нам отсюда из Америки после теракта 11 сентября, и то, что мы видим ежедневно происходит в Израиле, нам, лично мне видится два вида терроризма. Первый вид терроризма это тот, к которому как раз относятся теракты 11 сентября, и ячейка Бен Ладана и те теракты, которые происходят сейчас в Израиле. Это терроризм, как орудие насаждения ислама во всем мире. То есть это исламские экстремисты пытаются таким образом к всемирному влиянию этой религии. И есть, конечно, терроризм, как вид борьбы за независимости каких-то определенных этнических групп. Вот так я вижу на сегодняшний день разделение этого понятия.

**Н. БОЛТЯНСКАЯ:** А кто финансирует терроризм?

**О. БУДНИЦКИЙ:** С моей точки зрения, это очень грубая ошибка.

**Н. БОЛТЯНСКАЯ:** Это мнение Олега Будницкого. Что думает Нью-Йорк на эту тему?

**И.ЛЕВКОВ:** Я хотел бы закончить мой ответ на хороший вопрос, который задала раньше Нателла это на счет тех десяти действий против фараонов, были ли они актом терроризма или нет. Несомненно, в своем роде это был ультиматум, который был дан, интересно, что он был дан ни для того, чтобы изменить что-нибудь политику и дерзать какую-нибудь политику, именно это был вопрос о свободе уйти всего-навсего. То поэтому это можно было бы назвать первое движение за национальную независимость. А если перейти к нашим дням, несомненно, мы возвращаемся к тому, что радикализм он и есть та подпорка, но она получает асимметрическое, вспомним что всего-навсего в «Народной воли» было пятьсот участ-

ников и из них только десять процентов, а именно 50 занимались терроризмом.

**М. БУЗУКАШВИЛИ:** Вопрос к Александру Розбаму. Александр, как вы считаете, это аналогия, связанная с возрастом христианства и ислама правомерна или нет?

**А. РОЗБАМ:** Я вот хотел бы немного пойти по другому направлению ответа на вопрос. Как раз один из наших собеседников в Москве упомянул о том, что он, вернее высказал свою мысль, что он не думает, что это повсеместно в исламском мире развивается терроризм и что это не такая глобальная опасность, что можно подумать вот, глядя на то, что происходит сегодня в мире. Упомяну о том, что действительно исламские общины очень состоятельны и очень образованные в большинстве своем. Я как раз хотел сказать о том, что если объединить всю информацию, которая поступает к нам из разных стран, из европейских развитых стран и в том числе здесь много информации мы имеем в Америке о том, как развиваются сети террористов по всему миру и, в частности, в Америке. Потому что недавно еще, когда мы узнали о том, что арестовали одного из руководителей сети финансирующей терроризм, который возглавлял, который был профессором университета, который возглавлял огромную благотворительную организацию, и как раз деньги от этой организации поступали для «Аль-Каиды», на нужды террористов.

**Н. БОЛТЯНСКАЯ:** Александр, вот здесь я вас вынуждена прервать. Я напомним в Нью-Йорке наши собеседники Илья Левков, Александр Розбам, Михаил Бузукашвили, в Москве Петер Фолкаст профессор Корлского университета и историк Олег Будницкий. После новостей мы продолжим.

<http://www.echo.msk.ru/programs/beseda/22535/>

 **Listen to interview on the sites of BBC, CNN, VOA, translate into Russian.**

 **Listen to interview on the sites of Vesti.ru, Newstube.ru, translate into English.**

## ■ Unit 4

### FEATURE ARTICLE

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#### Recommendations for study

**Topic:** Feature article.

**Objective:** to acquire practical skills in translating feature articles.

Unit 4 PLAN

1. Compressing information in translation of mass-media texts.
2. Words and set expressions to the topic “**Conflicts. Wars**” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Complex Object, Complex Subject, In-for-infinitive construction.
4. Summary translation of feature articles from English into Russian.
5. Translation of press-conference from Russian into English with translation analysis.

#### **Knowledge:**

- Learn how to translate conferences, make annotation translation, how to arrange information in it.
- Revise the rules of translating clichés and topical vocabulary.
- Learn the functions of infinitive structures and ways of their translation in Mass Media texts.
- Learn the rules of summary translation of Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating infinitival constructions.
- Practice making a summary translation.
- Practice translating feature articles.
- Practice translating press-conference orally from English into Russian.
- Practice translating press-conference orally from English into Russian.

#### **Recommendations:**

Feature articles are organized in a special way. Often work on their translation concerns distinguishing information into factual and analytical. Translating interviews demands knowledge of arrangement of information in this text. Study theory in “**Summary translation**”.

Problematic units are units of topical vocabulary, particularly concerning problems of wars and military conflicts. Practice them in lexical translation exercises **1-2 of Unit 4**.

Another type of text for translation to be studied in this unit is a press-conference. It is close to interview by structure and organization. Use tables of clichés for press-conferences in Supplement of this textbook.

In grammatical sphere it is necessary to focus on Infinitival constructions. Practice translating these constructions in grammar translation exercise **1 of Unit 4**.

Practice translating feature articles from English into Russian in Class.

Take part in interactive work: prepare translation reviews to the topics, studied in units 2-3, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of feature articles from Russian into English, oral translation of press-conference from Russian into English, from English into Russian.

### **Translation summary**

The basic kind of translation is full written translation. All other kinds of translation are its reduced variants. These kinds of translations are used during an exchange of information which are not a subject to immediate practical use, but have the certain practical and potential value for informing the experts working in sphere of a Mass Media.

One of such reduced variants of full written translation is translation summary.

The name «summary translation» originates in the word “summary”. The summary is the essence of any question. However ways of a summarizing can be different. Translation should be much shorter than the original (5-10 times and more). Three forms of summarizing were defined:

Translation of the type “basic information” – translation of the main items of the text.

Translation of the type “main information” – full written translation of parts of the original selected in advance making the coherent text.

Translation of the type “selected information” – translation of the conclusion with the omission of all surplus information, the selection of which first of all depends on character of the required information.

As the character of the translation requires to understand importance of the original material, the translator avoids information that is displayed in recurrences, deviations and digressions to the basic information.

Summary translation consists of following stages:

- Preliminary acquaintance with the original, survey of the special literature for acquaintance with the given area and its terminology, attentive reading of the text.
- Marking of the text by means of square brackets for exception of its minor parts and recurrences (excluded parts of the text are taken in brackets).
- Reading of the leftover places and elimination of possible disproportions and incoherence.
- Full written translation of a part of the original which has remained behind brackets which should represent the coherent text constructed under the same logic plan, as the original.
- If in the original there are drawings, figures, then the translator selects those illustrations, that are most important and are explained in the text in details.
- Finally the translator edits the text.

#### **Annotation in translation.**

Annotation is a brief characteristic of the original stating its contents in the form of the list of the basic questions and sometimes critical estimation.

Annotation should give the reader representation of the character of the original (the scientific article, the description, the popular scientific book, etc.), its structure (what questions are touched, in what sequence, to what conclusions the author comes, etc.), about purpose of the original, volume of the original, validity of conclusions.

First the translator reads the book or clause, then makes its plan (the plan as the way of conducting the analysis), and then with the purpose of the characterizing the original lists its main questions or in other similar way describes a structure and the arrangement of the original. Annotation, compared with the original, (it is defined either the customer, or the editor, or the translator depending on concrete conditions) summaries the contents in about 500 printed marks.

Translation process consists of three stages: the perception, selection of necessary information and reproduction in translation. Difference from



translation summary is in the second stage, where analyses is incomplete, not full. Translation includes a very small part of the information from the original, contains only general statements.

Style of translation of the book or clause has big freedom as it is defined only by the purpose of translation – to give the brief characteristics of the original.

 **1. Read mass media text, analyze its specific features, make summary translation into Russian.**

FEATURE ARTICLE

**The New Corporate Culture**

Meet today's company man. He takes vacations. He spends off-hours with friends, not his boss. He may even get home to tuck in his kids. Above all, he's now on his own. BY HIDEKO TAKAYAMA

IT IS NOONTIME IN TOKYO'S GINZA commercial district. Like thousands of others, Hidetoshi Katsuki gets up from his desk and heads for the door. But something about the 42-year-old engineer doesn't quite square with the picture of a hapless salaryman under the lash of recession. Maybe it is Katsuki's glowing tan, or his muscular shoulders, or the devil-may-care look on his face. Or maybe it's the fact that he's wearing sneakers and a tank top. Within minutes Katsuki is out on the street, jogging casually amid a sea of gray suits. And this is Katsuki's routine for only nine months of the year; after that he *really* loosens up. "I spent almost two months on vacation in the U.S., Australia and New Zealand last year," he says, grinning. "In December I went to Hawaii and ran in the Honolulu marathon."

Believe it or not, a surprising number of Japanese—those still with jobs, anyway—seem to be actually *enjoying* the recession. Pressed by their companies to work fewer hours, they are taking more time off and spending it with spouses or significant others or at home with the kids. Or they are fulfilling the dreams of freedom they have harbored since their schoolboy hell in cram schools. If their paychecks come to less, well, prices in Japan have dropped, too, and there are a lot more cheap imports to choose from.

Tens of thousands of Japanese, of course, are hurting badly, laid off by companies they once trusted, forced into worthless *madogiwa* (next-to-the-window) jobs or struggling in new careers as entrepreneurs. And many are determined never to have faith in the system again. But whatever the

individual experience, one thing is Likely: Japan's corporate culture will never be the same. "The myth of a corporate family culture is gradually fading," says Kazuhiko Tanaka, editor in chief of *B-ing*, Japan's most popular help-wanted magazine. "Corporations can no longer afford lifetime employment and the seniority system, whereas young workers do not consider company life the most important. For a long time, both management and workers enjoyed a kind of mutual agreement under which security was exchanged for subordination. That's changing now."

And how. The frustratingly long recession has seemed to belie the success of the Japan Inc. model. It is taking the torque out of Japan's tightly wound, hard-driven corporatism. In a country where companies once commanded the loyalty due a feudal lord, job-hopping isn't even news anymore. A government survey released in January showed that 60 percent of Japanese adults would not rule out switching companies.

Within the corporations, too, an earthquake is underway. Only a few years ago, seniority was still virtually the only measure of pay scales, no matter how well one performed. This was the Japanese way of preserving a Confucian-like harmony in the social order. Today Confucius is back on the shelf, and many companies have adopted a do-or-die merit system, or *nen-po-sei* (chart). Many can't make the grade: men in their 50s who've spent decades as *kaisha ningen*, or company men, quit or move to subsidiary companies at lower salaries. Some courageous ones are now leaving corporate life to start new careers on their own. Even at Matsushita Electric Industrial Co., long a stalwart of traditional management, employees older than 50 are being edged into "second careers."

Tough time: Companies and employees alike have little choice. "Japanese corporations may face collapse if they continue the current employment system," warns Fumi-katsu Kimura, research director of Mitsubishi Research Institute. "During the high growth years, they took a large population of baby boomers. The bubble burst exactly when these people became senior corporate members. Japan is encountering a tough time with the heavy burden of their high wages and retirement funds ahead . . . Meantime, members of the younger generation have more flexible attitudes toward their jobs."

Just ask Kazunori Ukigawa, the president of Justsystem, Japan's top word-processor software company. For several years Ukigawa has happily

opened new branch offices and research institutes for reasons that would seem odd to most Japanese executives. When his computer specialists presented resignation letters because they had to return home to take care of aging parents or because of marriage, Ukigawa simply said, “No need to quit. Let’s open a new office.” And he did just that. At his spacious, tastefully designed Tokyo office, Ukigawa, 46, smiles as he says, “Why waste good talent?”

No one’s arguing. It’s just that corporate execs rarely used to go out of their way to cultivate individual talent—it was too *wagamama* (selfish). The reason, says Gary Saxonhouse, an economist at the University of Michigan, is that “firms used to assume much more responsibility for training [huge numbers of] workers”—which is why workers owed them a life-and-death loyalty. Today “workers and managers themselves will bear the risks of acquiring skills—and *they* will get the benefits.” Japanese are flooding U.S. graduate schools as never before, and even midcareer men and women are beginning to attend skill-training schools that are sprouting up all over.

Yet at the same time as individual ambition has grown hungrier, younger people seem to have far more perspective on the joys of life outside the fast lane. A recent survey by the Hakuhodo Institute of Life and Living, a private think tank, found that 68 percent of Japanese men in their 30s prefer to take it easy and enjoy life rather than being promoted to a responsible position (chart). *Shukan Gendai*, a weekly news magazine, recently called the phenomenon the “beginning of Japan’s vacation revolution.” Examples abound. All the employees of Marui Department Store chains get a month of vacation every year. Sapporo Breweries grants workers employed for more than two years from three months to three years off for volunteer work or “self-cultivation” activities, like stints in Papua New Guinea as a volunteer teacher. And Toyota Motor Corp. plans to finance 10 new businesses headed by in-house entrepreneurs, including a horseback riding club and a commercial fishing pond.

Japan’s traditional “after work” culture is receding with the tide as well. Getting together with colleagues after work over a glass of beer or cup of sake has long been a salaryman’s daily routine. Once, an invitation from one’s section chief was something that subordinates could not refuse. But the younger generation now prefers to spend evenings with friends. “Young men in my department seem to think that going out for drinks with

me is their overtime work,” laments a 49-year-old manager at a leading securities firm. “They tell me straight away that they’ve got other plans.” B-ing’s Tanaka says that there are also fewer annual company outings, such as bonding trips to hot springs. “Why do I have to spend my weekend with my bosses and colleagues at a hot spring?” says a 28-year-old “office lady” with a trading company. “My colleagues felt the same way, so our department decided to stop that tradition.”

No one agrees more than Hidetoshi Katsuki, who likes to spend his after-work hours dining out with his friends. Katsuki himself is one of the 10 “nine-month salary-men” at the Nippon Road Co. in Tokyo—an employment system designed to welcome outside minds, people who might bring new business ideas but need a lot of time off to think and be creative. That’s why he quit his former company and joined Nippon Road. “I didn’t mind it though I had to face a 15 percent income cut,” Katsuki says. Money, after all, isn’t everything. And for Japan, a nation exhausted from 50 years of overwork, a looser, freer corporate culture might provide just the right respite.

+ **Life in the Slow Lane** ‘Stupid turtles’: A community of corporate dropouts

KATSUHIRO TAKADA couldn’t take it anymore. After laboring as a salesclerk for a department store for several years, he’d come to loathe the requirements for getting ahead in Japan—long hours, stressful work, stifling conformity to the views of his superiors. So he quit. Takada’s decision to leap off the career ladder was bold. But even more unusual was the way he felt afterward. “I was floating in a Tokyo swimming pool, gazing at the blue sky and talking to myself,” he recalls. “I am out of a job-but it isn’t too bad’.” He had, he realized, “broken up the frame which everyone cuts out for their life.” Do that, the 52-year-old Takada says, and “you can be free.” Takada became a magazine editor, then, last year, joined a small band of like-minded, middle-aged corporate dropouts. There are 30 free-spirited men and women in the group, and they call themselves *donkame*, or stupid turtles. They live in tasteful apartments in Hachioji, on the outskirts of Tokyo. All have abandoned the rat race to live a more relaxed life, like turtles. Their former jobs range from company manager to industrial designer. The group’s guiding principle is simple, says its leader, 48-year-old Nobumitsu Doi: “Try not to do things you don’t want to do.”

Donkame members are loosely organized and largely free to follow their muse. Some grow vegetables on a neighborhood plot of land; others build furniture at a community workshop. Takada edits a donkame magazine. There are two demands: First, each member must earn at least \$800 a month to help pay rent and utility bills. Second, to fund group activities, all members must sell *takoyaki* (dumplings made with octopus legs) two days a week. Before joining the donkame, says Doi, each member came to ask himself the same question: is this the life I want? Doi ran the Ginza retail store of Japan's largest pearl company. But something was wrong. His customers were rich but unhappy. He chafed at the harsh demands made by his employer during sales drives. It was not the first time Doi had questioned his priorities. He was in San Francisco in 1989 when a major earthquake shook the city. He was impressed by how the city's residents rallied to assist those in trouble. "Something struck me that day. I told myself that I would leave the corporate life." And why not?

HIDEKO TAKAYAMA (*Newsweek*, 2008, 41)

**Make exercises in translating Mass media topical vocabulary to the topic: CONFLICTS. WARS.**

1. Find translation equivalents to linguistic units, frequently used in articles about terrorism. If possible, offer numerous variants:

English equivalents	Russian equivalents
To pose a threat to; interstate wars; lethality; a dimension; communal disputes; to terminate; to trigger; a refugee flow; internal; humanitarian emergency; to exploit an opportunity; discontent; tight resources; to tend. To vow; disputed (territory/question); to accuse smb of smtb; to escalate (tensions); a foe; to mass troops; to put pressure on; to repulse; to claim (territory). Deterrence; cruise missiles; an objective; to expand one's influence; governance; to determine; to adjust; conventional forces; to cast doubt on smth; an assessment;	Оказывать давление на кого-либо; клясться (давать обет); спорная территория; отразить (нападение); обвинить кого-либо в чем-либо; враг; сосредоточивать (стягивать) войска; претендовать на (территорию); усиливать напряженность. Поток беженцев; вызвать; измерение; межкультурные и религиозноэтнические разногласия; нехватка ресурсов; представлять угрозу; заканчивать; внутренний; гуманитарная катастрофа; перетекание (переход); летальность;

English equivalents	Russian equivalents
to be prone to miscalculation; WMD proliferation; unpredictable; sufficient; an estimate; resolution; to build up; superiority; transition	ИСПОЛЬЗОВАТЬ ВОЗМОЖНОСТЬ; НЕ- ДОВОЛЬСТВО; МЕЖГОСУДАРСТВЕН- НЫЕ ВОЙНЫ; ИМЕТЬ ТЕНДЕНЦИЮ

2. Translate news reports about military conflicts into Russian, make a mini-dictionary of translation equivalents to these texts:

Monitors: Military Presence May Deter Sri Lankan Voters

COLOMBO, Sri Lanka – Jan 6, 2015, 1:54 PM ET

By BHARATHA MALLAWARACHI Associated Press

A monitoring group expressed concerns Tuesday that the military presence in the former war zone of northern Sri Lanka may lower voter turnout in the presidential election Thursday.

Pakiasothy Saravanamuttu from the Centre for Monitoring Election Violence said that concerns have been raised about the vote in the north in particular and about the deployment of security forces that could have “an adverse impact on the voter turnout.”

Sri Lanka’s military has been accused of intimidating opposition voters in previous elections and campaigning for President Mahinda Rajapaksa.

Amnesty International also urged the authorities to ensure that the people’s right to political participation is respected.

“Reports of a potential organized plan to obstruct voters on election day – allegedly orchestrated by the government through the military – is also a matter of grave concern,” the group’s Deputy Asia Pacific Director David Griffiths said in a statement.

Many violent incidents, most against the opposition supporters were reported during a month-long campaign period which ended on Monday. The incidents include shooting causing injuries, assaults and damage to property.

He has won two previous elections on a wave of popularity for ending a 25-year civil war after militarily defeating the Tamil Tiger rebels, who wanted an ethnic Tamil state in the island’s north and east. An ethnic minority in Sri Lanka overall, Tamils are the majority in the former war zone in the north. Both Rajapaksa and opposition candidate Maithripala Sirisena are from Sri Lanka’s Sinhalese ethnic majority.

Rajapaksa is facing his biggest election challenge in the revolt led by Sirisena, his former health minister.

Calling the election two years early was seen as an attempt by Rajapaksa to prevent defeat if the poll was held on schedule.

Sirisena defected from Rajapaksa's government a day after the election was announced because he said Rajapaksa was abusing his power and taking the country toward autocracy.

An ultranationalist Buddhist party, the country's largest Muslim political party and its main ethnic Tamil political party are supporting Sirisena. The main opposition United National Party and 26 lawmakers who defected from Rajapaksa's government also support Sirisena.

### **Mexican Army Kills 9 in Michoacan Confrontation**

MEXICO CITY – Jan 6, 2015, 1:10 PM ET

By ALBERTO ARCE Associated Press

The federal security commissioner for the western state of Michoacan says nine civilians have been killed in two clashes between the army and armed civilians.

Alfredo Castillo says the confrontations in the town of Apatzigan began Tuesday morning when the army tried to take control of city hall, which had been held for days by civilians.

Castillo says in the first clash, one civilian was killed and authorities detained 44 people with 13 long-barreled guns and 23 vehicles.

He says that soldiers were attacked by armed men as they were transporting the seized vehicles, and eight civilians died in that confrontation.

### **Palestinian Behind Killings That Sparked Gaza War Sentenced**

JERUSALEM – Jan 6, 2015, 1:16 PM ET

By IAN DEITCH Associated Press

A Palestinian convicted of masterminding the kidnapping and killing of three Israeli teenagers, which sparked a chain of events that led to last summer's Gaza war, was sentenced to life in prison by an Israeli court on Tuesday.

The military court handed Hussam Qawasmeh three life sentences, one for each teen. The 40-year-old resident of the West Bank town of Hebron admitted to masterminding the kidnapping and to receiving funds from Hamas, the Islamic militant group that rules Gaza, in order to commit attacks, the military said.

The two Palestinians Israel accused of killing the teenagers were shot dead in a firefight with Israeli forces in September.

Eyal Yifrah, 19, Gilad Shaar, 16, and Naftali Fraenkel, a 16-year-old with dual Israeli-American citizenship, were abducted and killed in June while hitchhiking home in the West Bank.

Israel launched an extensive search operation and arrested hundreds of Hamas members in the West Bank. Hamas escalated rocket fire on southern Israeli cities, prompting a military response that escalated into a 50-day war.

More than 2,100 Palestinians and 72 Israelis were killed in the fighting, which devastated large parts of Gaza, leaving tens of thousands homeless. On the Israeli side, attacks through tunnels led to the evacuation of border communities and rocket fire – which reached major cities – damaged several homes and ground daily life to a halt.

(<http://usa.news.net/article/2598286/monitors-military-presence-may-deter-sri-lankan-voters> )

3. Translate news reports about military conflicts into English, make a mini-dictionary of translation equivalents to these texts:

**Эгейское море стало ареной дуэлей ВВС Турции и Греции**

*Как сообщает сайт Al Monitor со ссылкой на турецкие военные источники, в 2014 году самолеты ВВС Турции стали значительно чаще вторгаться в воздушное пространство Греции. Несмотря на то, что обе страны – союзники по блоку НАТО, отношения между ними напряженные.*

Только в январе 2014 года турецкие ВВС 1.017 раз нарушали границу Греции – в два раза чаще, чем за первое полугодие 2013 года. Обычно это происходит над греческими островами, расположенными в Эгейском море.

Обычно на перехват турецких самолетов высылают самолеты ВВС Греции. Над этим морем разворачиваются настоящие дуэли, цель которых – не сбить противника, а изгнать его из воздушного пространства. По тактике боя они мало чем отличаются от настоящих столкновений.

С точки зрения Греции, зона в радиусе 6 миль от островов является ее территориальными водами, а зона в радиусе 10 миль – воз-



душным пространством. Турция настаивает на том, что радиус обеих зон — 6 миль. В радиусе 6–10 миль от островов и происходят основные столкновения.

### **Три миллиона сирийских беженцев покинули страну**

*С начала конфликта в середине 2014 года три миллиона сирийцев покинули свою страну, чтобы спастись от гражданской войны. Эти данные приводит Верховный комиссариат ООН по делам беженцев (HCR). По числу беженцев Сирия стала второй страной в мире после Афганистана. Первое место в этой печальной статистике занимают палестинцы.*

В прошлом 2014 году Верховный комиссариат ООН по делам беженцев оказал помощь почти 13 миллионам беженцев. 5 миллионов палестинцев находятся на попечении UNRWA (Ближневосточное агентство ООН для помощи палестинским беженцам и организации работ). 30 последних лет афганские беженцы являются самыми многочисленными в мире.

2,6 миллиона человек находятся в соседних с Афганистаном странах — в Иране и в Пакистане. Ближний Восток и страны Северной Африки стали двумя регионами, из которых устремляется наибольшее количество беженцев. На первый семестр 2014 года их насчитывалось миллион 400 тысяч человек. Третью позицию среди стран Африки занимают сомалийцы — 1,1 миллиона человек.

Соседние с Сирией страны более других страдают от наплыва беженцев. Это Ливан, Ирак, Иордания и Турция. В Ливане на 1 000 жителей страны приходится 257 беженцев.

Среди стран Европы на втором месте по этим показателям — Швеция, где на одну тысячу жителей приходится 12 беженцев. В 2014 году в Швеции 59.600 сирийцев подали заявки на предоставление убежища.

Сирийцы также являются наиболее активной группой населения, которая подает запросы о предоставлении убежища. В Германии и Швеции они составляют 40% от всех заявок.

### **Bloomberg: Киев резко усилил военную группировку на Востоке**

*Украина укрепляет свою военную группировку во время перемирия. На границе с повстанческими регионами, пишет Bloomberg, Киев формирует соединения, поставляя туда новые военные самолёты, тяжёлые орудия, транспортные средства и стрелковое оружие.*


«Во время перемирия, которое началось в сентябре, Украина направила в свои войска подкрепление, которое включает в себя новые истребители, бронетранспортеры и артиллерию. Киев использовал паузу, после контратаки повстанцев...» – пишет Bloomberg.

«Украина смогла восстановить свою военную готовность в течение режима прекращения огня», – цитирует деловое издание слова Андрея Лысенко, пресс-секретаря АТО.

Самое последнее подкрепление включает в себя два МиГ-29 и два Су-27, 42 бронетранспортера, 18 самоходных гаубиц и других транспортных средств.

При этом гибель мирных жителей, а также военных с обеих сторон, не прекращалась во время перемирия. Вчера семеро украинских военных попали в плен к повстанцам, а только в одной авткатастрофе в зоне боевых действий погибло не менее 12 человек, около 20 получили ранения.

([http://newsru.co.il/world/08jan2015/gre\\_a202.html](http://newsru.co.il/world/08jan2015/gre_a202.html))

 **Make exercises to translate grammatical phenomena, typical for Mass Media. – Infinitive constructions.**

**1. Determine the function of infinitive constructions, translate sentences into Russian:**

1. The International Court of Justice *is expected to play* an increasingly important role in facilitating the peaceful settlement of international legal disputes.
2. The discussion *is expected to focus* on four broad subjects: raw materials and world trade, food supplies and agriculture, prospection, production and consumption of energy, and international financial and monetary problems.
3. The U.S. Federal Reserve Chairman noted that the pace of economic growth in the U.S. *is «widely expected to moderate»* this year, which the Fed would welcome.
4. While offering no proposal of its own on how to salvage the current arms-inspection system carried by the UN Special Commission in Iraq, the American delegation *is expected to oppose* monitoring methods that do not allow surprise inspections.
5. Domestically, the debt-ridden and poorly managed state-sector of China *is expected to continue* to drag down the consumption.

6. The US trade representative *is said to have reported*, in detail, on the latest developments to the EU trade commissioner who plans to visit Beijing for talks on its WTO application next month.
7. True, the euro-group *is likely to grow* relatively strongly next year. But European financial markets have already been badly buffeted.
8. The cutback in housing programmes has been so sharp that the national campaign for the homeless reports that in the next two years no families *are likely to* be rehoused from the waiting list at all.
9. The epitome of Tory sleaze was Neil Hamilton, a backbench MP who *was alleged to have taken* a few thousand pounds to ask some questions in parliament.
10. About 60 people *were yesterday reported to have been arrested* on Aver-sion charges.

### 🗨 INTERACTIVE WORK

#### TRANSLATIONAL REVIEWS of FOREIGN PRESS.

Prepare the review of current press (current week) on the subjects of **TERRORISM, WARS, CONFLICTS** and prepare for the review in the form of 4-5 summaries and a brief report of information.

The form of the summary:

- The Name of the article / report.
- The Author of the article.
- The issue, date of the issue, the name of the column, where the article is published.
- The Summary of article in 6-8 sentences.
- The Brief report of information generalizes events on the selected subjects of the review and is under construction in the form of analytical clause in 500-3500 printed marks.

### ✍ – INDEPENDENT WORK

#### 😊 Questions in theory

- What is the basic kind of translation?
- What is translation What is the meaning of the word “summary”?
- How much is summary translation shorter than the original?
- How can you summarize the contents?

- Enumerate stages of translation summary
- What is annotation
- How big is annotation?
- Describe steps of making an annotation.
- Is style of translation important for annotation



– Read feature article, distinguish facts and analytical information, make summary translation of the offered text.

### **ЦЕНА ВОЙНЫ: ВО СКОЛЬКО ОБХОДЯТСЯ ВОЕННЫЕ КОНФЛИКТЫ СОВРЕМЕННЫМ ГОСУДАРСТВАМ**

Радостные и тревожные новости с Украины – отличный повод посмотреть, какую цену платят за военные действия разные страны в разных обстоятельствах.

#### **Османский марш**

Думаю, будет уместно начать разговор о военных тратах с непризнанных государств.

В начале 1960-х Кипр представлял из себя, подобно Украине, две страны в одной: богатая греческая часть (80% населения) и бедный турецкий север (треть территории острова и 20% населения). Отношения между двумя общинами были не очень, и в 1963-м году на острове имели место взаимные погромы, дело дошло до вмешательства миротворцев ООН. В 1974-м году власть на острове захватили представители «Национальной организации освобождения Кипра» (греко-киприотский вариант «Правого сектора»), что вызвало вторжение турецкой армии для защиты турецкого меньшинства.

Сегодня Турции приходится держать на острове 35 тысяч солдат – неизвестно, во сколько это обходится Анкаре, но стоимость содержания небольшого контингента миротворцев ООН на острове составляет примерно \$57 млн. в год. Экономика Северного Кипра полностью зависит от помощи со стороны «исторической родины»: в период 2003–2006 непризнанная республика получила от Турции \$550 млн. (в целом, считается, что одна только финансовая помощь республике за 40 лет её существования составила более \$5 млрд).

Не стоит забывать и о курдских партизанах, засевших в иракских горах. Это, конечно, не непризнанная республика, но так как курдов в мире почти 40 миллионов (а государства у них нет), то упомя-

нуть о них будет нелишним. 30 лет войны стоили стране около \$400 млрд (министр транспорта Бинали Йылдырым говорит об \$1 трлн), погибло 40 тысяч человек — неудивительно, что правительство Эрдогана стремится заключить мир, и летом прошлого года курдские сепаратисты объявили о перемирии. Этому способствовали отличные отношения Анкары с полунезависимым Иракским Курдистаном, откуда Турция получает столь важные для неё нефть и газ.

### **Орёл республики**

США тратит на оборону больше всех остальных стран и, воюет, соответственно, тоже больше всех. Явное и скрытое военное присутствие США в самых разных регионах мира — это материал для отдельной большой статьи (или ещё лучше — книги). Здесь же мы сосредоточимся на цене и последствиях войн мирового гегемона в Ираке и Афганистане.

Перед самым вторжением стоимость войны с Саддамом Хуссейном оценивалась в размере \$60 млрд. Однако сейчас, по прошествии 10 лет (со всеми выплатами раненым и семьям убитых, стоимостью льгот, долгосрочными экономическими последствиями и т. д.), вырисовывается цифра в размере...\$6 трлн. Конечно, первоначальная «смета» базировалась на предположении о том, что все военные действия вместе с оккупацией займут не более 6 месяцев. Тогдашний министр обороны Дональд Рамсфелд вообще утверждал, что, «в самом худшем случае, война продлится не дольше 5 месяцев». В итоге, США вывели войска из страны только в конце 2011-го (оставив, впрочем, немало частных контрактников и военных инструкторов), потратив на войну свыше \$1,6 трлн. А изначальные \$60 млрд — это только те деньги, которые были выделены американским правительством на послевоенное восстановление Ирака. Откуда такие траты?

Начнём с того, что стоимость размещения одного американского солдата в Ираке составляет \$350 тыс. Кучу денег съели контрактники — например, инженерно-строительная и сервисная компания KBR получила \$20 млрд.

Человеческие траты тоже впечатляют: 4,5 тыс. убитых и 32,2 тыс. раненых американских солдат; 134 тысячи убитых гражданских; 655 тысяч погибших из-за вторжения (т. е. больные, дети — все косвенные жертвы происшедшего в стране беспорядка); 2,8 миллиона беженцев.

Но если иракский поход можно ещё как-то объяснить нефтью (в 2011-м, например, доходы иракского правительства превысили \$75 млрд), то афганские расходы не объяснить ничем.

Американский оборонный комплекс столь прозорлив, что только за последние 5 лет сумма всех R&D-инвестиций в отменённые проекты составила \$50 млрд. На этом фоне Пентагон трогательно пытается снизить свои расходы на \$100 млн. в год, сокращая официальный список стран, в которых американский солдат может «подвергнуться немедленной опасности» — таким образом, солдатам не платят «надбавку за риск». Все слышали о снижении военных расходов США — но новые \$500 млрд военного бюджета всё равно будут намного выше суммы военных бюджетов «вероятных противников».

### **Королевский шиллинг**

Британия, мировой субгегемон, тоже не воздерживается от участия в войнах. После американцев, наиболее активное участие в Косовском конфликте принимали англичане. Правительство Её Величества отправило на Балканы подразделения ВВС (30 единиц воздушной техники), флот (5 кораблей, включая Ocean, самый большой британский боевой корабль того времени) и 6500 солдат для наземных операций. Примечательно, что в происходящем принимал участие и будущий певец Джеймс Блант (который «You're Beautiful»).

В период между 2001-м и 2010-м британцы потратили в Ираке 9,4 млрд фунтов, из которых 9/10 составили боевые и армейские расходы. Не стоит удивляться такой экономии — основные траты, как мы уже все увидели, понесли именно американцы. Заметно большие суммы (30% военного бюджета Британии за тот период) поглотил Афганистан — 11,1 млрд фунтов (в 2013-м сумма расходов выросла до 25 млрд фунтов). Фрэнк Ледвидж, заслуженный британский офицер (побывал на Балканах, в Ираке и Афганистане), в своей книге «Инвестиции в кровь» утверждает, что один только Афганистан стоил Британии 37 млрд фунтов (а к 2020-му эта цифра вырастет до 40 млрд фунтов).

У Британии есть ряд спорных территорий, но пока самый вероятный боевой конфликт — это нападение Аргентины на Фолклендские острова. Англия держит на островах достаточные для их

защиты подразделения флота, авиации (4 многоцелевых истребителя Typhoon) и пехоты – в общем, примерно 1300 человек. Есть средства ПВО и артиллерийские батареи. Стоимость содержания войск на островах составляет примерно 74 млн. фунтов в год. Стоимость всех военных действий, в худшем случае, составит 4–5 млрд фунтов. Это самый затратный вариант, который предусматривает активные наступательные действия со стороны Аргентины. Ну а в решимости англичан отстаивать острова сомневаться не приходится.

Текст: Кирилл Ксенофонов

(<http://sputnikpogrom.com/politics/10197/iron-price/#VSEfjA5AkVNk>)

**🎧 Listen and translate a 10 minute extract from the press-conference of the White House speaker into Russian: January 05, 2015 James S. Brady Press Briefing <http://www.youtube.com/watch?v=gQTM07xPouA>**

**🎧 Listen and translate a 10 minute extract from the press-conference of Russian prime-minister Dmitry Medvedev and head of Serbian Government Alexander Vutchich into English from the 7h of July 2014. <http://www.youtube.com/watch?v=nLP6b5iJRZs>**

## ■ Unit 5

### ESSAY

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#### Recommendations for study

**Topic:** Essay.

**Objective:** to acquire practical skills in translating essays in Mass media.

Unit 5 PLAN

1. Compressing information in translation of mass-media texts.
2. Words and set expressions to the topic “**ELECTIONS**” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Gerund.
4. Summary translation of essays from English into Russian.
5. Translation of essays from Russian into English with translation analysis.

#### **Knowledge:**

- Learn how to translate conferences, make annotation translation, how to arrange information in it.
- Revise the rules of translating clichés and topical vocabulary.
- Learn the functions of gerund and ways of it’s translation in Mass Media texts.
- Learn the rules of summary translation of Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating infinitival constructions.
- Practice making a summary translation.
- Practice translating feature articles.
- Practice translating press-conference orally from English into Russian.
- Practice translating press-conference orally from English into Russian.

#### **Recommendations:**

Essay is considered one of the most difficult texts for translation. Often work on their translation concerns distinguishing information that was disguised or distorted. Translating interviews demands knowledge of figurative language. Study theory in “**Individual manner journalism**”.



Problematic units are units of topical vocabulary, particularly concerning problems of elections. Practice them in lexical translation exercises **1-2 of Unit 5**.

Another type of text for translation to be studied in this unit is a press-conference. It is close to interview by structure and organization. Use tables of clichés for press-conferences in Supplement of this textbook.

In grammatical sphere it is necessary to focus on gerund. Practice translating gerund in grammar translation exercise **1 of Unit 5**.

Practice translating essays from English into Russian in Class.

Take part in interactive work: prepare role play on the basis of press-conference on the topic of technological innovations, present it in class. Use the table of clichés for press-conference in **Supplement**.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of fuilleton from Russian into English, oral translation of talk-show from Russian into English, from English into Russian.

### **Individual manner journalism**

Individual manner in journalism can be revealed through particular kinds of texts, that belong to “author’s” or “literary” journalism. It is shown first of all in the figurativeness, emotional richness of texts, depth of author’s generalization. Such texts are considered to be the top of journalistic skill.

#### *Essay*

Essay is considered to be the main of individual manner genres, from the point of view of its writing – one of the most time-consuming. Its subkinds, described further on, differentiate by topic, manner or object. To write a good essay the journalist applies all possible skills of displaying the event. It is not enough to find a suitable subject for discussion, collect material, and analyze it. It is necessary also to rethink the information and to embody it in such form which will be recognized as individual.

It incorporates reporting and analytical research. So, if as an object of research is any problem situation for its research the analytical method will be used. If the object of journalistic interest is a person, it is necessary to get into psychology of the person and show the character in an artistic way.

The documentary presentation of facts is peculiar for modern essays. It, obviously, is caused by that the initial material, i.e. actual events, on which essay is often based. These events are often so dramatic; their plots are so unpredictable, that they themselves are capable to draw attention of the reader. In this case need for intensive analyses or artistic emphasis becomes excessive.

#### *Image essay*

The subject of such essay is an interesting person. The essence of the publication is in giving an audience a certain notion about the main hero. The journalist, as a rule, first of all shows the most important features.

Also the journalist can briefly retell the biography of the hero. Here one can also see analysis of the person of the hero from different points of view (moral, intellectual, creative and so forth). Very often journalists portray political activity of the main characters. Here mass-media can deform the presented object from “negative” or “positive” to the contrary. It often happens during elections. Objective journalism tries to avoid such distortion.

#### *Problem essay*

As subject of display in problem essays is a certain problem situation. The journalist shows the course of its development. It is similar to analytical genres of such articles. The problem in an essay is presented as a barrier which concrete people with their merits and demerits try to overcome. Trying to comprehend the essence of an event, the journalist often involves every possible associations, parallels, deviations from a theme.

#### *Travelling essay*

The travelling essay represents the description of certain events, incidents, meetings with different people with which the author collides during the creative travel (trips, business trips and so forth). It is necessary to select the most interesting, the most important events. Initial material for it can be personal observations of the journalist, and the information received from newspapers, magazines, radio and TV.

#### *The Feuilleton*

The name of this genre occurs from the French word «Feuilleton» which is translated as « a leaf; a leaf », appendix to the newspaper which was usually placed in the bottom part and it was separated from other part of the newspaper by the bold line. The main feature of it is a humorous, satirical presentation of the object – person, problem or situation.

### *Life story*

This genre is characterized by completeness, development, language figurativeness. Publications of this type very often appear on pages of popular periodicals (for example, well-known magazine for family reading «Readers digest»). In life stories there are episodes from life of people, various situations, and collisions. The basic role in such texts is played with author's imagination.

Everyday stories are written by journalists, as a rule, possess documentary character, use of the language clichés, typical for newspaper speech.

## **Read mass media text, analyze its specific features, make summary translation into Russian**

### Essay

#### **Sex, Morality and the Protestant Minister**

What sexual standards should the clergy obey?

BY KENNETH L. WOODWARD

ALTHOUGH HE WASN'T MARRIED himself, Jesus had some rather clear teachings on the subject. Adultery was sin, he declared, and that included even lustful looks at another woman. He was tough on divorce, too, saying that anyone who divorces and marries another also commits adultery. But the authority of Scripture isn't what it used to be even for those who preach it from the pulpit. In recent years the divorce rate for Protestant clergy has risen to match the general populations. Now the question is, are the Scriptures condemning adultery and fornication to be modified as well?

It's not an idle inquiry. Various surveys suggest that as many as 30 percent of male Protestant ministers have had sexual relationships with women other than their wives. This summer three Protestant churches, meeting in solemn assembly, addressed issues involving sexual standards for their clergy. The General Synod of the United Church of Christ tabled a resolution that would have "encouraged fidelity in marriage and chastity in singleness" for all ordained ministers. That left in place a looser formulation that enjoins *all* members to observe "integrity and faithfulness" in marriage and in other "covenanted relationships" – a phrase that conservative critics say gives approval to gay and other non-marital sexual relationships.

In June the General Assembly of the Presbyterian Church (USA) debated an amendment to its constitution, which requires all church officials to be faithful in marriage and chaste if single. But so many congregations threatened to ignore the amendment that assembly delegates voted to drop the chastity requirement. And last week in Philadelphia, the General Convention of the Episcopal Church opened with delegates steeled for a heated debate over a similar set of resolutions defining the sexual standards expected of its clergy.

To a large extent, the issue of clerical morality is driven by the debate over ordaining sexually active homosexuals. All three denominations have clergy who are living with members of the same sex, and some of these ministers regard their relationships as more “spiritual” and less “sexist” than heterosexual marriage. Hence this year’s effort by traditionalists to tighten up the rules on clerics’ private lives. But the new rules apply also to heterosexual ministers. So one unintended result of the debate on gays is the bright light it beams on the sexual morality of straight clergy.

Although religious denominations do not audit clerical infidelity (or divorce), outside sources do. In 1993 *The Journal of Pastoral Care* reported a survey of Southern Baptist pastors in which 14 percent acknowledged that they had engaged in “sexual behavior inappropriate to a minister.” More startling, 70 percent said that they had counseled at least one woman who had had intercourse with another minister. In 1988 a survey of nearly 1,000 Protestant clergy by *Leadership* magazine found that 12 percent admitted to sexual intercourse outside marriage. Seventeen percent of these affairs occurred with people they were counseling, and 52 percent involved members, ministers or other leaders of their own congregation. An additional 18 percent disclosed that they had kissed, fondled or masturbated with someone other than their spouse. When asked what consequences they had suffered—in their marriages or their careers—as a result of their sexual adventures, only 6 percent said that they had lost their jobs. And nearly a third reported no adverse consequences of any kind.

**Powerful attraction:** Just last week the board of the National Baptist Convention, the nation’s largest black denomination, gave a vote of confidence to its president, the Rev. Henry J. Lyons, despite considerable skepticism about his relationship with another church officer. A week earlier, Florida police had reported Lyons’s wife of 25 years told them she had

discovered that her husband and Bernice Edwards owned a \$700,000 home. Police also filed report that the pair had bought a \$30,000 diamond ring and made \$100,000 in other purchases. Reverend Lyons has denied any misconduct, and his wife now supports his statement. In all walks of life, charismatic figures exude a powerful attraction to the opposite sex. Charismatic clergy have the added aura of representing God or channeling the Holy Spirit. That's why Billy Graham, for example, decided early in his ministry never to be alone with a woman other than his wife. Few others are so fastidious. A generation ago, philandering clergy usually lost their jobs. That still happens. But in an age when adultery is tolerated in political and other leaders, religious denominations are hesitant to set too high a standard for their own. What some Protestant denominations seem to believe is that sexual behavior is either too personal to legislate or too trivial to condemn. (<http://www.newsweek.com/sex-morality-and-protestant-minister-174354>)

**Make exercises in translating Mass media topical vocabulary to the topic: ELECTIONS.**

**1. Find translation equivalents to linguistic units, frequently used in articles about terrorism. If possible, offer numerous variants:**

In sweep to victory; midterm elections; high-profile; to solidify one's hold on smth; to beat; an outcome; the margin of victory to be small; to fall short or the margin; a runoff election; to run well ahead of smb; to prevent smb from doing smth; a nomination; to lose one's bid for; incumbent; to put smb ahead; to withstand; to win a 'second term; to put the best light on smth. Elections for the Parliament; secularist candidates; to win seats; to be knocked out of the race; voting; landmark. To lift the immunity; an opinion poll; to stand a chance; to manage the economy; to enjoy a lead; to fight corruption; corruption charges; undecided voters; 10 per centage points; to make up a quarter of electorate. To win the majority; turnout; the failed elections; the preliminary count; to stall the reform; rival; the current president; the acting president; electoral law; presidential poll. Opinion polls; lower house (upper house); population decline; voting system; to stand close in the polls; outcome; electoral system; composition of a coalition; 5 per cent threshold; to ensure stable majority; to cast ballots.

## **2. Translate news reports about elections into Russian, make a mini-dictionary of translation equivalents to these texts:**

1.

Why John Boehner Will Win Reelection as House Speaker Today

Jan 6, 2015, 7:05 AM ET

By JOHN PARKINSON

House Speaker John Boehner of Ohio listens during a news conference on Capitol Hill in Washington, Nov. 6, 2014.

Cliff Owen/AP Photo

Despite the best efforts of rebellious conservatives attempting to drum up opposition to John Boehner in today's vote for House speaker, the safe bet is that Boehner will comfortably keep his post for a third term.

So far, of the 246 House Republicans who will be sworn into office today, just 10 have publicly stated they will not vote for Boehner: Reps. Jim Bridenstine, Thomas Massie, Ted Yoho, Louie Gohmert, Dave Brat, Walter Jones, Paul Gosar, Steve King, Marlin Stutzman and Rep.-elect Gary Palmer.

That means 18 other members would have to turn on Boehner to force a second ballot. But even then, it's unclear whether Boehner would drop out of the race or work to strike a deal with some of his disenchanted colleagues.

In 2013, Boehner felt the heat when a dozen House Republicans opposed him, but he narrowly escaped, winning 220 votes for speaker (a simple majority of all members voting is required).

Two years later, several lawmakers are hoping to learn from the practice run and make the unimaginable a reality.

"It is a growing number," King, R-Iowa, told reporters Monday evening, keeping the details of his whip count to himself as he hurried into a meeting at the Capitol. "It is possible. That's all I can say."

Bridenstine, who voted for former Majority Leader Eric Cantor for speaker in 2013, became the first Republican to announce last week that he'll once again find someone else to vote for instead of Boehner.

"Speaker Boehner went too far when he teamed with Obama to advance the Cronibus," Bridenstine, R-Oklahoma, wrote in a statement Friday. "He relinquished the power of the purse, and with it he lost my vote."

Bridenstine, who will be sworn into his second term in the House today, has been among the most vocal working to unseat Boehner from his post, scoring some assistance from Yoho and Gohmert, who both expressed an openness to running for speaker against Boehner.

“The American people have allowed us to choose who is best suited to lead the House by electing a deep bench of diverse and qualified members,” Yoho, R-Florida, wrote in a statement. “Our Republic is built on choice, and if needed, I would stand up to give our members that option.”

That news probably came as no surprise to Boehner, whose aides say fully expects to win the public roll call vote today.

“Rep. Boehner was selected as the House Republican Conference’s choice for Speaker last November and he expects to be elected by the whole House,” Boehner spokesman Michael Steel wrote in an email.

While Boehner was not supported by Reps. Tim Huelskamp, Raul Labrador and Mick Mulvaney in 2013, all three have indicated they will not oppose him in today’s vote.

The vote is expected to begin around 12:40 p.m. ET and is projected to take an hour to complete.

2.

Delhi has 8 Lakh Fake Voters: Arvind Kejriwal

NEW DELHI: The Aam Admi Party (AAP) on Tuesday said the national capital has around eight lakh fake voters, and accused the BJP of being behind the “scam”. “In Delhi, 3,96,914 voters have 11,50,509 voter identity cards, which means one voter has three to four cards,” Aam Admi Party (AAP) chief Arvind Kejriwal said at a press conference. The former Delhi Chief Minister said he met Chief Election Commissioner VS Sampath on Tuesday to complain about the anomaly, and was assured that the matter would be looked into.

He said it was a “humongous figure” and something needed to be done.

3.

2014 Unprecedented Success For BJP, Says President Amit Shah

BJP chief Amit Shah congratulated by party leader Shahnawaz Hussain at the BJP headquarters

NEW DELHI: Upbeat about the BJP’s good show in the Jharkhand and Jammu and Kashmir assembly elections, party chief Amit Shah today said the year 2014 has been unprecedented for his party. Shah said the

Bharatiya Janata Party first formed an absolute majority government at the centre, and thereafter “there has been a good performance” in the states as well. Addressing reporters at the BJP headquarters here, Shah said all that was promised to the people of Jharkhand would be fulfilled. “The Congress and so-called Janata Parivar tried to stop us but they have failed in Jharkhand,” he said. Shah said they would meet the same fate when they fight against the BJP in Bihar next year. “The people of Jharkhand have destroyed their dreams,” he said, referring to the Congress and the Janata Parivar.

The BJP chief said his party has considerably improved its past seat tally in all the states it has contested after the general elections earlier this year. “Our government is pursuing the agenda of development and people who want progress are with us,” he said. On why his party could meet the target of 40 seats in Kashmir, Shah said he was happy as the “desired progress was made by the party” in the state. He said the BJP was keeping its options open in Kashmir and would like to form the government, participate in formation of the government or even support it from outside. “All options are open in Jammu and Kashmir,” he said, adding that the BJP would want that a popular government is formed in the state.

Shah, however, regretted that his party’s former Chief Minister of Jharkhand, Arjun Munda, lost the assembly elections but said the party would continue seeking his guidance in the state.

(<http://abcnews.go.com/Politics/john-boehner-win-reelection-house-speaker-today/story?id=28016684>)

### **3. Translate news reports about elections into English, make a mini-dictionary of translation equivalents to these texts:**

Политика Приморья в 2014 году: Получили избранного губернатора, но потеряли МСУ

**Владивосток, 8 января, PrimaMedia.** Главные политические события Приморья, имевшие место в уходящем году, станут основополагающими для жизни муниципалитетов и региона в целом на ближайшие годы. В крае появился всенародно избранный губернатор, которому предстоит обеспечивать социально-экономическую стабильностью субъекта. Положено начало выстраивания жесткой вертикали в управлении регионом: в рамках реформы местного



самоуправления ликвидировали прямые выборы мэров в крупных городах, зато на всех территориях появились губернаторские «наместники», ответственные за обстановку на местах. В канун Нового года РИА PrimaMedia вспоминает важнейшие и резонансные политические решения.

### **КОЛ-фактор выдержал**

Досрочные выборы губернатора в Приморском крае не стали неожиданностью для политических экспертов, хотя авторитетные политологи до последнего отмечали, что в них нет никакой целесообразности. В список «досрочников» **глава региона Владимир Миклушевский** попал одним из последних, и, как отмечали аналитики, такой блицкриг был выстрадан. Решение о досрочном переизбрании Миклушевского принималось в последний момент. Изначально, в октябре 2013 года, когда формировался пул «досрочников», список разделили на несколько групп: те, по поводу кого нет беспокойства, те, по поводу которых беспокойство небольшое есть, и те губернаторы, по поводу кого беспокойство может быть серьезным.

### **Неформальное правительство в Приморье: губернатор разделил ответственность между своими замами**

В начале июля 2014 года Владимир Миклушевский в статусе врио открыл серию рабочих поездок по краю, получивших название «Большой проезд». Визит в каждый район края сопровождался расширенным заседанием краевой администрации, в ходе которых территория получала своего куратора в Белом доме в лице одного из вице-губернаторов. Новоиспеченные кураторы районов отныне должны помогать местным властям решать накопившиеся проблемы, помогать с привлечением инвестиций и представлять интересы района в краевой администрации.

### **Сейм Литвы объявил импичмент Роландасу Паксасу**


Парламент Литвы объявил **импичмент** президенту Роландасу Паксасу. По первому пункту обвинений (предоставление президентом литовского гражданства в порядке исключения спонсору своей предвыборной кампании Юрию Борисову) «за» отставку Паксаса проголосовали 86 депутатов сейма при необходимых 85 голосах, сообщил председательствующий на заседании сейма председатель Верховного суда Литвы Витаутас Грейчюс.

Согласно второму пункту обвинений, Паксас не обеспечил условий охраны госсекретности и сознательно дал Борисову понять, что в отношении него ведутся следственные действия. По второму пункту обвинений **импичмент** поддержали 86 депутатов, против высказались 18.

Согласно третьему пункту обвинений, Паксас, «пользуясь статусом главы государства, давал незаконные указания своим помощникам, а также другими действиями оказывал незаконное влияние на хозяйственные отношения частных лиц и частных хозяйственных субъектов». За отставку Паксаса по этому пункту обвинений высказались 89 депутатов, против – 14.

Участие в тайном голосовании приняли 115 депутатов сейма из 137. Счетная комиссия получила 114 бюллетеней, из которых 103 признаны действительными. Согласно Конституции Литвы и уставу сейма, полномочия нынешнего президента автоматически прекращены после объявления **импичмента**.

Теперь сейм должен принять еще ряд решений: доверить председателю сейма Артурасу Пауласкасу временное исполнение обязанностей президента, а одному из его заместителей – руководство работой сейма. Комсомольская правда (<http://primamedia.ru/news/politics/31.12.2014/412520/politika-primorya-v-2014-godu-poluchili-izbrannogo-gubernatora-no-poteryalimsu.html>)

 **Make exercises to translate grammatical phenomena, typical for Mass Media. – Gerund.**

**1. Determine the function of gerund, translate sentences into Russian:**

Mr Roubini warned that emerging markets were not in the clear. They were the world's new engines of economic growth, but were threatened by rising inflation, overheating, and asset bubbles – especially in the property market.

There was a chance that India and China could achieve a soft landing, but it was not guaranteed.

Sir Martin proposed to remove the words “emerging” and “developing” from the lexicon, they did not fit economies with the size and dynamism shown by China, India, Vietnam, Brazil and many others.

### Getting it right

1. Mr Zhu said all people in developing countries wanted the same thing: “an American life, with a big house, a car and a pension.”
2. There are three main reasons why the markets are so bullish about state banks. First, buying bank shares is the easiest way to profit from the overall expansion of India’s economy.
3. Yet the way men define their role has remained remarkably consistent. Surveys show that being a good provider is at the top of the list.
4. Talking is better than trading threats, something the two have done all too frequently in recent months.

### 🗣️ INTERACTIVE WORK

#### ROLE PLAY WITH TRANSLATIONAL ROLES.

The task of role play: act as a participant, organizer or a translator of the press-conference:

Press conference concerning the use of new technologies. Participants of press-conference – representatives of companies *Sony, Apple, Textet* – discuss use of new technologies in sphere of mobile communication and answer questions of the leading scientific and technical journals *Discovery, Science today, Popular Mechanics*. To everyone acting the translator from English into Russian and from Russian into English is appointed.

General time of speech – approximately 10–12 minutes.

Tempo of speech – fluent.

### ✍️ – INDEPENDENT WORK

#### 😊 Questions in theory

- How can you define “author’s” or “literary” journalism?
- What are its main features?
- Why are they considered to be the top of journalistic skill?
- Give definition of an Essay.
- What does it incorporate?
- What is peculiar of modern essays?
- What is the subject of image essay?
- What happens with the evaluation of the presented object?
- What is the object of display in problem essays?

- What does travelling essay represent?
- Give definition of the Feuilleton.
- What is the life story?

✍ – **Translate feuilleton from English into Russian as a summary:**

### **ВЗГЛЯД С 6-го ЭТАЖА**

**Лучше много бестолковых, чем одна руководящая и направляющая**

Нет сомнений, будь у автора вышеопубликованных заметок необходимые деньги (прейскурант по Курску приведен), он бы без проблем произвел все предписываемые законом о выборах упражнения и стал бы лидером официально зарегистрированной партии. Мог бы с головой окунуться в политическую жизнь и даже баллотироваться в Госдуму.

Та легкость, с которой в современной России можно создать политическую партию, как видим, продолжает изумлять. На прошлых думских выборах несколько остроумцев пытались создать партию «Субтропическая Россия». Теперь вот – ПОПА. Действительно, на первый взгляд все так просто: программа, устав, несколько броских лозунгов и, разумеется, финансовый поток – партия готова. Знаю специалистов-политтехнологов, зарабатывавших деньги на создании партий «под ключ».

Тут ведь главное – организаторские способности и талант партруководства. Мы видим, как некоторые откровенно популистские политобъединения прекрасно себя чувствуют, остаются постоянными фаворитами всех предвыборных гонок (потому сегодня их нельзя поименовать, закон не позволяет), другие, как, например, «Партия любителей пива», канули в небытие. Так что на одном популизме в большую политику не въедешь.

Да и деньги не всегда решают все. Свежий пример тому – рождение партии «Либеральная Россия» Бориса Березовского. Появилась буквально ниоткуда, исключительно благодаря возможностям своего главного спонсора. Но к выборам не допущена.


Это только так кажется, что российский избиратель наивен, легкомыслен, беспечен. Тот факт, что политическая система у нас практически сложилась, что во всех предвыборных гонках участвует стабильная группа лидеров, свидетельствует: в нужный момент


электорат хорошо думает. Оттого, впрочем, и набирает силу кандидат «против всех».

Ну а то, что в России партию зарегистрировать нетрудно, можно только приветствовать. Лучше много партий, в том числе и бесполовых, чем одна. Мы разберемся.

Александр МЕШКОВ Сергей ЮРЬЕВ.

<http://www.msk.kp.ru/daily/rubric/6floor/20/>

 **Listen and translate a 10-minute extract from the talk-show from English into Russian:** [http://www.youtube.com/watch?v=GM\\_\\_GfSeCbI](http://www.youtube.com/watch?v=GM__GfSeCbI)

 Listen and translate a 10-minute extract from the talk-show from Russian into English: [http://www.1tv.ru/sprojects\\_editions/si=5685](http://www.1tv.ru/sprojects_editions/si=5685)

## ■ Unit 6

### ARTICLES ON POLITICS

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#### **Recommendations for study**

**Topic:** Political article.

**Objective:** to acquire practical skills in translating political articles in Mass media.

#### Unit 6 PLAN

1. Structure and arrangement of public speech.
2. Words and set expressions to the topic “INTERNATIONAL ORGANIZATIONS” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Gerundial constructions.
4. Translation of political texts from English into Russian.
5. Translation of political articles from Russian into English with translation analysis.

#### **Knowledge:**

- Learn how to translate public speech.
- Revise the rules of translating clichés and topical vocabulary.
- Learn the functions of gerundial construction and ways of its translation in Mass Media texts.
- Learn the rules of translating political terms in Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating gerundial constructions.
- Practice making a summary translation.
- Practice translating political articles.
- Practice translating public speeches orally from English into Russian.
- Practice translating public speeches orally from English into Russian.

#### **Recommendations:**

Public articles are full of political terms. To provide correct translation it is necessary to learn translation equivalents for these units. A similar approach is necessary for translation of public speech. Study theory in “**Features of public speech**”.

Problematic units are units of topical vocabulary, particularly concerning problems of politics. Practice them in lexical translation exercises **1-2 of Unit 6**.

In grammatical sphere it is necessary to focus on gerundial construction. Practice translating gerund in grammar translation exercise **1 of Unit 6**.

Practice translating political articles from English into Russian in Class.

Take part in interactive work: prepare news report on the basis of political news, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of political articles from Russian into English, oral translation of public speech from Russian into English, from English into Russian.

### **Features of public speech**

Public speech is a version of the oral form of a literary language, used in different sorts of public addresses on socially significant themes. To such form of speaking one resorts to realize social messages and influences the audience by describing intellectual topics in a situation of public dialogue in industrial and social spheres.

Public speech can have prepared or improvised character. Its core linguistic features are defined by the factor of oral communication. Prevalence of function of dialogue promotes strengthening features of dialogue in speech, but at the same time the prevailing functions a message, that provides features of monologue/

Speakers address various audiences differently. The general audience is everyone who will hear speech or will read through it in written form. The certain audience, on the other hand, it as though a subset of the general audience. In an audience with various degrees of knowledge concerning to a subject of speech comments, first of all for non-specialists are required. Listeners differ on value orientations, knowledge, style of communications, and intellectual development. In speaking it is necessary to consider, whether the audience is young or old, rich or poor, female or male, very much religious or less believing.

The basic purpose of public speech has important influence on its formation. Two basic purposes of public performance – the message and persuasion. At informing an audience the speaker aspires that after listening

to speech the audience knows more, than before. When the speaker tries to convince the audience, he wants them to accept new statement, change opinion or undertake some action.

The precise organization of speech helps to improve its clearness and to increase efficiency. In the beginning of speech the reference to an audience is followed by establishment of contact with it. Further there is a mention of the main items which will be shined in speech. Recurrence – a prominent aspect of public performance. After illumination of the basic items the conclusion follows. The conclusion generalizes the basic ideas and provides end of speech. The important part of performance is the arguing supported by proofs:

- Liberal arts is best because it teaches students independent thinking;
- That was Newman’s best because it presented the most difficult role;
- Global warming is real because the most reputable science points in that direction.
- Everyone should stop wearing seat belts because it would save lives.

In public performance the statistics for strengthening arguing is often used: 17 million visitors to the Rock and Roll Hall of Fame, ‘ crossing North Main during rush hour increases your chances of death 20 % ‘, ‘ applications have risen 40 % over the past three years’.

By way of registration public speech bears features разговорности. The speaker uses nonverbal means to come into contact to an audience and to make necessary impression.

Translation of public speech can be carried out on the basis of the written text or is consecutive, but it is necessary to remember, that in performance the speaker can recede from the ready text and bring in performance elements of improvisation. The translator should remember such parameters as clearness, simplicity, necessity of recurrence.

 **Read mass media text, analyze its specific features, make summary translation into Russian**

*Political Article*

These Are the Top 10 Geopolitical Risks of 2015

Ian Bremmer TIME

In 2015, political conflict among the world’s great powers is in play more than at any time since the end of the Cold War. U.S. relations with



Russia are now fully broken. China's powerful President Xi Jinping is creating a new economy, and the effects will be felt across East Asia and the rest of the world. Geopolitical uncertainty has Turkey, the Gulf Arab states, Brazil and India hedging their bets.

But the year's top risk is found in once placid Europe, where an increasingly fractured political environment is generating new sources of conflict.

### **1. The politics of Europe**

European economics aren't as bad as they were at the height of the euro zone crisis in 2012, but the politics of the continent are now much worse. Within key countries like Britain and Germany, anti-EU political parties continue to gain popularity, undermining the ability of governments to deliver on painful but needed reforms. Friction is growing among European states, as peripheral governments come to increasingly resent the influence of a strong Germany unchecked by weak France or absent Britain. Finally, a resentful Russia and an aggressive ISIS will add to Europe's security worries.

### **2. Russia**

Sanctions and lower oil prices have weakened Russia, but not enough to restrain actions. Moscow will continue its politics on Ukraine, and as a result, U.S. and European sanctions will tighten. Western companies and investors are likely targets—on the ground and in cyberspace.

### **3. The effects of China slowdown**

China's economic growth will slow in 2015, but it's all part of Xi's plan. His historically ambitious economic reform efforts depend on transitioning his country to a consumer-driven economic model that will demand levels of growth that are lower, but more sustainable. The continuing slowdown should have little impact inside China. But countries like Brazil, Australia, Indonesia and Thailand, whose economies have come to depend on booming trade with a commodity-hungry China, will feel the pain.

### **4. The weaponization of finance**

For the moment, the American public has had enough of wars and occupations, but the Obama administration still wants to exert significant influence around the globe. That's why Washington is weaponizing finance on a new scale. The U.S. is using carrots (access to capital markets) and sticks (varied types of sanctions) as tools of coercive diplomacy. The

advantages are considerable, but there is a risk that this strategy will damage U.S. companies caught in the crossfire between Washington and targeted states. Transatlantic relations could suffer for the same reason.

#### **5. ISIS, beyond Iraq and Syria**

ISIS faces military setbacks in Iraq and Syria, but its ideological reach will spread throughout the Middle East and North Africa in 2015. It will grow organically by setting up new units in Yemen, Jordan, and Saudi Arabia, and it will inspire other jihadist organizations to join its ranks—Ansar Bayt al Maqdas in Egypt and Islamists in Libya have already pledged allegiance to ISIS. As the militant group's influence grows, the risk to Sunni states like Saudi Arabia, the United Arab Emirates and Egypt will rise.

#### **6. Weak incumbents**

Feeble political leaders, many of whom barely won reelection last year, will become a major theme in 2015. Brazil's Dilma Rousseff, Colombia's Juan Manuel Santos, South Africa's Jacob Zuma, Nigeria's Goodluck Jonathan and Turkey's Recep Tayyip Erdogan will each face determined opposition and formidable obstacles as they try to enact their political agendas.

#### **7. The rise of strategic sectors**

Global businesses in 2015 will increasingly depend on risk-averse governments that are more focused on political stability than on economic growth, supporting companies that operate in harmony with their political goals and punishing those that don't. We'll see this trend in emerging markets, where the state already plays a more significant role in the economy, as well as in rogue states searching for weapons to fight more powerful governments. But we'll also see it in the U.S., where national security priorities have inflated the military industrial complex, which now includes technology, telecommunications and financial companies.

#### **8. Saudi Arabia vs. Iran**

The rivalry between Shiite Iran and Sunni Saudi Arabia is the engine of conflict in the Middle East. Given the growing reluctance of Washington and other outside powers to intervene in the region, increasingly complex domestic politics within these two countries and rising anxiety about the ongoing negotiations over Iran's nuclear program, we can expect Tehran and Riyadh to use proxies to fuel trouble in more Middle Eastern countries than ever in 2015.

## 9. Taiwan/China

Relations between China and Taiwan will deteriorate sharply in 2015 following the opposition Democratic Progressive Party's landslide victory over the ruling Nationalist Party in local elections this past November. If China decides that its strategy of economic engagement with Taiwan has failed to advance its ultimate goal of reunification, Beijing might well backtrack on existing trade and investment deals and significantly harden its rhetoric. The move would surely provoke public hostility in Taiwan and inject even more anti-mainland sentiment into the island's politics. Any U.S. comment on relations between China and Taiwan would quickly increase resentment between Beijing and Washington.

## 10. Turkey

Lower oil prices have helped, but President Erdogan has used election victories in 2014 to try to sideline his political enemies—of which there are many—while remaking the country's political system to tighten his hold on power. But he's unlikely to win the authority he wants this year, creating more disputes with his prime minister, weakening policy coherence and worsening political unpredictability. Given the instability near Turkey's borders, where the war against ISIS rages, that's bad news. Refugees from Syria and Iraq are bringing more radicalism into the country and adding to economic hardship.

<http://time.com/3652421/geopolitical-risks-2015-ian-bremmer-eurasia-group/>

**Make exercises in translating Mass media topical vocabulary to the topic: INTERNATIONAL ORGANIZATIONS.**

**1. Find translation equivalents to terms, frequently used in articles about politics. If possible, offer numerous variants:**

- 1) Actors (international)
- 2) Adversarial diplomacy
- 3) Arms control
- 4) Asia-Pacific Economic Cooperation (APEC)
- 5) Association of Southeast Asian Nations (ASEAN)
- 6) Cartel
- 7) Cold war
- 8) Collective security
- 9) Current dollars

- 10) Détente
- 11) Deterrence
- 12) Environmental optimists
- 13) Environmental pessimists
- 14) Escalation
- 15) Ethnonational group
- 16) European Economic Community (EEC)
- 17) Fourth World
- 18) Interdependence (economic)
- 19) Peacekeeping
- 20) Peacemaking
- 21) Power
- 22) Third World
- 23) UN General Assembly (UNGA)
- 24) Veto
- 25) Weapons of mass destruction
- 26) Weapons proliferation
- 27) Xenophobia

**2. Translate news reports about UN into Russian, make a mini-dictionary of translation equivalents to these texts:**

**UN – TACKLING GLOBAL CHALLENGES AND HELPING THOSE IN NEED SINCE 1945**



**Strong UN. Better World.**

70th Anniversary Special Edition [www.un.org](http://www.un.org)

The United Nations is an international organization founded in 1945 after the Second World War by 51 countries committed to maintaining international peace and security, developing friendly relations among nations and promoting social progress, better living standards and human rights.

The UN has 4 main purposes

- To keep peace throughout the world;
- To develop friendly relations among nations;
- To help nations work together to improve the lives of poor people, to conquer hunger, disease and illiteracy, and to encourage respect for each other's rights and freedoms;

- To be a centre for harmonizing the actions of nations to achieve these goals.

Due to its unique international character, and the powers vested in its founding Charter, the Organization can take action on a wide range of issues, and provide a forum for its 193 Member States to express their views, through the General Assembly, the Security Council, the Economic and Social Council and other bodies and committees.

The work of the United Nations reaches every corner of the globe. Although best known for peacekeeping, peacebuilding, conflict prevention and humanitarian assistance, there are many other ways the United Nations and its System (specialized agencies, funds and programmes) affect our lives and make the world a better place. The Organization works on a broad range of fundamental issues, from sustainable development, environment and refugees protection, disaster relief, counter terrorism, disarmament and non-proliferation, to promoting democracy, human rights, gender equality and the advancement of women, governance, economic and social development and international health, clearing landmines, expanding food production, and more, in order to achieve its goals and coordinate efforts for a safer world for this and future generations.

### **The United Nations**

- Provides food to 90 million people in 80 countries
- Vaccinates 58 per cent of the world's children, saving 3 million lives a year
- Assists over 38.7 million refugees and people fleeing war, famine or persecution
- Works with 193 countries to combat climate change and make development sustainable
- Keeps peace with 120,000 peacekeepers in 16 operations on 4 continents
- Fights poverty, helping improve the health and well-being of 420 million rural poor
- Protects and promotes human rights on site and through some 80 treaties/declarations
- Mobilizes USD 22 billion in humanitarian aid to help people affected by emergencies
- Uses diplomacy to prevent conflict: assists some 60 countries a year with their elections

- Promotes maternal health, saving the lives of 30 million women a year
- United Nations – Department of Public Information – 2014/2015  
(<http://www.un.org/en/aboutun/pdf/2014%20E%20UN%20Card.pdf>)

### **3. Translate news reports about UN into English, make a mini-dictionary of translation equivalents to these texts:**

#### **ООН в России**

Организация Объединённых Наций была создана 24 октября 1945 года. Союз Советских Социалистических Республик был одной из стран-основателей организации и ее членом с момента учреждения ООН.

В настоящее время более 15 структур ООН оказывают содействие Правительству населению Российской Федерации в решение следующих основных задач социально-экономического развития страны:

#### ***Основные направления деятельности ООН в Российской Федерации*** **Демография**

Демографическая ситуация в Российской Федерации по-прежнему вызывает беспокойство и может иметь негативные последствия для будущего страны. Ожидаемая продолжительностью жизни при рождении у мужчин составляет лишь 58 лет (по данным 2006 года), а численность населения согласно прогнозам будет продолжать сокращаться, несмотря на продолжающийся экономический рост.

Важность и приоритетность проблем народонаселения в национальной программе развития подтверждено принятой в октябре 2007 года Концепцией демографического развития Российской Федерации.

Учитывая это, Агентства ООН в Российской Федерации определили стратегическую поддержку национальных усилий по предотвращению демографический кризиса как один из ключевых приоритетов для совместных действий.

#### **Здоровье населения**

В конце 2005 года Президент объявил о проведении национальных приоритетных проектов в следующих областях: образование, здравоохранение, строительство жилья, сельское хозяйство.

Планируется, что в 2007 г расходы на проект «Здоровье» составят 87,7 миллиарда рублей из федерального бюджета.

В Российской Федерации наблюдается быстро растущая эпидемия ВИЧ. Число зарегистрированных случаев туберкулеза удвоилось с 34,2 в 1990 г до 90,4 в 2000 г. на 100000 населения.

Законодательное регулирование в отношении факторов риска (табак, алкоголь, ДТП, нерациональное питание) все еще недостаточно, чтобы разрешить данные проблемы.

Основная причина ухудшения здоровья людей – кризис системы здравоохранения, которая по-прежнему строится, главным образом, на стационарных формах лечения, а не на амбулаторных и профилактических методах и пропаганде здорового образа жизни.

### **Образование**


Согласно Всемирному докладу по образованию 2006, публикуемому ежегодно Институтом статистики ЮНЕСКО уровень грамотности в России составляет 99%. Это связано, главным образом, с тем, что, благодаря усилиям российского правительства, в стране сохраняется всеобщее начальное образование. Программы ЮНЕСКО, осуществляемые в стране в тесном сотрудничестве с государственными органами и направленные на совершенствование технологий и содержания образования, а также повышение качества образовательных услуг, способствуют достижению стратегических целей, стоящих перед системой образования в России. Совместная деятельность России и ее международных партнеров в области образования, таким образом, способствует достижению как целей программы Образование для Всех, так и Целей развития тысячелетия.

### **Окружающая среда**

В результате политической и экономической стабилизации последних лет Российская экономика претерпевает устойчивый рост, что неминуемо сказывается на возрастающей нагрузке на природные ресурсы и энергоносители. В 2002 году были приняты Экологическая Доктрина Российской Федерации и Федеральный Закон об охране окружающей среды. Эти документы являются свидетельством приверженности государства задачам охраны окружающей среды. Энергетическая безопасность и продовольственная безопасность, широко признанные приоритеты России.

## Экономическое развитие

Масштабы распространения бедности резко возросли в период перехода к рынку. Наиболее уязвимыми группами населения являются дети в возрасте 7–15 лет и женщины. Около 55 процентов бедных самостоятельно покидают эту категорию в течение года. Из этого следует, что с экономическим ростом появится реальная возможность в кратчайшие сроки сократить уровень бедности. Для координации работы ООН по этим и другим ключевым вопросам учреждениями системы ООН в Российской Федерации было создано несколько Тематических или Рабочих групп.  
(<http://www.unrussia.ru/>)

 **Make exercises to translate grammatical phenomena, typical for Mass Media. - Gerundial constructions.**

**1. Determine the function of gerundial constructions, translate sentences into Russian:**

1. The U.S. State Department faulted the Muslim fundamentalist faction known as the Taleban *for publicly beating women for not being accompanied* by a close male relative.
4. Nominal sovereignty is no longer the valuable commodity it once was, and independence may actually lead *to people having less control* over decisions that crucially affect them.
2. The continued success of voluntary mass vaccination depends on *governments providing accurate information* about the risks and benefits.
3. Those trade unionists who believed the propaganda *about the freeze benefiting the lower-paid workers* got a shock just before Christmas, when agreements affecting farm workers and shop assistants were referred to the Prices and Incomes Board.
4. France is the largest contributor to the offensive after the US and is fully committed to success. Yet at the same time politicians on both the left and right are profoundly wary of *France being so closely involved* in a military venture that is US dominated and orchestrated through NATO.
5. It is not the critics of the Minister of Economy who are cynical. That is a word which could be more accurately applied to a Minister who says he is for *prices being kept down*, and then supports a Budget which puts them up.
6. Harm comes not *from people taking measures* to control their lives and destinies, but from government and corporate policies which threaten



all forms of life, and mock our potential for human creativity and non-coercive problem-solving.

## 🗣️ INTERACTIVE WORK

### ROLE PLAY WITH TRANSLATIONAL ROLES.

The task of role play: act as a participant, organizer or a translator of the round table talkpress-conference:

Press conference concerning the use of new technologies. Participants of press-conference – representatives of companies *Sony, Apple, Textet* – discuss use of new technologies in sphere of mobile communication and answer questions of the leading scientific and technical journals *Discovery, Science today, Popular Mechanics*.

To everyone acting the translator from English into Russian and from Russian into English is appointed.

General time of speech – approximately 10-12 minutes.

Tempo of speech – fluent.

## ✍️ – INDEPENDENT WORK

### 😊 Questions in theory

- What is public speech?
- Explain what is improvised speech.
- How does the audience influence the contents of speech?
- What are two basic purposes of public speech?
- What helps to improve its clearness and to increase efficiency?
- What is recurrence?
- How is translation of public speech carried out?
- What parameters should translator remember?

### ✍️ – Translate political article from English into Russian

#### **Наступил год новой геополитической реальности**

ВЗГЛЯД, Петр Акопов

После того, что произошло в ушедшем году, делать прогнозы на 2015 год, казалось бы, дело неблагодарное – ведь 14-й был наглядным подтверждением того, что настоящие исторические события не просчитываются никаким, даже самым всесторонним анализом.

И все же главный итог 2014-го — начало активной трансформации однополярного мира — сам по себе дает возможности для обозначения повестки наступающего года.

И для России, и для мира в целом 2015 год станет годом действительно больших перемен — потому что произошедшее в 2014-м лишь открыло новую главу, обозначило направление движения, а конкретные последствия будут проявляться уже в ближайшем будущем. Можно провести оценку дел в геополитической войне, на ее экономическом и холодном фронте.

США спровоцировали демонтаж того самого мирового порядка, который с их помощью в последнее столетие выстраивали англосаксонские элиты.

Мир вступал в эпоху «конца истории» — как проповедовали адепты либеральной демократии.

Англосаксы считали, что ни одна мировая цивилизация не способна бросить им вызов в одиночку, точно так же, как нет никаких предпосылок для складывания широкой антианглосаксонской коалиции — и, значит, их господству по большому счету ничего не угрожает.

Уже в 2012 и 2013 годах становилось все заметнее, что эта схема не работает — Китай на глазах становился все более амбициозным, все глубже проникая в Латинскую Америку и Африку, реформирование Большого Ближнего Востока шло не в том направлении, приведя к потере Египта, ухудшению отношений с Саудовской Аравией и проблемам с Турцией, Россия все жестче противостояла как попыткам вмешаться в ее внутренние дела, так и хаотизации Ближнего Востока. И одновременно Китай и Россия все больше сближались, используя БРИКС и ШОС в качестве инструментов для расширения своего геополитического влияния и выстраивания глобальной антианглосаксонской коалиции. Недовольство американским давлением зрело и в Европе — где росло критическое отношение как к англосаксонскому проекту ЕС, так и к контролю США за европейскими элитами.

В 2014 году начался обвал мира по-американски — стало ясно, что расчет на стравливание и хаотизацию противников провалился. Поводом стала Украина — попытка увести ее на Запад вызвала жесткую реакцию России, продемонстрировавшую, что США больше

не могут перекраивать мир по своим правилам. И хотя конфликт за Украину затягивается, уже понятно, что старые правила больше не действуют — им бросила вызов Россия, а попытка в ответ организовать ее изоляцию провалилась.

Удалось выстроить только страны ЕС и НАТО, подключив к ним Австралию и ограниченную во внешнеполитической самостоятельности Японию — то есть США сами обрисовали контур своего мира, тех, кого они контролируют. Все остальные выстроились по другую сторону — «мир не по-американски» из простого собрания недовольных англосаксонским диктатом стал складываться в некую общность, координация интересов и усилий в рамках которой и станет главным событием 2015 года.

Все самое интересное будет происходить как внутри контура западного мира, так и на стыке между Западом и формирующимся антиамериканским альянсом.

Владимира Путина уже давно ждут в Иране, а недавно он получил приглашение из Пакистана (в котором за 67 лет его существования нашего лидера видели только один раз — в 1968 году, когда состоялся визит Косыгина) — и в 2015 году российский президент вполне может отправиться и в Тегеран, и в Исламабад. Но не только для обсуждения афганского вопроса.

Отношения с Ираном будут развиваться по нарастающей — причем вне зависимости от того, как завершатся переговоры по т. н. иранской ядерной программе. У наших стран слишком много общих вопросов, интересов и целей — к тому же роль Ирана в построении новой глобальной архитектуры будет очень велика.

Россия будет все активнее возвращаться на Ближний Восток — используя как недовольство американцами даже со стороны их ближайших союзников, так и память арабов о советском присутствии в регионе в 50–80-х годах.

Внутри Запада ключевыми точками являются Германия, в которой будут нарастать настроения на примирение с Россией, то есть к эмансипации от американского влияния, и Япония, которая будет вести игру в треугольнике США — Китай — Россия (уравновесить зависимость от Вашингтона и конфликт с Пекином развитием отношений с Москвой).

Для США важнейшей задачей на следующий год является принуждение ЕС к заключению соглашения о Трансатлантическом торгово-инвестиционном партнерстве – то есть первому шагу к созданию общего рынка, а значит, и объединению сил Запада в один кулак под англосаксонским руководством.

Европа этого явно не хочет – более того, весной будут большие проблемы с продлением существующих санкций. Европа заинтересована в замораживании конфликта на Украине – и Россия может сыграть на этом, конечно, только в том случае, если сама внутриукраинская ситуация не пойдет вразнос, потребовав тем самым нашего активного вмешательства.

Главный интерес и цель России – всячески способствовать тому, чтобы обрушение Украины не только не привело к нападению на Новороссию, но и не проходило в формате полномасштабной гражданской войны на остальной территории незалежной. Нам нужна мирная, не разрушенная Украина – в которой сам ее народ, горькой ценой протрезвевший от дурмана, осознавший предательство элит, сместит нынешнюю прозападную власть и вернется на общий исторический путь с остальными частями русского народа. Собственно говоря, это и есть главное ожидание России от наступающего 2015 года.

(<http://www.vz.ru/politics/2015/1/1/723005.html> )

**🔊 Listen and translate a 10-minute extract from the speech of USA president into Russian. Use official site of the White House.**

**🔊 Listen and translate a 10-minute extract from the speech of RF president into English. Use official site of Russian government.**

## ■ Unit 7

### ARTICLE ON ECONOMY

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#### Recommendations for study

**Topic:** Article on economy.

**Objective:** to acquire practical skills in translating articles in economy.

Unit 7 PLAN

1. Presenting facts in Mass Media texts.
2. Economics terms and topical vocabulary in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Participle.
4. Translation of economy reports from Russian into English with the translational analysis.
5. Translation of press-conference on economy from English into Russian.

#### **Knowledge:**

- Learn how to translate the texts on economy, how information is displayed in it.
- Revise the rules of translating economics terms.
- Learn the functions of participle in Mass Media texts.
- Learn the ways of conveying facts in mass media texts.

#### **Skills:**

- Practice translating sentences with participles.
- Practice translating the texts of economy news from Russian on English.
- Practice finding the ways of conveying facts in mass Media.
- Practice editing translation of economy articles.
- Practice translating economy press conferences orally from English into Russian.
- Practice translating economy press conferences orally from English into Russian.

#### **Recommendations:**

Translating economy articles presupposes attention to economics terms. Work on creating a glossary of these terms and their translation equivalents.

Study theory in “**Presenting facts in Mass Media**”.

Problematic units are economy terms and topical vocabulary. Practice them in lexical translation exercises **1-3 of Unit 7**.

In grammatical sphere it is necessary to focus on Participle. Practice translating these constructions in grammar translation exercise **of Unit 7**.

Practice translating economy reports from English into Russian in Class.

Take part in interactive work: prepare news report in form of news program to economy topics, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of economy news reports from Russian into English, oral translation of economy press-conference from English into Russian.

### **Presenting facts in Mass Media**

The texts of factual genres make the basic part of mass information. In periodicals, as well as in mass-media as a whole, such texts act as the basic carriers of the operative information allowing an audience to carry out some kind of constant monitoring of the most significant, interesting events in this or that sphere of life. Information can be different by nature. The estimated information is not pure facts. As it is known, the estimation represents the attitude of the subject of estimation (the journalist or any other person) to an estimated object. This attitude results from comparison of a subject of an estimation with the certain criteria as which needs, interests, ideals, norms can act, samples, standards and so forth Estimation often concerns books, films, plays and so forth.

News Report. The concept "reporting" has arisen from a Latin word «reportare», meaning "to transfer, "inform". Originally the genre of the reporting was represented with the publications informed the reader about a course of judicial sessions, parliamentary debates, various assemblies, etc. After such "reportings" got the name "reports".

The news report is an independent genre that has a special character concerning the subject of display. Events in reports presented in the form of facts presentation. These are conflicts, wars, assemblies and so on, the author is reproducing potential object of interest for the audience of mass-media.

Interview. When the author puts the problem to discussion, we deal with the message of an audience to the interviewed person, that is carried

by the journalist. In answers of its interlocutor the accent will be made on questions: what? Where? When? In this case the interview will turn factual. If the interviewer or its interlocutor will start "to develop" answers to questions: why? How? What does it mean? And so forth, as a result there can be analytical.

The announcement. The given information genre form a note, representing messages on possible cultural actions, exhibitions, concerts and so forth. The announcement is close and to the advertising text. However unlike it the announcement does not set the purpose to involve in "action" as much public as possible. The basic purpose of the announcement to give brief, but the objective information on time and the main parties of the planned event, on its most important preconditions and stages.

The blitz-portrait. This genre contains brief data on the person with the purpose to give audiences primary picture of the person.

Mini-review. Such type of a material represents any event, action, phenomenon. The author of a mini-review does not put the purpose to reveal the phenomena thoroughly. Its main purpose – to inform on the events which have happened in a certain time interval.

 **Read mass media text, analyze its specific features,  
translate into Russian**

**ECONOMY ARTICLE**

**WHY PUBLIC INVESTMENT IS A FREE LUNCH**

THE ECONOMIST By Lawrence Summers

The IMF finds that a dollar of spending increases output by nearly \$3

It has been joked that the letters IMF stand for "it's mostly fiscal". The International Monetary Fund has long been a stalwart advocate of austerity as the route out of financial crisis, and every year it chastises dozens of countries for their fiscal indiscipline. Fiscal consolidation – a euphemism for cuts to government spending – is a staple of the fund's rescue programmes. A year ago the IMF was suggesting that the US had a fiscal gap of as much as 10 per cent of gross domestic product.

The A-List provides timely, insightful comment on the topics that matter, from globally renowned leaders, policy makers and commentators

All of this makes the IMF's recently published World Economic Outlook a remarkable and important document. In its flagship publication, the IMF advocates substantially increased public infrastructure investment, and not just in the US but much of the world. It asserts that when unemployment is high, as it is in much of the industrialized world, the stimulative impact will be greater if investment is paid for by borrowing, rather than cutting other spending or raising taxes. Most notably, the IMF asserts that properly designed infrastructure investment will reduce rather than increase government debt burdens. Public infrastructure investments can pay for themselves.

Why does the IMF reach these conclusions? Consider a hypothetical investment in a new highway financed entirely with debt. Assume – counterfactually and conservatively – that the process of building the highway provides no stimulative benefit. Further assume that the investment earns only a 6 per cent real return, also a very conservative assumption given widely accepted estimates of the benefits of public investment. Then, annual tax collections adjusted for inflation would increase by 1.5 per cent of the amount invested, since the government claims about 25 cents out of every additional dollar of income. Real interest costs, that is interest costs less inflation, are below 1 per cent in the US and much of the industrialized world over horizons of up to 30 years. So infrastructure investment actually makes it possible to reduce burdens on future generations.

In fact, this calculation understates the positive budgetary impact of well-designed infrastructure investment, as the IMF recognized. It neglects the tax revenue that comes from the stimulative benefit of putting people to work constructing infrastructure, as well as the possible long-run benefits that come from combating recession. It neglects the reality that deferring infrastructure renewal places a burden on future generations just as surely as does government borrowing.

It ignores the fact that by increasing the economy's capacity, infrastructure investment increases the ability to handle any given level of debt. Critically, it takes no account of the fact that in many cases government can catalyze a dollar of infrastructure investment at a cost of much less than a dollar by providing a tranche of equity financing, a tax subsidy or a loan guarantee.



When it takes these factors into account, the IMF finds that a dollar of investment increases output by nearly \$3. The budgetary arithmetic associated with infrastructure investment is especially attractive at a time when there are enough unused resources that greater infrastructure investment need not come at the expense of other spending. If we are entering a period of secular stagnation, unemployed resources could be available in much of the industrial world for quite some time.

While the case for investment applies almost everywhere – possibly excepting China, where infrastructure investment has been used a stimulus tool for some time – the appropriate strategy for doing more differs around the world.

While the case for investment applies almost everywhere, the appropriate strategy for doing more differs around the world

The US needs long-term budgeting for infrastructure that recognizes benefits as well as costs. Projects should be approved with reasonable speed. The government can contribute by supporting private investments in areas such as telecommunications and energy. Europe needs mechanisms for carrying out self-financing infrastructure projects outside existing budget caps. This may be possible through the expansion of the European Investment Bank or more use of capital budget concepts in implementing fiscal reviews.

Emerging markets need to make sure that projects are chosen in a reasonable way based on economic benefit.

What is crucial everywhere is the recognition that in a time of economic shortfall and inadequate public investment, there is for once a free lunch – a way for governments to strengthen both the economy and their own financial positions. The IMF, a bastion of “tough love” austerity, has come to this important realization. Countries with the wisdom to follow its lead will benefit.

*The writer is Charles W Eliot university professor at Harvard and a former US Treasury secretary*

(<http://www.ft.com/cms/s/2/9b591f98-4997-11e4-8d68-00144feab7de.html#axzz3WSBra6Hq>)

☑ **Make exercises in translating economics terms and topical vocabulary. Topic: GLOBALIZATION**

**1. Find translation equivalents to terms in economy, frequently used in Mass Media articles. If possible, offer numerous variants:**

**Absolute advantage** – The ability to produce something with fewer resources than other producers would use to produce the same thing

**Balance of trade** – The part of a nation's balance of payments that deals with merchandise (or visible) imports or exports.

**Capital resources** – Goods made by people and used to produce other goods and services. Examples include buildings, equipment, and machinery.

**Competition** – The effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.

**Consumer spending** – The purchase of consumer goods and services.

**Determinants of demand** – Factors that influence consumer purchases of goods, services, or resources.

**Economic growth** – An increase in the total output of a nation over time

**Exchange rates** – The rate, or price, at which one country's currency is exchanged for the currency of another country.

**Full employment** – Today economists rely upon the concept of the natural rate of unemployment to indicate the highest sustainable level of employment over the long run.

**Gross domestic product (GDP)** – The value, expressed in dollars, of all final goods and services produced in a year.

**Human resources** – The quantity and quality of human effort directed toward producing goods and services (also called labor).

**Labor force** – That group of people 16 years of age and older who are either employed or unemployed.

**Labor market** – A setting in which workers sell their human resources and employers buy human resources.

**Property tax** – Taxes paid by households and businesses on land and buildings.

**Public goods** – A commodity whose benefits are indivisibly spread among the entire community, whether or not particular individuals desire to consume the public good. For example, a public-health measure that eradicates smallpox protects all, not just those paying for the vaccinations. These goods are often provided by the government.

**Revenue** – Payments received by businesses from selling goods and services.

**Shortage** – The situation resulting when the quantity demanded exceeds the quantity supplied of a good or service, usually because the price is for some reason below the equilibrium price in the market.

**Surplus** – The situation resulting when the quantity supplied exceeds the quantity demanded of a good or service, usually because the price is for some reason below the equilibrium price in the market.

**Tariff** – A tax on an imported good.

**Taxes** – Required payments of money made to governments by households and business firms.

## **2. Translate news reports about economic globalization into Russian make a mini-dictionary of translation equivalents to this text:**

The 5 Key Trends in Globalization That Are Changing America and the World

Huff Post

It is the season of lists: best movies, best books, and so on. Since I teach and write on globalization and international political economy, I thought I should continue a tradition I started several years ago of creating a different type of list: a geo-political-economic list – a list of the globalization top five from an American perspective.

Why only five? Because I am only giving an overview, a macro look at how globalization is now shaping or will shape America. More than five and the list would become less an overview and more a detailed analysis.

### **1. America Is Roaring Back**

Seven years ago, with America's economy leading the world into economic mayhem, many questioned America's political and economic authority to be the world's leader.

But as Warren Buffet said, "It has never paid to bet against America." Through wise, but politically erratic actions such as the stimulus, the auto bailouts, the stress test for banks, along with the Fed's QE policy, the administration has re-fired the American economic engine. Combined with America's energy boom, the United States has re-emerged as the leading, growing – not declining – economic power.

Ironically, the fact that the American economy is the least globalized of the major economies has also helped. As a percent of GNP, exports

account for 52 percent of the German economy, 32 percent of the UK's, 27 percent of China's but only 14 percent of America's. This lesser dependency on exports has help shelter the US economy from the EU slowdown, while allowing the benefits of energy savings to ricochet more powerfully throughout the country.

## 2. Deflation – Possibly a New Global Economic Contagion

For the first time since the early 1930s, there is a serious threat of global economic disorder from deflation. What makes today's version of deflation truly worrisome is that it has developed concurrently from different strains around the world.

In the US, as in the rest of the industrialized world, we see it as the down side of the oil boom. But America is also being affected by disintermediation – the technologically induced removal of intermediaries in the supply chain. People used to buy hard copy books for \$20 but now can buy them online for \$9. The price of a taxi medallion in New York has dropped by 17 percent because of Uber. We can even see disintermediation's footprints in the fact that corporate profits are rising more quickly than sales. Falling prices might seem wonderful in the short-term; in the long run they are extremely detrimental to an economy. The value of assets fall, consumers hold back purchases, wages do not grow and the burden of debt is magnified.

Due to its growth spurt, deflation in the United States is held in check – for now. The problem for the US is the rest of the world, and the exportability of deflation. China is candidate number one in this regard, with its severely over built manufacturing capacity, that is forcing factories into a fight to the bottom, to cut prices on exports. In the Eurozone, where deflation has begun to flirt with the economy, leadership for various political and cultural reasons has found it difficult to develop a course of action. And of course there is Japan.

## 3. Oh Where, Oh Where, Has Manufacturing Gone?

Technologically driven disintermediation and its sidekick, automation and growing new technologies such as 3D printing, are causing a global shift away from the economic value of manufacturing. Since the invention of the spinning jenny in 1764 and Watt's steam engine in 1781, manufacturing and the people it employs have been the underlying basis of modern economies. Now this is changing.

The world is shifting very rapidly from the manufacturing age to the age of human capital.

In the United States this phenomenon is today visible in the lack of growth in middle class wages. In China, the nucleus of global manufacturing, the problem is more acute. How does China continue to compete on the bottom end of the manufacturing spectrum against lower wage-based countries and on the upper end in heavy industrial manufacturing against the United States with its automated facilities and cheap energy?

#### 4. Germany – Redux

From an economic and historic perspective the most interesting development this year has not been watching Putin's 19th century fantasy or the slowing of China's growth, but watching the evolution of Germany from a leading merchant state into a growing global force. Under the leadership of Angela Merkel, pressured by the counter-productive actions of Putin and the demise of the so-called post war balance between Germany and France, Kissinger's famous statement about not knowing which number the United States should call in Europe is now irrelevant. It is Germany's number.

#### 5. AGING – And Immigration as the Antidote

Aging populations, combined with low birth rates, are probably the single common denominator among the leading industrial nations; the one exception being the United States. The question these countries face is how they maintain their standard of living, as retiring baby boomers start to overtake the ability of the balance of the population to support boomer retirement while creating new economic growth. Ironically the opposite problem is occurring in much of the non-industrial world where the birth rate is exploding.

In Japan more than 20 percent of the population is over 65. The Japanese government estimates that if conditions stay on the same trajectory 40 percent of the population will be over 65 by 2060.

The European Commission has stated:

“The proportion of people of working age in the EU is shrinking while the relative number of those retired is expanding. The share of older persons in the total population will increase significantly in the coming decades which will lead to an increased burden on those of working age to provide for the social expenditure required by the ageing population for a range of related services.”

In China, Helen (Hong) Qiao, chief Greater China economist at Morgan Stanley has asked the question, “Will China Grow Old Before Getting Rich?”

What makes The United States different is immigration. According to the Fiscal Times, “It’s only because of immigration that the U.S. doesn’t find itself in the same economic conundrum as Japan, China, South Korea, and Europe.

The U.S. is exceptionally young among OECD nations, it’s the country’s immigrants that are keeping the population balanced and preventing it from becoming like Japan, Korea, and much of Europe.

Without immigration the U.S. would, in other words, have sub-replacement birth numbers like every other OECD nation. And it would, presumably, suffer a similar economic malaise caused in large measure by this demographic structural reconstruction of their populations.”

([http://www.huffingtonpost.com/edward-goldberg/the-globalization-5---how\\_b\\_6287736.html](http://www.huffingtonpost.com/edward-goldberg/the-globalization-5---how_b_6287736.html))

### **3. Translate news reports about globalization into English, make a mini-dictionary of translation equivalents to the text:**

#### **ГЛОБАЛИЗАЦИЯ – ЗА И ПРОТИВ**

На сегодняшний день такой термин как «глобализация» уже отнюдь не редкость. Мы видим его на первых страницах газет и на обложках журналов, слышим его по несколько раз в день с экранов телевизоров и уст наших друзей и знакомых. Так что же значит это определение на самом деле? Социологи считают, что глобализация – это своеобразный процесс объединения, интеграции и унификации различных сфер жизни человека, где под сферами чаще всего имеются в виду экономика, политика и культура. Если до XVI–XVII веков в мире господствовали больше процессы дифференциации, то с наступлением нового века она уступила место глобализации. Главная особенность глобализации заключается в том, что она касается нескольких сторон жизни человека одновременно, при этом каждая из этих сфер постепенно продолжает все большее и большее «сращивание» со своими «соседями». Иными словами, можно говорить о системности этого процесса. То есть мир становится более тесно связанным между собой, более взаимозависимым.

Так каковы же причины возникновения и развития глобализации? Сразу отметим, что как и среди многих других социальных вопросов, здесь нельзя прийти к чёткому и абсолютно исчерпывающему ответу. Однако многие исследователи уверенно утверждают, что среди причин, приведших к глобализации, можно отнести мировое разделение труда, возникновение всё большей мобильности среди капиталов, ресурсов и людей, экономический и технологический прогресс (здесь часто имеют в виду научно-техническую революция, пришедшуюся как раз на XXI век), укрепление международных отношений между разными странами. Объективно говоря, сегодня людей заботят не столько причины этого процесса, сколько его результаты, то к чему он, в конце концов, приведёт. И здесь тоже нет единой точки зрения. В данном случае чаще всего стремятся классифицировать положительные и отрицательные аспекты этого явления, при этом кто-то будет сторонником одной позиции, а кто-то другой. Важно то, что ни одна из сторон не будет права, так как это очень сложный процесс, который может содержать в себе разные моменты.


Среди положительных аспектов глобализации в первую очередь выделяют укрепление и упрочение отношений между различными государствами и странами, установление более слаженной системы обеспечения мировой безопасности. Ярким примером будет являться создание международных организаций и компаний, к примеру, ООН или политический союз стран Европы ЕС. Кроме того, происходит единение народов, укрепление мировых отношений и принципов взаимопонимания и взаимопомощи. Много из плюсов непосредственно касаются экономической сферы. Сюда можно отнести и высокую скорость передачи информации, и мгновенные передвижения разнообразных инвестиций, и свободную торговлю, и снижение налогов, и уменьшение издержек на труд и природные ресурсы, и увеличение потребительских кредитов. В принципе, эту цепочку можно продолжать практически до бесконечности. Если говорить о культуре, то положительным моментом является тот факт, что происходит сближение деловой и потребительской культуры, растёт уровень международного общения. Пожалуй, наиболее ярким примером в данном случае послужит возникновение Интернета и прочих современных систем связи, без которых мы уже не

представляем себе жизни, так она связывает между собой различные народы и нации.

Как и многие явления современного мира, глобализация имеет и свои отрицательные аспекты. Если говорить о политике, то это ослабление суверенности отдельных государств, возникновение явление регионализации, при котором часто один какой-то регион оказывает влияние на политический курс упомянутого государства. Что касается экономики, так это то, что многие производимые товары теряют свою принадлежность к национальным продуктам. Кроме того, из-за слияния многих транснациональных корпораций уменьшается число рабочей силы, которая может быть занята на производстве. Если говорить конкретно о журналистике и СМИ, то это огромное количество рекламы, причём очень часто разница между ней и информацией становится очень мутной, границы практически стираются. При рассмотрении культуры можно смело говорить о неравных возможностях в доступе людей к образованию, потеря национального самосознания и самобытности, уход и потеря многих традиций, «обезличивание» народа, популяризация культурной жизни людей.

В целом, рассмотрев детально данный вопрос, становится понятно, что данная проблема очень объёмная и касается больших масс людей. Таким образом, можно прийти к выводу, что процесс глобализации является неизбежным и его невозможно остановить. Единственное, что человечество может сделать в данной ситуации, так это направить этот процесс по оптимальному маршруту, который будет максимально эффективно удовлетворять потребности людей, не нанося никакого вреда. И если не затрагивать о положительные и отрицательные аспекты этого явления, то можно понять, что глобализация эту в первую очередь стремление человека к единству, к улучшению качеству жизни, к созданию лучших и более благоприятных условий для своего существования, но как и любой другой процесс он не может быть гладок, и поэтому с течением времени ему будет необходимо преодолевать всё более и более серьезные препятствия. В любом случае, нам, жителям этого времени, надо постараться извлечь максимум хорошего из этого явления! (Молодежный журнал “Crab” [crab-online.ru](http://crab-online.ru))



 **Make exercises to translate grammatical phenomena, typical for Mass Media.- Participle.**

**1. Determine the function of participle, translate sentences into Russian:**

1. However they predict a three-speed recovery where only emerging markets like China, India and Brazil grow fast.
2. On the upside, he listed the recovery and “first signs of acceleration” in the economies of both advanced and emerging markets, a reduced risk of inflation and a sharp improvement of corporate balance sheets.
3. With inequality rising, a populist backlash could goad governments into raising trade barriers, but that would be disastrous for all economies.
4. These economic distortions, ventured Azim Premji, chairman of Indian outsourcing giant Wipro were signs of “the slowdown of the Western world, the rise of the emerging world, and the shift of power, the shift of demand”.
5. The National Foreign Trade Council, representing 550 of the nation’s top multinational companies and banks, warned in a report yesterday that international provisions in the US tax code were seriously «out of step» with those of other big industrial countries.
6. Many immigrants give mafiosi running the refugee rackets their life savings to reach «Europe», (and the influx has been swollen by refugees from Kosovo).
7. Under the proposed tax, each of the European Union member countries would be required to impose a 20% withholding tax on all interest payments made to an individual who resides in another EU state...

**🗣 INTERACTIVE WORK**

**ECONOMIC NEWS REPORT.**

Make a news report and present during the class. Requirements for news report: 5-6 news items which are presented in short form of news reports. Approximate time of speech – 4-5 minutes, tempo of speech – fluent.

Before the news report it is necessary to present about 8–10 words and word-combinations on the theme of the news report to the group.

It is necessary to present the report in fast tempo, without phonetic, grammatical and lexical mistakes.

The group listens to the news message and makes a translation review. Possible topics for news report:

- Home Economy
- Global Economy News
- Economic Forums

### – INDEPENDENT WORK

#### Questions in theory

- What makes the basic part of mass information?
- What is estimation?
- Describe the concept “reporting”.
- Characterize news report
- What is the main feature of interview?
- In what way audience is connected with the interviewed person?
- What kind of interview appears as a result of questions: what? Where? When?
- What will be the result of questions: why? How? What does it mean?
- What is announcement?
- How do announcement and advertising text differ?
- What genre contains brief data on the person?
- What is the main purpose of mini-review?

#### – Translate article on economy into English.

### САНИРОВАТЬ БАНК «ТРАСТ» БУДЕТ ОДНА ИЗ КРУПНЕЙШИХ ФИНАНСОВЫХ КОРПОРАЦИЙ РОССИИ

*Второй по размеру проект санации за всю историю российско-го банковского сектора поручен одной из самых крупных финансовых организаций в России. 26 декабря совет директоров ЦБ сообщил, что оздоровлением банка «Траст» займется «Открытие». Ранее «Открытие» уже шесть раз занималось спасением банков. Все обязательства перед клиентами «Траста» (в том числе и перед вкладчиками) будут исполнены в штатном режиме.*

**Жребий брошен**

26 декабря совет директоров ЦБ назвал банк, который займется оздоровлением «Траста». В качестве спасителя «банка Брюса Уиллиса» выбрана финансовая корпорация «Открытие». В сообщении регулятора сказано, что корпорация устанавливает контроль над

«Трастом». Кроме того, до 31 декабря 2020 года «Траст» будет реорганизован и присоединен к «Открытию». Это второй по размеру проект санации за всю историю российского банковского сектора. Крупнее только спасение «Банка Москвы», предпринятое ВТБ в 2012 году. Тогда на закрытие дыры в балансе потребовалось 295 миллиардов рублей. При этом вкладчики держали в «Банке Москвы» около 160 миллиардов рублей.

Теперь же одним из крупнейших проектов санации займется один из крупнейших частных банков России (входит в топ-15 по размеру активов). Санация предусматривает несколько шагов. Агентство по страхованию вкладов (АСВ) за счет ЦБ предоставит «Трасту» заем в размере 99 миллиардов рублей на 10 лет. Эти деньги пойдут на покрытие разрыва между справедливой стоимостью активов и балансовой стоимостью обязательств банка. Одновременно АСВ выдаст кредит «Открытию» на поддержание ликвидности «Траста». Размер займа – до 28 миллиардов рублей, срок – 6 лет.

На помощь вкладчику

О том, что «Траст» попал под санацию, сообщили 22 декабря.

Деньги вкладчиков решили спасти. И самое главное, что должны знать клиенты, – санация не означает, что банк лопнул, обанкротился и его закрыли. Нет, все как раз наоборот. Финансовая организация признана значимой для банковского сектора и для клиентов, и чтобы решить ее проблемы, государство выделяет немалые деньги. Соответственно все вклады, которые люди открыли в «Трасте», остаются актуальными

**Эхо 90-х**

Банк «Траст» – один из крупнейших в России по размеру активов (входит в топ-30). Впрочем, в народе он больше известен как «Банк Брюса Уиллиса» из-за креативной рекламы с героем американских боевиков на билбордах. Свою историю банк ведет еще с 90-х. Вопрос о санации банка уже поднимался в кризис 2008-2009 годов. Коммерсант. <http://lenta.ru/articles/2014/12/26/opentrust/>

**🎧 Listen and translate a 10 minute extract from the press-conference on economy from official site of International economics forum:**  
<http://new.livestream.com/wef>

## ■ Unit 8

### SPORTS ARTICLE

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#### Recommendations for study

**Topic:** Sports article.

**Objective:** to acquire practical skills in translating sports articles.

Unit 8 PLAN

1. Compressing information in translation of mass-media texts.
2. Words and set expressions to the topic “**Human Rights**” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Participial constructions.
4. Summary translation of feature articles from English into Russian.
5. Translation of sports news from Russian into English with translation analysis.

#### **Knowledge:**

- Learn how to translate sports vocabulary.
- Revise the rules of translating clichés and topical vocabulary.
- Learn the functions of participial structures and ways of their translation in Mass Media texts.
- Learn the rules of summary translation of Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating participial constructions.
- Practice translating sports articles.
- Practice translating sports news orally from English into Russian.

#### **Recommendations:**

Sports articles are characterized by high level of sports terms. Translator should have good knowledge of sports rules. Translating sports commentaries demands knowledge of arrangement of information in this text. Study theory in “**Summary translation**”.

Problematic units are units of topical vocabulary, particularly concerning problems of wars and military conflicts. Practice them in lexical translation exercises **1-2 of Unit 8**.

Another type of text for translation to be studied in this unit is a sports commentary. It is close to short news by structure and organization. Use tables of clichés for press-conferences in Supplement of this textbook.

In grammatical sphere it is necessary to focus on Infinitival constructions. Practice translating these constructions in grammar translation exercise **1 of Unit 8**.

Practice translating sports articles from English into Russian in Class.

Take part in interactive work: prepare translation reviews to the topics, studied in units 2–3, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of sports articles from Russian into English, oral translation of sports commentaries from English into Russian.



### **Analyzing facts in Mass Media**

One of the most remarkable features of mass-media traditionally is analysis, research, interpretation of events or situations. Mass media has developed an effective system of analytical genres. This system constantly develops: some genres are modified.

Report as type of publications is one of the most ancient genres of journalism. The genre of the report is actively used in today's journalism. Subject of the journalistic analytical report, as well as information report, is the result of verbal activity of participants of events, displayed by the journalist. Analytical report is an independent genre of journalism.

Subject the analytical report displays internal message of events. It shows interrelation of judgments, estimations, conclusions with real problems, situations, the processes existing at present in life of city, area, country. Thus the author of the analytical report unlike the author of the information report can not put before himself the purpose to inform, but can concentrate attention on the point of view which he analyzes.

Depending on the developed real situation, a real problem, real process the journalist can concentrate attention of the analytical report on the reasons of the situation, a problem, process, or on an estimation of actual condition, or on the forecast of their development, or on the plan, the program of actions in connection with them.

Analytical correspondence is publications on pages of newspapers, magazines (ex. letters of readers.). A subject of the analytical correspondence

can be any event, phenomena. The purpose of the information correspondence – to inform the reader on several retellings of the event.

It also comprises the message on event, the phenomenon. It only gives representation of the event, interpretation of it. Interpretation represents finding out the reasons of event, definition of its importance, forecasting its development, etc. The author of the analytical correspondence uses analysis, synthesis, induction, deduction, etc.

The analytical correspondence differs from the article.

In the analytical correspondence events are discussed, development is predicted, reasons are specified.

The genre of analytical interview The information received by a method of interview, can be transformed and presented, for example, in the form of the correspondence, the report, an article. Role of the author of analytical interview consists first of all in choosing sets of questions.

With this purpose questions are formulated in such a manner that they demand illumination of the central moments of any event, the phenomenon, process, and a situation.

Questions must induce the interlocutor to show knowledge, opinions on the subject of interview in such a manner that will reveal relationships of cause and result of the discussed event, forecast of development of event. The interviewee carries out the analysis of events, situations, processes, not expecting leading questions. Analytical interview is necessary in that case when the reader is interested in the most detailed illumination of the event.

Analytical debate is an important analytical genre of journalism using a “polylogic” method of receiving information. Sometimes the genre is identified as a genre of interview. Both in debate and in interview there is an exchange of ideas, retorts. However there is very important distinction between genres. It concerns first of all the role which is allocated to the journalist-interviewer and the journalist-interlocutor that renders essential influence on the organization of texts of interview or debate. If in a role of the interviewer is to put questions, the journalist-interlocutor is equal in rights with the participants in exchange of ideas, judgment, reflections. Thus than the position of interlocutors will be in contrast. The genre of debate demands enough high qualification, competence of the journalist in the question discussed.

The comment, as well as interview, is a method and a genre of journalism. With its help the author expresses the attitude to actual events, formulates the problems connected with them in the form of the compressed analysis, and also expresses estimation, the forecast of development, etc.

The modern comment pursues the following purposes:

- to direct attention of an audience to the important new facts on the foreground of a public life, to estimate them;
- to reveal the reasons of this event;
- to formulate the forecast of development;
- to find decision of problems.

It is necessary to emphasize, that the comment represents not only reaction to the new phenomena. Comments can anticipate the events.

In journalism there is also a method of questioning. The method is reception of data on the certain questions from the broad audience of people. Questioning gives complex and various materials. Thus of the organizer of questioning (or the journalist) must find data on the subject and the attitude of questioned persons to that subject which they consider.

Another type of analytical publications is monitoring, kind of sociological research. During monitoring different methods, especially statistical, content-analysis are actively applied. Monitoring enables to see, so to say, present state of any phenomenon, first of all in the form of statistical data.

The name of one more analytical genre is rating means “estimation”. The purpose of the publication is carrying out certain “ranking” of similar phenomena to any concrete attribute. The phenomena of ratings concern different fields of activity: economy, finance, cultural life, sports, etc. Ratings are often published in specialized, and in political editions. They can be met on pages of newspapers and magazines, in tele- and broadcasts.

It is necessary to notice, that the rating became very important means of a manipulation mass consciousness in pre-election struggle.

The word “review” of a Latin origin («recensio») and means «viewing, estimation». It is possible to tell, that the review makes a response (first of all – critical) to product of fiction, arts, sciences, journalism, etc. Therefore the most outstanding performances, books, films, including “scandalous”, i.e. touched by some attention of public are reviewed first of all. The review, certainly, should pursue any important purpose – tell

audiences that it really deserves its attention, or that it is unworthy of its attention.

The basis of the review is made with the analysis; therefore it is necessary, that it is objective enough.

Stating and proving the point of view (the main thesis); authors often aspire to result as much as possible an illustrative material (arguments).

Reviews published in periodicals can be distributed into certain typological groups. Here are examples of such typology:

1. According to volume of the review it is possible to divide them into two types: grand-review and mini-review.
2. On number of analyzed products all reviews can be divided into monoreviews and polyreviews.
3. On the theme review is divided into literary, theatrical, film-reviews, etc.

The authority of criticism is reached first of all by the basic attitude to reviewed work, aspiration to the objective, reason analysis.

 **Read mass media text, analyze its specific features,  
make summary translation into Russian**

**SPORTS ARTICLE**

**TEAM SELLS ITS BEST PLAYERS, AND DOESN'T PAY FOR IT**  
A Rebuilt Southampton Excels With a '10th-Place Budget'

**By SAM BORDENNOV.** 28, 2014

SOUTHAMPTON, England — Les Reed remembers the venom. He remembers the anger and the worry and the stress. He remembers — much as he may try to forget — the cursing. Just moments after the end of Southampton F.C.'s final home match last season, Reed, the club's executive director, sat in his seat at St. Mary's Stadium and absorbed a steady stream of salty language from fans as they stomped up the aisles.

It was not that the Saints were bad; they had actually finished eighth in the Premier League, one of the best finishes in the team's 129-year history. Rather, the fans were frothing because they were panicked about what was to come for this storied club from England's South Coast. Everyone knew small-money Southampton was going to lose several of its top players during the summer. The manager and his coaches could go, too. An off-season of turmoil was all but assured and, for fans of a club that had been



mired in financial crisis and, nearly as depressingly, the third division, only a few years earlier, the impending maelstrom felt an awful lot like the beginning of a slide back down the hill.

“They were yelling at me, screaming at me, ‘Les, you better fix this, you better keep this together,’ ” Reed said in an interview last week. “And I remember sitting there, just being absolutely battered, and thinking, We will.”

He had no idea quite how right he would be. Six months later, the reality here is startling: Southampton’s nightmare summer played out just as everyone imagined, with a flurry of player sales and a coaching change, yet Reed and the rest of Southampton’s executives cannot stop smiling. Somehow, Southampton is the story of the Premier League season, not just for its results so far – it sits second in the standings – but also for its methodology.

The Saints lost five starters from last year’s team, including three groomed in the team’s youth academy, as well as their head coach. Southampton finished the summer transfer window having sold its top striker, its best defenders and its captain. It entered this season with a payroll estimated to be roughly a third of the expected front-runners’ but the team is, nonetheless, ahead of Liverpool (currently in 12th place), Arsenal (eighth) and Manchester City (third), which arrives at St. Mary’s on Sunday for a match that is, suddenly, a marquee game on the calendar.

“This summer was as uncomfortable as I’ve ever been as a leader,” said Ralph Krueger, the club’s chairman. “There is not a person inside this club that will honestly tell you they didn’t have a day, or a lot of days, where they weren’t afraid or that it wasn’t difficult. It was. It absolutely was. But we stuck with our plan. And it is working.”

The Southampton Way, as it is known, revolves around “breaking mythologies,” Reed said. The top priority for the club remains developing talent, something its academy had done historically – Gareth Bale, Theo Walcott and Alex Oxlade-Chamberlain all came out of Southampton’s youth teams – but with a greater focus and purpose.

Changes are everywhere. Krueger, a Canadian whose background is in hockey – he coached the Edmonton Oilers in the 2012-13 season – took over in March after attracting Southampton’s attention through his work with the World Economic Forum. The soccer staff has grown to about 75, from 14 in 2010. A new training ground has opened. Money has been

poured into sports science analysis and video technology, as well a network of evaluators that seeks to identify budding players as young as 8 years old. Even more, the club made a commitment to have at least 50 percent of the regular players in its first team be homegrown, Reed said, providing a carrot for scouts and academy coaches.

That percentage is not arbitrary. It fits into a larger model of sustainability designed by the club that seeks to balance investments – in training facilities, academy setups, player salaries and more – with the realities of competing in a system in which teams, even at the highest levels, often go broke trying to keep up with bigger-name clubs owned by oligarchs or billionaires.

Other smaller-market teams riding such a wave of success early in the season might be tempted to spend big during the January signing period, shelling out for a top player or two in an effort to chase the extra money that would come with a top-six finish and a place in the Champions League or the Europa League next season. Krueger, though, revealed that Southampton entered this season planning to operate with a “10th-place budget” – meaning the team was only expecting to reap the rewards that come with a midtable finish – and he said he did not expect that to change.

“We’re not going to stick our head into the water and take huge risks right now just because we have a chance to make Europe,” he said. “We want to make Europe. But we’re going to do it within our means.”

Such restraint is not the stuff of splashy headlines – even now Southampton remains an afterthought for many Premier League fans – but given the club’s recent history, it is understandable. Five years ago, Southampton, which had been a top-division fixture from 1978 to 2005, was in administration, essentially bankruptcy reorganization, and wallowing in the third division, playing games against minnows like Yeovil Town and Gillingham.

“I remember a 0-0 draw against Wycombe Wanderers,” said Kelvin Davis, a goalkeeper who has been with the team since 2006. “It was a cold, rainy night and I just looked around and thought, What is happening here? It was grim.”

After a couple of false starts with potential new owners, Markus Liebherr, a Swiss businessman, bought Southampton before the 2009-10 season, vowing to change the culture of the club. More important to the fans, Liebherr promised to return the Saints to the top division within five years.

Reed, who arrived in 2010, said he believed the philosophy put forth by Liebherr (and continued by Liebherr's daughter, Katharina, after Liebherr's death in 2010), allowed the club's executives a luxury many smaller-market clubs could never offer: faith.

"Every now and then a club will try to do this and then they give up too easily," Reed said. "They spend, they go beyond their means. The way we see it, we're now starting the first year of the next five-year plan."

It has been an emotional beginning. The summer, which was described as "hysteria" by Reed and "scary" by Krueger, began with stars like striker Rickie Lambert and the captain, Adam Lallana, who had been in Southampton's system since he was 12, being sold to Liverpool. Defender Dejan Lovren also went to Liverpool, and two young, converted outside defenders, Luke Shaw and Calum Chambers, departed as well. Shaw now plays for Manchester United, Chambers for Arsenal.

The sales brought in £105 million, or about \$165 million, but left worrisome holes in the team. Disaster — or "Armageddon," as Reed recalled the label chosen by one particularly vocal fan — never materialized. Manager Mauricio Pochettino had also left (for Tottenham) and Reed replaced him with Ronald Koeman, a former Dutch national team defender with a strong record for developing young players. Koeman had previously worked at Ajax, which is known for its academy, and also brought an undeniable pedigree: As a player he won the European Cup in 1988 with PSV Eindhoven and in 1992 with Barcelona, and as a manager he won three Dutch league titles and the Spanish Cup.

The fit with Southampton was perfect. During their second meeting to discuss the opportunity, Reed and Koeman turned the table in the conference room at a Heathrow Airport hotel into a tactics board, sliding paper cups around as they talked about potential Southampton formations. It also did not hurt that Koeman offered an on-field approach to tactics that mirrored Southampton's larger off-field model.

"We keep the way of playing the same, whether we play away or at home, whether against Liverpool or Manchester City," Koeman said. "It doesn't matter. We are who we are."

This season, that has meant defending ferociously. Southampton has allowed only six goals through 12 Premier League games, or about half as many as first-place Chelsea (11) and the other leading teams. Savvy signings

like goalkeeper Fraser Forster, from Celtic, and Ryan Bertrand, who came on loan from Chelsea, have shone, and two signings from the less-heralded Dutch league, Dusan Tadic and Graziano Pellè, have been revelations.

Yes, the quality of Southampton's opponents will rise over the next month — their next three matches are against Manchester City, Arsenal and Manchester United — but the Saints have avoided stumbles against lesser competition, something other teams in the top half of the table cannot say.

There is also the larger picture to consider. The goal for this five-year plan, according to Reed, is to compete for a berth in European competition and also win a trophy, something which Koeman has shown to be a priority, since Southampton has used first-choice lineups on its way to the quarterfinals of the League Cup.

"I think we can win the league, too," Reed said, knowing full well that many would dismiss the idea as laughable. In the top-heavy Premier League, it is difficult to change the status quo. But that does not mean Southampton will not try.

<http://sportsbrknews.com/?p=30975>

**Make exercises in translating Mass media topical vocabulary to the topic: HUMAN RIGHTS.**

**1. Find translation equivalents to linguistic units, frequently used in articles about human rights. If possible, offer numerous variants:**

- Asylum for the homeless
- born free
- clean environment
- culture gap
- democracy demand
- economic development
- provide dignity and equality
- right for education, freedom, privacy, home, life
- equal opportunity
- fairness
- family
- food
- freedom of thought
- health protection
- finding identity in religion, nationality,

- inclusion
- information
- provide justice, security, shelter, protection, remedy, safe place to live
- respect physical integrity
- presumption of innocence
- responsibility
- self determination

**2. Translate news reports about violation of human rights from official site of Human Rights Watch into Russian, make a mini-dictionary of translation equivalents to these texts:**

**Ukraine: Civilians Need Greater Protection**

In Berlin Meeting, Merkel Should Emphasize Investigations, Commitments

Press release

*Ukraine is in the throes of multiple crises and needs Germany's assistance. As one of Ukraine's most important allies, Germany has a special responsibility to make sure that the country's leadership is actively enforcing the obligation to respect the laws of war and protect civilians.*

Rachel Denber, deputy Europe and Central Asia director

(Berlin) — Chancellor Angela Merkel of Germany should press Ukrainian Prime Minister Arseny Yatseniuk to ensure that Ukrainian forces take all feasible precautions to minimize harm to civilians. Merkel and Yatseniuk are scheduled to meet in Berlin on January 8, 2015.

Merkel should emphasize the need for Ukraine's Defense Ministry to issue clear and specific orders to troops fighting a Russian-backed insurgency in eastern Ukraine not to use certain explosive weapons in areas populated by civilians. Merkel should also press the Ukraine authorities to conduct further investigations into allegations that Ukrainian forces were responsible for attacks in the east that failed to distinguish between civilian and military objects, causing civilian casualties.

The United Nations estimated combined civilian and military casualties on all sides in the armed conflict in eastern Ukraine at 4,364 killed and 10,064 wounded as of November 30, 2014.

Human Rights Watch has documented government and rebel forces' use of cluster munitions and Grad rockets in areas populated by civilians. The use of such weapons in populated areas is indiscriminate since the

weapons affect a wide area and cannot distinguish between military targets and civilian objects.

“Ukrainian authorities have done the right thing by starting an investigation, but that will mean nothing if they do not investigate thoroughly,” Denber said. “We urge Merkel to encourage Yatseniuk to ensure that the job gets done.”

During the December meetings, defense officials told Human Rights Watch that the ministry had circulated instructions to all its commanders to inform troops about criminal responsibility under Ukrainian law for violating the laws of war and that international humanitarian law should be strictly respected.

Grad rockets should not be used in populated areas. In line with the global treaty addressing their prohibition, cluster munitions should never be used under any circumstances. Merkel should also encourage Ukraine’s leadership to join the 2008 Convention on Cluster Munitions.

“The Defense Ministry’s instructions are a step in the right direction, but we are counting on Merkel to firmly underscore the importance of specific instructions not to use certain weapons in populated areas,” Denber said.

### ***USA and Torture: A History of Hypocrisy***

*The Senate report should not be relegated to a shelf or hard drive but be the basis for criminal investigations on the use of torture by US officials. The failure of the Obama administration to hold those responsible for torture to account risks leaving torture as a policy option when the next inevitable security threat strikes.*

Kenneth Roth, executive director

(Washington, DC) – The US Senate Intelligence Committee’s report summary on the Central Intelligence Agency (CIA) detention and interrogation program is a powerful denunciation of the agency’s extensive and systematic use of torture, Human Rights Watch said today. The 525-page partially redacted summary, released on December 9, 2014, is part of a 6,700-page classified report that the committee has still not indicated it plans to release.

The summary documents numerous misrepresentations the CIA made about the program’s effectiveness and demonstrates US officials’ knowledge that it was illegal. It underscores the need for the US government

to promptly release the full report, bolster oversight of the CIA, and investigate and appropriately prosecute the senior officials responsible for the torture program, Human Rights Watch said.

“The Senate report should not be relegated to a shelf or hard drive but be the basis for criminal investigations on the use of torture by US officials,” said Kenneth Roth, executive director of Human Rights Watch. “The failure of the Obama administration to hold those responsible for torture to account risks leaving torture as a policy option when the next inevitable security threat strikes.”

### **Nature and Scope of the Abuses**

The summary concludes that CIA abuses were far more brutal, systematic, and widespread than previously reported; that many of the CIA’s interrogation techniques went beyond even those authorized by the Justice Department; and that the CIA began using the techniques long before they had obtained authorization for them.

The summary describes many previously reported facts about the CIA torture program, including the agency’s use of painful stress positions, forced standing, extended sleep deprivation, extensive bright light and loud noise exposure, waterboarding, and throwing detainees against walls or closing them into coffins.

### **CIA Knew the Techniques Were Illegal**

The report reveals new evidence that the CIA was well aware of the illegality of the techniques it was employing. On page 33, the summary notes that senior lawyers at the CIA internally circulated a draft letter to Attorney General John Ashcroft dated July 8, 2002, expressly acknowledging that the interrogation tactics that came to be known as “enhanced interrogation techniques” violated the US Torture Statute. The draft – it is unclear if it was ever sent – requested that the Justice Department provide the CIA with “a formal declination of prosecution, in advance.” That is, the CIA sought a promise from the Justice Department never to prosecute – or immunity.

### **CIA Obstruction of Oversight**

The summary shows the lengths to which the CIA went to cover up its crimes and obstruct the democratic process, including by making false claims to the Justice Department, White House, and Congress about the scope, nature, successes, and necessity of the program. At the same time,

the summary shows senior White House officials knew from the start that the program was illegal, and that the administration kept even members of its own senior National Security Council and Defense Department team in the dark about the program.

The US government has refused to answer questions as to whether any former CIA detainees were interviewed at all for the Durham investigation. The failure to conduct such interviews raises serious questions about US compliance with its obligations to conduct a full and fair inquiry under the Convention against Torture into potential violations, Human Rights Watch said.

“The Senate report summary should be the beginning, not the end, of the process to bring to justice those who committed torture in the name of the American people,” Roth said. “Real presidential leadership will be needed to ensure the next steps are taken.”

#### Germany Pegida protests: Rallies over ‘Islamisation’

The demonstrations have provoked a debate in Germany many say can no longer be ignored. There have been weekly protests by the Patriotic Europeans against the Islamisation of the West (Pegida) since October.

A record 18,000 people turned out on Monday at one rally in Dresden. But counter demonstrations have sprung up and the group has been condemned by senior German politicians. Thousands of people marched in Berlin, Cologne, Dresden and Stuttgart. In Berlin, police said that some 5,000 counter-demonstrators blocked hundreds of Pegida supporters from marching along their planned route.

A total of 22,000 anti-Pegida demonstrators rallied in Stuttgart, Muenster and Hamburg, according to the DPS news agency. But in Dresden, police said that 18,000 people turned up for just one anti-immigration rally. The counter-demonstration attracted 3,000 people. Pegida supporters were outnumbered in the Berlin march. Some 18,000 supporters of Pegida attended a rally in Dresden. Cologne cathedral lights were switched off as part of a protest against the anti-Islam rallies, as Jenny Hill reports. Much of the city centre was also plunged into darkness as lights were switched off at major buildings and bridges across the Rhine, according to the news agency DPA. “Today, there is really a democratic sign being sent and a lot of people in Cologne are expressing their opinion,” said Cologne mayor Juergen Roters.



The sign held by this Berlin man reads “No to Islamisation of Europe!” German Chancellor Angela Merkel attacked the movement in her new year speech, saying its leaders have “prejudice, coldness, even hatred in their hearts”.

Kathrin Oertel, one of the main organisers of Pegida, responded in a speech at the rally in Dresden. She said that there was “political repression” in Germany once again. “Or how would you see it when we are insulted or called racists or Nazis openly by all the political mainstream parties and media for our justified criticism of Germany’s asylum seeker policies and the non-existent immigration policy?” A poll of just over 1,000 people carried out by Germany’s Stern magazine found one in eight Germans would join an anti-Islam march if Pegida organised one near their home.

Germany receives more refugees and asylum seekers than any other EU country. Many of those have come from war-torn Syria.

<http://www.hrw.org/news/2015/01/06/ukraine-civilians-need-greater-protection>

### **3. Translate news reports about violation of human rights into English, make a mini-dictionary of translation equivalents to these texts:**

*Россия: Дети с инвалидностью страдают от насилия  
и отсутствия заботы*

*Покончить с «приютской» системой, содействовать уходу  
на базе семьи*

Почти 30% всех детей с инвалидностью в России живут в государственных учреждениях интернатного типа, где они нередко страдают от насилия и отсутствия заботы, говорится в публикуемом сегодня докладе Хьюман Райтс Вотч. Россия должна покончить с нарушениями в отношении институционализированных детей с инвалидностью и сосредоточить внимание на развитии семейных форм ухода за такими детьми.

93-страничный доклад «Брошенные государством: насилие, отсутствие заботы и изолированность детей с инвалидностью в российских интернатах» рассказывает о серьезных нарушениях и отсутствии заботы со стороны персонала государственных учреждений для детей-сирот и детей, оставшихся без попечения родителей, что препятствует развитию детей с инвалидностью. Одними из главных


факторов, определяющими отношение персонала к детям, являются отсутствие поддержки и подготовки, а также малочисленность штата. У детей в учреждениях, обследованных Хьюман Райтс Вотч, не было или почти не было реальных возможностей обратиться за помощью или пожаловаться на нарушения.

Наши исследователи встречали множество работников учреждений для детей-сирот и детей, оставшихся без попечения родителей, которые выражали стремление обеспечить детям максимальное развитие.

Теперь, когда правительство признало необходимость снизить уровень институционализации детей, оно нуждается в четких и реализуемых планах для достижения этой цели, отмечает Хьюман Райтс Вотч. Правительство должно обеспечить поддержку детей, живущих в биологической семье, а в тех случаях, где это невозможно, — расширять программы усыновления и устройства в приемную семью.

Правительство России должно разработать план-график по искоренению институционализации детей, отмечает Хьюман Райтс Вотч. Передача государству ухода за ребенком должна носить временный характер, применяться в предельно ограниченных обстоятельствах и должна отвечать как интересам ребенка, так и международным нормам о правах человека. Правительство также должно обеспечивать социальную поддержку и предоставлять услуги родителям, чтобы они могли воспитывать ребенка с инвалидностью в семейном окружении.

Международные и национальные доноры должны предусмотреть выделение средств на программы, направленные на устройство институционализированных детей в семьи, а также на программы, поддерживающие интеграцию детей в местное сообщество, такие как доступные школы и детские сады, а также услуги здравоохранения.  
<http://www.hrw.org/ru/news/2014/09/15/rossiya-deti-s-invalidnostyu-stradayut-ot-nasiliya-i-otsutstviya-zaboty>

 **Make exercises to translate grammatical phenomena, typical for Mass Media.- Participial constructions.**

**1. Determine the function of participial constructions, translate sentences into Russian:**

1. Simultaneous translation provided at the conference was excellent.
2. For further details the reader is referred to the paper presented by Brown.
3. The knowledge gained on the subject during the past decade is rather important.
4. This law takes into account forms of energy other than those discussed so far.
5. Evidence was found indicating that there were large potential irregularities in the energy level throughout the crystal.
6. The theory explains certain phenomena not otherwise accounted for.
7. Taken together, these effects, occurring as they do in rapid succession, provide a simple interpretation of the production of crisis.
8. They insist on the equipment being carried by some other means of transportation.
9. In the event of the data being fallen into enemy hands, the code will be periodically changed.
10. Missiles used to hamper the operation of radar installations are termed "antiradar missiles".
11. The thrust being greater than the drag, the aircraft speed will increase.

## **INTERACTIVE WORK**

### **SPORTS NEWS REPORT.**

Make a sports news report and present during the class. Requirements for news report: 5–6 news items which are presented in short form of news reports. Approximate time of speech – 4–5 minutes, tempo of speech – fluent.

Before the news report it is necessary to present about 8–10 words and word-combinations on the sports theme to the group.

It is necessary to present the report in fast tempo, without phonetic, grammatical and lexical mistakes.

The group listens to the news message and makes a translation review. Possible topics for news report:

- Russian Sport News
- World Sport News
- Football News
- Olympic News Reports

### – INDEPENDENT WORK

#### Questions in theory

- How old is the genre of Report?
- What is the subject the analytical report?
- What's the subject of the analytical correspondence?
- In what way does the analytical correspondence differ from the article?
- In the analytical correspondence events are discussed, development is predicted, reasons are specified.
- In the genre of analytical interview the information received by a method of interview only, isn't it?
- What is the function of questions to the interlocutor?
- What are the main features of analytical debate?
- With its help of what genre the author expresses the attitude to actual events, formulates the problems connected with them in the form of the compressed analysis, and also expresses estimation?
- What is monitoring?
- What is the origin of the word “review”?
- What are typological groups of reviews?

#### – Read and translate sports article into English.

##### СЕРЕБРЯНАЯ МОЛОДЕЖЬ

Сборная России остановилась в шаге от золота МЧМ-2015

В Торонто завершился молодежный чемпионат мира по хоккею. В финале россияне в упорной борьбе проиграли канадцам – 4:5. Хозяева льда показали фантастическую игру и спустя шесть лет вновь стали чемпионами планеты. Россияне тоже не подкачали – самоотверженно сражались до финальной сирены. «Лента.ру» вспоминает турнирный путь наших ребят на канадских площадках.

Групповой этап

«Русские долго запрягают, но быстро едут», – именно этой, приписываемой Бисмарку, фразой руководствовались наши на старте

турнира. 26 декабря в первом туре российская сборная лишь на морально-волевых разобралась с датчанами.

Викинги со стартового свистка захватили инициативу, забросив две шайбы в первом периоде. Важно было отыграть хотя бы одну во второй 20-минутке – и подопечные Валерия Брагина это сделали. Менее чем за минуту до сирены одна из главных надежд российского хоккея форвард Николай Голдобин отквитал один гол. Затем, в третьем периоде, Максим Мамин сделал счет равным, а в серии буллитов блеснули голкипер Илья Сорокин и нападающий Сергей Толчинский.

Часто, чтобы обрести уверенность, россиянам необходимо «размяться» на аутсайдерах. В Канаде под горячую руку попались швейцарцы, которым наши хоккеисты забросили семь безответных шайб. Еще этот матч запомнился мощным силовым приемом Анатолия Голышева, отправившего Фила Бальтисбергера на больничную койку с подозрением на сотрясение мозга. К чести россиянина, после матча он принес извинения швейцарцу. Правда, это не спасло его от одномоментной дисквалификации.

#### Плей-офф

В первом раунде россиянам «повезло» выйти на лед с американцами. Парни воодушевились и приняли бой с россыпью будущих звезд Национальной хоккейной лиги. А голкипер Игорь Шестеркин и вовсе стоял насмерть – к концу матча отразил 39 бросков из 41 по своим воротам.

Уверенность вратаря вдохновила партнеров по команде: Россия вела 2:0 благодаря шайбам Ивана Барбашева и Александра Шарова, затем пропустила от Энтони Дианджело, а в третьем периоде разменялась точным попаданием Толчинского на результативный бросок Зака Веренски (3:2). На этом команды и разошлись.

#### Финал

В свою очередь, канадцы буквально катком прошли по всем соперникам на турнире. Лишь американцы оказали хоть какое-то сопротивление хозяевам льда, забросив три шайбы в ответ на пять. Шесть матчей, предшествовавших финалу, «кленовые листья» выиграли с общим счетом 34:5.

Многие сетовали, что Брагин поставил в ворота с первых минут Шестеркина, а не Илью Сорокина, который в товарищеском матче против канадцев (2:1 в овертайме) отразил полсотни бросков. Возможно, это решение и аукнулось тренеру сборной: за первые 2,5 минуты матча россияне пропустили две шайбы от Энтони Дюклера и Ника Пола.

Канадцы традиционно начинают очень резво, достаточно вспомнить олимпийский Ванкувер, где наша главная сборная в четвертьфинале уже к 13-й минуте «горела» 0:3. Слава Богу, у молодежи ситуация оказалась чуть попроще. Сразу после второго гола Шестеркин был отправлен на скамейку, а в рамку встал Сорокин, хотя вины Игоря не было ни в одной из пропущенных шайб. Просто от греха подальше.

В середине первого периода ответную шайбу забросил Дмитрий Юдин. Показалось, дела налаживаются. Однако в следующей 20-минутке канадцы провели три результативные атаки подряд: отличились главная звезда «кленовой» молодежи Коннор Макдэвид, а также Макс Доми и Сэм Райнхарт.

После пятой шайбы россияне совершенно неожиданно для канадцев воспряли духом и сократили отставание до одного гола. Усилий Барбашева, Толчинского и Голдобина не хватило совсем чуть-чуть, но и без победы наши хоккеисты сделали почти невозможное. Лучших канадцев совсем скоро с руками будут отрывать на драфте НХЛ. И эти ребята в концовке то и дело смотрели на часы в ожидании финальной сирены. «Чуда на льду», как в 2011-м, когда наши ребята отыгрались с 0:3 (победили 5:3), не случилось. Тем не менее за игру российской сборной в финале совсем не стыдно. Ребята достойны лучших похвал и комплиментов.

Виктор Цаплин

(<http://lenta.ru/articles/2015/01/06/srebro/>)

**🎧 Listen and translate a 5 minute extract from the sports commentary of a BBC sports station into Russian:**

<http://www.bbc.co.uk/5live/collections/p01kyfpq>

## ■ Unit 9

### ENTERTAINMENT ARTICLES

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#### **Recommendations for study**

**Topic:** Entertainment article.

**Objective:** to acquire practical skills in translating Entertainment articles.

Unit 4 PLAN

1. Compressing information in translation of mass-media texts.
2. Words and set expressions to the topic “**Conflicts. Wars**” in Mass Media.
3. Translation of grammatical phenomena of Mass Media: Absolute participial, Object, Subject participial construction.
4. Summary translation of reviews English into Russian.
5. Translation of video film reviews.

#### **Knowledge:**

- Learn how to translate news of show business.
- Revise the rules of translating topical vocabulary.
- Learn the functions of participial structures and ways of their translation in Mass Media texts.
- Learn the rules of summary translation of Mass Media texts.

#### **Skills:**

- Practice translating units of frequency in newspaper texts.
- Practice translating participial constructions.
- Practice making a summary translation.
- Practice translating reviews.
- Practice translating video reviews from English into Russian.

#### **Recommendations:**

Entertainment articles are organized in a special way. Often work on their translation concerns distinguishing information into factual and literary. Translating reviews demands knowledge of arrangement of information in this text. Study theory in “Article as the main genre of Mass Media”.

Problematic units are units of topical vocabulary, particularly concerning problems of international contacts. Practice them in lexical translation exercises **1-2 of Unit 9**.

Another type of text for translation to be studied in this unit is a press-conference. It is close to interview by structure and organization. Use tables of clichés for press-conferences in Supplement of this textbook.

In grammatical sphere it is necessary to focus on Infinitival constructions. Practice translating these constructions in grammar translation exercise **1 of Unit 9**.

Practice translating feature articles from English into Russian in Class.

Take part in interactive work: prepare translation reviews to the topics, studied in units 2-3, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of show business news from Russian into English, oral translation of film reviews from English into Russian.

### **Article as the main genre of Mass Media**

The genre of the article is the main one in analytical journalism. The word “article” is derived from the Latin word «articulus» and meant originally «part of the whole». Articles are huge number of publications of various genres. Article is a genre intended first of all for the analysis of socially significant process, situations, the phenomena and laws operating them. Analytical discussion of a subject in article should lead the readers to reflect further about interesting questions. Successful article creates real representation of the actual situation. For example, the author of article can talk about directions of political or economic development of the country or argue about morals existing in society as a whole, or about relations of the country with the foreign states

Article should possess a clear conceptual line. The author should develop a precise clear idea to explain to the reader political, economic or other essence of a situation. It helps an audience to perceive correctly the importance of the general events for itself, to develop the plan of actions. At the beginning of the clause there is an exposition (original introduction) – the reader is allowed to learn an actual occasion why the given situation is analyzed, why it is important for a society, why it should be resolved. Having acquainted an audience with problems, conditions of their occurrence in the given situation, the author further can raise the question about how these problems, problems can be solved.

In a body of article the author can concentrate the attention to the analysis of those factors which have prevented to resolve a situation, to try



to find out, why the problem is not solved yet till now. Besides it can show, how to reach the purpose or to come closer to it. In comparison with the body of the article, in which the situation is analyzed, the final part has synthesizing character. In the ending it can be explained, how to change the situation, what forces will be involved, what new problems should be solved further. In the end of the article there can be also references to the audience for change of a situation.

Analytical articles turn first of all to actual practical problems of the industry, agriculture, business, culture, science, business, finance, etc.

Preparation of analytical article begins with studying a problem situation, the conflict existing in a reality between desirable and possible.

Specification of a problem is carried out during the analysis of an existing problem situation. And for this purpose it is necessary to extract the corresponding information. It is necessary to learn concrete answers to the following questions: what was (will be undertaken also by whom? Participants concern to what social groups? They pursue what purposes? Under what conditions they operate? What contradictions are between public requirements and personal interests of participants? What problems arise thus? How do participants react to it? What means and methods apply? With whom and against whom they operate? In what it can result? What does it mean for a society? What ways of an outcome from a situation can be used?

The present problem is always connected with need for the decision of problems, important for a society. The greater number of people the problem concerns, the more important it is.

Polemic articles are disputes on any significant problems. In any case creation of the polemic text should begin with a formulation of the main idea (the main thesis) which further the author will defend. This idea can be formulated in the text in the form of the independent statement. The following reasons (arguments) in favour of the basic idea of performance demand serious facts.

Investigation article is based on gathering material connected with the analysis of various problems of a public life. Subject of journalistic investigation the most “acute” negative phenomenon.

The journalist can receive a part of necessary initial data from the open sources – newspapers, magazines, теле-and broadcasts, libraries,

bases of computer data, the Internet. But, certainly, the basic volume of the concrete data directly connected with an object of research, can be received as a result of complex and laborious work with the operating sources of the information included in the studied situation.

During investigation the journalist resorts to the most different methods of data acquisition – to supervision, interview, to the analysis of documents, etc.

Review as analytical genre was used long before occurrence of periodic press. A subject of a review can be ideas from philosophy, history, the literature.

Word “review” in journalism designate the description, summarizing, consideration, studying of a special sort of the information

The letter as a journalistic genre has resulted from the adaptation of the form of personal and business correspondence for needs of journalism. The publication of letters is not private correspondence between people. In fact, being published, the letter becomes property not one person or their group, but thousands and even millions people, i.e. a mass audience.

The opportunity of the letter not to be simple means of dialogue, but also the tool of effective influence on the broad audience of readers is predetermined by a number of the circumstances connected with it.

Predictions, or forecasts, are judgements about the future. Sometimes journalists replace concept “forecast” concept “hypothesis”.

On pages of today’s press journalists as authors of forecasts are frequent. Often they are made by experts in a corresponding field of activity.

 **Read mass media text, analyze its specific features, make summary translation into Russian**

SHOW BUSINESS ARTICLE

STING’S ‘THE LAST SHIP’ TO CLOSE ON BROADWAY

The struggling musical charts its final voyage after 105 performances at New York’s Neil Simon Theatre

Sting with Aaron Lazar, Rachel Tucker and the cast in his first performance curtain call for ‘The Last Ship’ at the Neil Simon Theatre in New York City on December 9th, 2014.

BY DANIEL KREPS | January 6, 2015

Sting’s musical *The Last Ship* has set January 24th as its farewell voyage. After 105 performances and 29 previews, the Broadway show – based on the musician’s autobiographical album of the same name – will

end its run at New York's Neil Simon Theatre. *The Last Ship* had opened on Broadway on October 26th, 2014, and while the musical earned glowing reviews during its Chicago tryout last summer, the show struggled to pack houses on the Great White Way.

"We have been bewildered and saddened by our inability to sustain an audience for this musical that we deeply love. There are no easy explanations," producers Jeffrey Seller and Kathryn Schenker wrote in an email to its cast and crew Monday, the *New York Times* reports. The production cost \$15 million just to bring to Broadway, plus another \$625,000 a week in running fees. The *Times* notes that producers and investors were losing about \$75,000 a week keeping the musical afloat.

The show's box office grosses had nearly doubled last month as Sting himself was enlisted to perform in *The Last Ship*, taking the supporting role of a shipyard foreman in the musical. Sting based the show on his childhood growing up in the shipbuilding stronghold of Wallsend, England. Producers called the Kennedy Center honoree's efforts to keep *The Last Ship* at sea "herculean," but the show still wasn't selling out on a nightly basis. It eventually became apparent that the musical could not survive the notoriously slow post-holiday months of February and March.

While *The Last Ship*'s run on Broadway is ending, producers are optimistic that, as they said in an e-mail, "our ability to persevere has helped ensure a viable future for the show in licensing."

#### JAY Z: 'IT'S DIFFICULT TO TEACH RACISM WHEN YOUR KID LOOKS UP TO SNOOP DOGG'

'The Blueprint' rapper talks about the civil rights movement and hip-hop's cultural impact for Oprah Winfrey's 'Master Class'

By Daniel Kreps | January 6, 2015

Oprah Winfrey's Emmy-nominated *Master Class* series spotlights dozens of iconic African-American writers, actors, musicians and more discussing the civil rights movement. In the latest episode, Jay Z talks about the role hip-hop music has played in diluting racial tensions in America. "Racism is taught in the home. I truly believe that racism is taught when you're young," Jay Z says. "So it's very difficult to teach racism when your kid looks up to Snoop Doggy Dogg."

"I have a very interesting take on the cultural impact of hip hop and it's a strong one, so I just want to prepare people at home," the rapper adds. "I think

that hip hop has done more for cultural relations than most cultural icons. And I say save Martin Luther King because his ‘Dream’ speech we realized and President Obama got elected, but the impact of the music, this music didn’t only influence kids from urban areas; it influenced people around the world. People listen to this music all around the world and took to this music.”

Nearly a half-century after segregation was declared unconstitutional by the Supreme Court, Jay Z argues that a nightclub encapsulates how the civil rights movement was victorious. “If you look at clubs and how integrated they have become – before people partied in separate clubs, there were hip-hop clubs and techno clubs – and now people party together,” the Roc Nation mogul says. “Once you have people partying, dancing, singing along to the same music, conversation naturally happen after that, and within conversation we all realize we’re more alike than we’re separate.”

## BLACK MESSIAH

### D’ANGELO AND THE VANGUARD

Fourteen years after his last album, the R&B star returns with a warm, expansive masterpiece

BY Rob Sheffield | December 17, 2014

Here’s to messiahs worth waiting for. D’Angelo has kept the world fiending 14 years for the follow-up to his Crisco-thick R&B classic, *Voodoo*, but as the man himself purrs in “Sugah Daddy,” “Can’t snatch the meat out of the lioness’ mouth/Sometimes you gotta just ease it out.” *Black Messiah* shows how deep easy can go. D’Angelo and his band have built an avant-soul dream palace to get lost in, for 56 minutes of heaven.

All over *Black Messiah*, D’Angelo is a trouble man exorcising his trouble. In “Back to the Future (Part I),” he even jokes about his long layoff: “If you’re wondering about the shape I’m in/I hope it ain’t my abdomen.” There’s a hint of political rage in “The Charade” (“All we wanted was a chance to talk/’Stead, we only got outlined in chalk”) and “1000 Deaths,” showing off the harsh side of D’s ever-amazing guitar.

“Another Life” is an album-closing deep-soul epic in the spirit of Prince’s “Adore” or Al Green’s “Beware,” building on Questlove’s drums, some Thom Bell-style sitar from D’Angelo himself and the man’s warmest falsetto, stretching out minute after minute – because who would want this groove to stop? It will take at least 14 years to absorb all the pleasures in *Black Messiah*.

Rolling Ston

<http://www.rollingstone.com/music/news/stings-the-last-ship-to-close-on-broadway-20150106>

**Make exercises in translating Mass media topical vocabulary to the topic: INTERNATIONAL CONTACTS.**

**1. Find translation equivalents to linguistic units, frequently used in articles about international contacts. If possible, offer numerous variants:**

- the invitation of his counterpart.
- forthcoming session
- on a 4-day state visit
- Foreign Secretary.
- make an official visit
- State Secretary
- accepted an invitation
- Foreign Office
- Broadening contacts
- joint communiqué
- to pay a return
- a wide range of problems.
- hold a meeting
- overcoming political differences
- questions of mutual interest.
- held in an atmosphere of understanding and cordiality.
- exchanged views
- signed a protocol
- a number of bilateral issues
- embassy sources

**2. Translate news reports about visits of the political leaders into Russian, make a mini-dictionary of translation equivalents to these texts:**

**Obama departs Nashville with tacos from La Hacienda**

*President Barack Obama spoke for more than an hour about immigration at a Nashville community center today. His visit drew hundreds of protesters and people to cheer his arrival.*

The president delivered a speech on immigration reform at Casa Azafrán, where he also took questions from a group of invitation-only guests. They

filled a small room at the community center decorated with art by Jairo Prado, who was born in Colombia and now lives in Nashville. The president was on a stage for more than an hour. The Q&A took on a casual tone as he sipped tea and removed his suit jacket. About the same time as Air Force One took off from Washington, D.C., hours earlier, protesters began gathering outside the Nashville community center. The few early protesters arrived about noon. By the time Obama took the stage, 100 to 150 people had crowded on the sidewalk. Protesters who bundled against the cold marched and chanted and hit drums. Some held signs. Others held megaphones. “We are allowing undocumented immigrants to take jobs that veterans could have, » Karen Douglas of Clarksville said. »Hands up, not one more,” they chanted. One sign read: “Know justice, know peace!” Others read: “Black Lives Matter.”

Tennessean

<http://www.tennessean.com/story/news/politics/2014/12/09/obama-nashville/20143875/>

### **Chinese President Xi Jinping arrived in India**

Chinese President Xi Jinping arrived in India on Wednesday on a three-day visit and for the first time, it is not New Delhi but Gujarat that will host the head of a state. Prime Minister Narendra Modi has already arrived in Ahmedabad, and preparations are on in full swing. The mandate is clear: avoid power cuts, tuck in shirts, and have shoes polished. In other words, look every bit professional and an emerging superpower, an impression Modi would want to create in front of the Chinese head of state. For India, it would also mean looking for newer opportunities in trade and infrastructure.

The meeting with the Chinese President comes in between Narendra Modi’s visit to Japan and his visit to the United States next week. The clear agenda of the talks would include possibilities of investment and opening trade further for each other. But none of the heads would be able to avoid the border disputes between the two nations. India has already confirmed that the border issues will be discussed in the “interests and concerns” of the two countries with bearing on the ties including the boundary dispute.

India Today

### **Putin visit to take ties to newer heights: PM Modi tweets as Russian President arrives**

India and Russia would seek to outline a joint vision of their ties and also ink major agreements in the field of energy, defense and trade as Prime Minister Narendra Modi and Russian President Vladimir Putin hold talks

under the 15th Annual India-Russia Summit on Thursday. Putin, who arrived Wednesday night on a 24-hour visit, was welcomed by Modi via Twitter, saying he looks forward to a “productive visit that will take India-Russia ties to newer heights”. Modi tweeted his welcome in Russian and then in English. Putin’s visit comes at a time when the Russian economy is buffeted by Western economic sanctions over Ukraine and falling oil prices that has led to a sharp tumble of the rouble. India has already laid the ground for taking forward the ties by stating clearly that it “cannot be party” to any economic sanctions against its old friend.

The talks, being held at Hyderabad House, are the first full-fledged summit between India and Russia after the Modi government took office in May. After the delegation level talks, both sides will witness the inking of agreements and there will be press statements by both the leaders. Putin, who brought along with him a 15-member team of top business honchos, will attend an interaction with CEOs at the same venue. He will then inaugurate the World Diamond Conference at Vigyan Bhavan, and later meet President Pranab Mukherjee at Rashtrapati Bhavan in the evening before leaving for home at night.

India Today

### **Obama Visits Ramallah For Talks With Palestinian Authority Leaders, His Arrival Is Marked By Rocket Fire From Gaza Into Southern Israel**

President Barack Obama meets with Palestinian Authority President Mahmoud Abbas on Thursday. Reuters

President Obama arrived on Thursday in the West Bank for talks with the head of the Palestinian Authority, but attention quickly turned to rockets fired by Gaza-based Palestinian militants into southern Israel.

The incident caused no injuries but underscored Palestinian frustration with Obama, whom they see as uninterested in promoting a two-state solution, the Washington Post reported.

Obama is set to return to Jerusalem later Thursday to give a speech that the White House is advertising as the highlight of the President’s trip, codenamed “Unbreakable Alliance.”

The Ramallah visit followed an unexpectedly close display of union between Obama and Israeli Prime Minister Benjamin Netanyahu, who have not always had the most cordial of relations.

International Business News

### **Cameron and Merkel meet in London: Politics Live blog**

For David Cameron, that was a moderately good result. Angela Merkel sounded fairly optimistic about the prospect of his proposed EU renegotiation succeeding. But the most significant answer might have been the one in which he hinted that he is dropping one of his demands.

Here are the key points from the press conference.

Cameron hinted that he may be dropping his demand for EU migrants to be prevented from coming to the UK to work unless they have already got a job. He did not say this explicitly, but it was very striking that he chose to omit this when he was spelling out his list of requirements from EU reform. He told the press conference. Merkel said she thought a solution could be found that would enable the UK to remain in the EU. The UK and other EU leaders had managed to resolve apparently intractable problems before, she said.

The Guardian

(<http://www.theguardian.com/politics/blog/live/2015/jan/07/merkel-visits-london-for-talks-with-cameron-and-pmq-s-politics-live-blog>)

### **3. Translate news reports about foreign visits into English, make a mini-dictionary of translation equivalents to these texts:**

#### **Китайский премьер Ли Кэцян начинает трехдневный визит в Россию**

Ли Кэцян и Дмитрий Медведев 13 октября обсудят ключевые вопросы сотрудничества в рамках 19-й регулярной встречи, которая пройдет при участии 20 членов правительств двух стран. По итогам переговоров будут подписаны около 50 соглашений в сфере торговли, инвестиций, энергетики, транспорта, финансов и в других областях.

**ПЕКИН, 12 окт – РИА Новости.** Председатель Госсовета Китая Ли Кэцян по приглашению российского премьера Дмитрия Медведева совершит с 12 по 14 октября визит в Россию. Это его первый визит в Россию в качестве китайского премьера.

Ожидается, что во время пребывания в России Ли Кэцян встретится с президентом России Владимиром Путиным, премьером Дмитрием Медведевым, председателями обеих палат российского парламента Валентиной Матвиенко и Сергеем Нарышкиным.

Российский и китайский премьер 13 октября обсудят ключевые вопросы сотрудничества в рамках 19-й регулярной встречи, которая пройдет при участии 20 членов правительств двух стран. По



итогах переговоров будут подписаны около 50 соглашений в сфере торговли, инвестиций, энергетики, транспорта, финансов и в других областях. После церемонии подписания документов состоится пресс-конференция глав правительств.

### **РФ и Турция подписали восемь документов по итогам визита Путина**

В Анкаре прошло пятое заседание Совета сотрудничества высшего уровня между Российской Федерацией и Турецкой Республикой (ССВУ). Российскую делегацию возглавил президент Владимир Путин, турецкую – президент Реджеп Тайип Эрдоган.

Восемь документов подписаны между Россией и Турцией по итогам государственного визита президента РФ Владимира Путина в Турцию.

В Анкаре прошло пятое заседание Совета сотрудничества высшего уровня между Российской Федерацией и Турецкой Республикой (ССВУ). Российскую делегацию возглавил президент Владимир Путин, турецкую – президент Реджеп Тайип Эрдоган. Предыдущее, четвертое, заседание ССВУ состоялось 22 ноября 2013 года в Санкт-Петербурге.

Помимо меморандума о взаимопонимании между «Газпромом» и турецким концерном Botas подписан меморандум о взаимопонимании между Российским энергетическим агентством Минэнерго и Минэнерго Турции в области энергоэффективности, энергосбережения и возобновляемых источников энергии.

Подписан меморандум о взаимопонимании между Росатомом и Минэнерго Турции о подготовке кадров для атомной отрасли и смежных отраслей. Кроме этого, подписан протокол 13-го заседания смешанной российско-турецкой межправкомиссии по торгово-экономическому сотрудничеству. Подписано совместное заявление министров экономики России и Турции по продвижению торгово-экономического и инвестиционного сотрудничества между Россией и Турцией.

Подписи поставлены под меморандумом о взаимопонимании в сфере малого и среднего предпринимательства между Минэкономразвития России и государственной Организацией по развитию и поддержке малого и среднего предпринимательства Турции.

Стороны также подписали меморандум о взаимопонимании между министерствами труда и социальной защиты обеих стран о сотрудничестве в сфере труда, социального обеспечения и занято-

сти. Еще один договор подписан между Россией и Турцией о взаимной правовой помощи по уголовным делам и выдаче.

По информации пресс-службы президента России, Россия является для Турции вторым (после Германии) по значению внешнеторговым партнером. В свою очередь, Турция занимает седьмое место во внешней торговле России. В 2013 году товарооборот составил 32,7 миллиарда долларов. В 2014 году взаимная торговля увеличилась на 0,5% (за первые девять месяцев – 23,7 миллиарда долларов). Общий объём накопленных российских прямых инвестиций в Турции составляет 1,7 миллиарда долларов, турецких в России – 1 миллиард долларов.


### **Президент ФИФА встретился с Путиным в ходе визита в Россию**

Президент ФИФА Йозеф Блаттер в ходе рабочего визита в Россию по подготовке к чемпионату мира 2018 года встретился с Владимиром Путиным, Виталием Мутко и Алексеем Сорокиным. Обсуждались вопросы, связанные со стадионами для ЧМ-2018. Также была затронута тема крымских команд в российском чемпионате.

Президент ФИФА Йозеф Блаттер встретился с российским президентом Владимиром Путиным в ходе своего рабочего визита, связанного с подготовкой к чемпионату мира по футболу 2018 года.

На встрече с Мутко и Сорокиным Блаттер обсудил возможность уменьшения количества стадионов, на которых состоятся матчи ЧМ. Кроме того обсуждались вопросы, связанные с вместительностью арен. Также в ходе переговоров была затронута тема крымских футбольных клубов, играющих в чемпионате России.

РИА Новости <http://ria.ru/world/20141012/1027939534.html>

 **Make exercises to translate grammatical phenomena, typical for Mass Media.-Articles.**

**1. Determine meanings, rendered by articles, translate sentences into Russian:**

Inflation – or the rising cost of goods and services – is one of the key measures that judge our financial well-being.

But as with many economic measures, the headline figure does not always tell us the whole story.

Inflation is the rate of change in the level of prices for goods and services, which affects the purchasing power of money.

It is measured by the Office for National Statistics (ONS), which charts the prices of hundreds of goods and services – from basic items such as bread to new products.

The key is to consider inflation alongside wages and interest rates.

At present, interest rates are at a record low.

With the Bank rate at 0.5%, savings are not gaining in value very much.

Following the January inflation figures, financial information service Moneyfacts said a basic rate taxpayer needed to find a savings account paying 5% a year to overcome inflation. But the average savings rate being paid to this group was 0.83%, it found.

Anyone on a fixed income or trying to live off the income from savings is suffering from the effects of inflation – because the things they are buying are rising in price, unlike the funds they have to pay for them.

Those who most obviously fall into the category are pensioners.

As a result, investment company Alliance Trust suggested that in January, it was the 50 to 64-year-old age group that saw as high an inflation rate as pensioners up to the age of 75 in December.

At the other end of the scale, the Alliance Trust said the under-30s and 75-and-overs had the lowest inflation rate at 4.4%. However, it said that young adults were starting to spend more on housing and education – areas seeing increasing prices – and less on audio-visual products, for which prices were falling.

## INTERACTIVE WORK

### NEWS REPORT.

Make a news report and present during the class. Requirements for news report: 5-6 news items which are presented in short form of news reports. Approximate time of speech – 8-10 minutes, tempo of speech – fluent.

Before the news report it is necessary to present about 8-10 words and word-combinations on the theme of the news report to the group.

It is necessary to present the report in fast tempo, without phonetic, grammatical and lexical mistakes.

The group listens to the news message and makes a translation review. Possible topics for news report:

- Cinema News
- Theatre News

- Show business News
- Modern music News

### ☺ **Questions in theory**

- What is the main one in analytical journalism?
- What makes the article successful?
- What is placed at the beginning of the article?
- What information is included into the body of article?
- What problems do analytical articles turn to?
- What questions journalist should answer?
- What are polemic articles?
- What article is based on gathering material connected with the analysis of acute” negative phenomenon of a public life?
- What is the subject of a review?
- Why a letter is a journalistic genre?

### ✍ – **Read and translate entertainment article into English**

#### **ПОЧТАЛЬОН ТРЯПИЦЫН ИЗ ФИЛЬМА КОНЧАЛОВСКОГО СЫГРАЕТ В НОВОГОДНЕМ СПЕКТАКЛЕ**

Архангельский почтальон Алексей Тряпицын, ставший героем фильма Андрея Кончаловского «Белые ночи почтальона Алексея Тряпицына», сыграет в новогоднем спектакле. Постановка пройдет 31 декабря в деревне Вершинино Архангельской области. Тряпицын исполнит роль Деда Мороза, сообщает TACC. Это станет его дебютом на театральной сцене.

«Волнуюсь, конечно, никогда прежде этим не занимался, но уговорили», – пояснил он.

Тряпицын также рассказал о том, как складывается его жизнь после окончания съемок фильма. Он отметил, что киноролей ему пока не предлагают. Также герой Кончаловского переехал из родной деревни Косицыно в Вершинино – «к подруге». Тряпицын устроился работать кочегаром в Кенозерский национальный парк, но продолжает дважды в неделю развозить почту по окрестным деревням.

По его словам, зимой в Косицыно остались жильцы только в трех домах. «В трех соседних деревнях вообще по одному, а добраться туда можно только пешком, либо на лошади или снегоходе – дорог нет», – сказал он.

Картина об архангельском почтальоне была показана в эфире Первого канала 19 октября. Режиссер подчеркнул, что увидеть ленту бесплатно должно как можно больше людей. Он не уточнил, выйдет ли фильм в кинопрокат.

Драма «Белые ночи почтальона Алексея Тряпицына» принесла Андрею Кончаловскому «Серебряного льва» Венецианского кинофестиваля за лучшую режиссуру. Она продолжила серию работ режиссера о русской деревне. В ленте рассказывается о реальной жизни сельского почтальона Тряпицына, который зачастую является единственным связующим звеном между жителями отдаленных деревень Архангельской области и горожанами. Как рассказал Кончаловский, он «просто наблюдал за жизнью и людьми», а сценарий уже сложился при монтаже отснятого материала.

### ДУЭТ РИШАРА И ДЕПАРДЬЕ ВЗЯЛСЯ ЗА ЧЕХОВА

Французские актеры Пьер Ришар и Жерар Депардьё, составившие комический дуэт в ряде популярных фильмов, снова встретились на съемочной площадке. Теперь они вместе сыграли в ленте по произведениям Чехова, сообщает во вторник, 30 декабря, ТАСС.

Новый фильм скомпонован из последовательности новелл, каждая из которых – отдельный рассказ классика. Двое легендарных актеров вместе сыграли в эпизоде по чеховскому рассказу «Агафья». Депардьё досталась роль «неспособного к работе» крестьянина Савки, а Ришар играет товарища героя. Они появились и в других эпизодах фильма, но уже порознь. Фильм снят французским режиссером Жаном-Пьером Моки. Премьера во Франции запланирована на март 2015 года.

Дуэт создал комедии «Невезучие» и «Папаши». Последней совместной работой был фильм 1986 года «Беглецы». В этом году Жерар Депардьё отметил 66 лет, а Пьер Ришар – 80-летний юбилей. (<http://lenta.ru/news/2014/12/30/ded/>)

**🔊 Listen to film review and translate it into Russian <http://www.hollywoodreporter.com>**

## ■ Unit 10

### MINOR TEXTS OF MASS MEDIA

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#### Recommendations for study

**Topic:** Minor texts of Mass Media.

**Objective:** to acquire practical skills in translating minor texts.

Unit 10 PLAN

- Estimation as the main function of Mass Media texts.
- Translating means of expressiveness.
- Translation of grammatical phenomena of Mass Media: Elliptical sentences
- Translation of advertisements, announcements, cartoons.
- Translation of advertisement from English into Russian.

#### **Knowledge:**

- Learn how to translate minor texts.
- Revise the rules of translating expressive means.
- Learn the functions of elliptical structures.
- Learn the rules of rendering headlines.

#### **Skills:**

- Practice translating stylistic devices.
- Practice translating elliptical sentences.
- Practice translating minor texts.
- Practice translating humorous texts.
- Practice translating texts with non-verbal elements.
- Practice translating video advertisement orally from English into Russian.

#### **Recommendations:**

There are a lot of minor genres in Mass Media. They are specific in organization and linguistic arrangement. Work on their translation concerns word-play and deviations from normative English. Translator must make unusual decisions and apply a creative approach. Study theory in “**Means of Estimation**”.

Problematic units are expressive means. Practice them in lexical translation exercises **1of Unit 10**.

Another type of text for translation to be studied in this unit is a video advertisement. Practice translating them and applying pragmatic adaptation.

In grammatical sphere it is necessary to focus on elliptical constructions. Practice translating these constructions in grammar translation exercise **1, 2 of Unit 10**.

Practice translating minor texts from English into Russian in Class.

Take part in interactive work: prepare translation project on the topics, studied in units 1–10, present it in class.

For **independent study** review theoretical material, answer **questions on theory**, practice written translation of humorous texts from Russian into English, oral translation of advertisement from English into Russian.

### **Estimation in Mass Media**

Expression of the estimated attitude is carried out basically by means of words and other special language means. Therefore the estimation is considered as a special linguistic category.

ESTIMATION is universal, as there is no language where there is no differentiation into good and bad. The estimation is given by a person and considers valuable properties of objects. Something is of value not because it is estimated, but objectively capable to meet needs and inquiries of the subject.

Thus, the ESTIMATION is a process of expression of the attitude, judgement, opinion, emotions.

Concept of ESTIMATION as it has been already noted, is realized in language by means of linguistic units:

- 1) lexical (good, bad, marvelous, abysmal, etc.);
- 2) morphological (pseudo-intellectual, superhuman, womanish, manly);
- 3) phraseological (to be dressed like a dog's dinner – to be dressed very smartly or showily):

1) absolute estimation. For example: “good”, “bad”, “wicked”, “disgusting”, “beautiful”, “awful”, “evil”, and т.

2) context estimation – words with introduced emotional colour. For example: “kind”, “honour”, “cruel”, “betray”, “killer”, “traitor”, etc.

3) implicit estimation – in a certain context. For example, words “married”, “education”, “experience” in announcements of employment; “chauvinistic” in mass media, etc.

 **Read mass media text, analyze its specific features,  
make summary translation into Russian**

**1. Translate weather forecasts into Russian. Make a glossary for translating weather forecasts.**

**WEATHER GUIDE**

1. Europe today. Scandinavia will have heavy showers or longer spells of rain. A cold front from Finland to the Baltic states and into the eastern Alps will bring rain and thunderstorms, followed by much cooler air. South-eastern Europe will be warm with sunshine. Most of central and western Europe will be fine and dry with sunny spells, but there will be rain across the far north-west. The Mediterranean, including the Iberian peninsula, will be dry, hot and mainly sunny.

2. Five-day forecast. Scandinavia and north-western Europe will remain unsettled, with spells of rain and sunshine and showers. Western Europe will have thunderstorms by midweek and then turn cooler. The central and eastern Mediterranean will stay hot and sunny, but the west will become thundery.

3. A series of frontal systems will move eastwards across northwest Europe, northern France, the Low Countries, Denmark and southern Sweden and Norway will have rain and some bright spells, and it will be fairly warm. A large area of high pressure will maintain the settled spell across Eastern Europe where there will be plenty of sunshine. Much of Spain, Portugal and southern France will be dry and sunny, but the central an eastern Mediterranean will be cloudier, with heavy rain an thunder.

**2. Translate newspaper advertisements, render information exactly and laconically:**

<b>China /Crystal /Silver</b>	Old & new porcelain, bone china, earthenware, stoneware, crystal, glassware, sterling, silver-plate, stainless, hollowware & collectibles. 10 million pieces; 180,000 patterns. Call for FREE lists for each of your patterns. <b>1-800-REPLACE</b> (1-800-737-5223). <b>REPLACEMENTS, LTD.</b> , P.O. Box I 26029, Dept. CO., Greensboro, NC 27420
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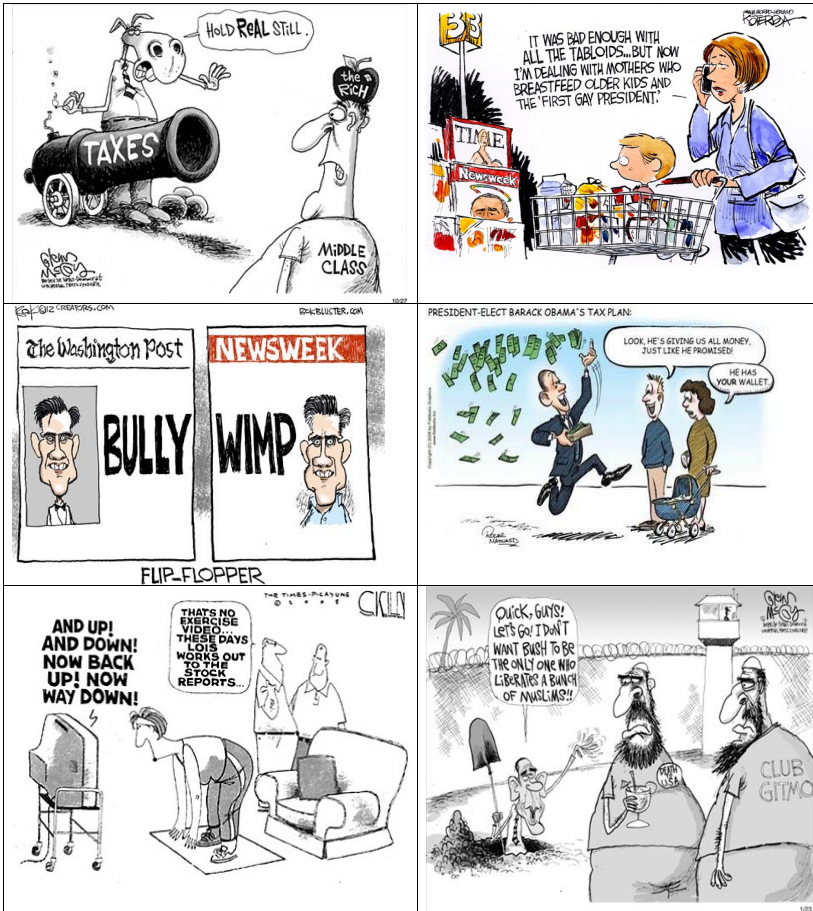


<b>Adoption</b>	<p>AN ADOPTIONPLAN ANGEL Call 24 hours free legal adoption information “LITTLE ANGEL ADOPTION” 1-888-281-8948. See our loving families www.Littleangeladoptions.com We care during this tough time, open or closed adoptions. Living or rel. exp. pd. Call Deb. at1-866-892-BABY.</p> <p>A <b>LOVING COUPLE</b> wish to adopt newborns complete our hearts &amp; home with love &amp; security, Legally authorized expenses paid. Please call <b>Donna &amp; Tom: 1-800-377-6147. DOCTOR AND LOVING WIFE</b> looking to” adopt newborn into warm home. Looking for a baby to love and cherish.  <b>1-866-827-7749</b></p>
<b>Jewellery</b>	<p>ARTIST; each unique. Sterling, Gold, Copper, Amber, Jade, Turquoise, Lapis &amp; Emerald + digitals fine art.</p>
<b>Health &amp; Fitness</b>	<p>DIET, Black Cross \$29.95, Yellow Subs \$39.95, Stamina RX \$39.95, Free catalog, Mother Natures 1-800-458-1613</p>
<b>Lingerie/ Clothing</b>	<p><b>PRIVACY OF YOUR HOME!</b> Men’s &amp; women’s lingerie, lotions, books, leather products &amp; more!  <b>www.strictlybarracuda.com</b> to shop online or send \$2 for a catalog to: Strictly Barracuda, P.O. Box 14429, Portland, OR 97293. 1-888-353-6376. 21</p>
<b>Connections</b>	<p><b>LOVE ON~THE LINE!</b> Looking for Romance, Intimacy and Friendship? Call <b>1-877-361-FREE</b>. Adults only; <b>ATTENTION LADIE</b>. It’s Free. Meet and Talk To Hot Local Guys. It’s New, Fun and Exciting!  Call Free 1-888-776-1909.18+.</p> <p><b>MEET SOMEONE TONIGHT!</b> Instant live phone connections with sexy local men in your area.  Call 1-877-834-4044 for the local number in your city.  line in the USA at 1-775-533-3000</p>
<b>Education</b>	<p><b>Language Institute For English . Linen Hall, South Garden City, New York 11530</b> Tel: 516.877.3910 Fax: <b>516.877.3914</b></p>
<b>Psychics—Astrology</b>	<p>100% <b>ACCURATE ON HIS VIEW OF YOU &amp; HIS VIEW OF HER. WHAT WILL YOU SEE HIM DO? HOW YOU MAKE IT HAPPEN. DUNN&amp;BRADSTREET LISTED, \$3.50 MINUTE. IT’S FREE</b> -111 haven’t amazed you in two minutes. 33 years experience, Sheila Burns 1-888-659-0959 24 HRS.</p>


Credit Cards/Checks or 1-900-950-1234.  
**IN TWO MINUTES YOU'LL KNOW THAT it's THE REAL THING.** I'll read you and your partner's mind. I don't ask questions. I give answers. Tamara 24 hrs. Credit Cards/ Checks 1 -800-962-7445, 1-900-787-7700

(www.replacements.com)

**3. Translate texts of cartoons from NEWSWEEK into Russian. What is the main difficulty in translating cartoons?**



(http://www.usnews.com/cartoons/iran-political-cartoons)

 **Make exercises to translate grammatical phenomena, typical for Mass Media.-Grammatical compression.**

**1. Read the rules of organizing newspaper headlines and translate them into Russian:**

1. Use present simple tense for past events

- Parliament confirms new stray dog policy
- Lion escapes zoo

2. Leave out auxiliary verbs

- New policy decided by Parliament (*New policy has been decided by Parliament*)
- Lion escapes zoo – ten killed (*ten people have been killed / were killed*)
- Four stranded in sudden flood (*four people have been stranded / were stranded*)
- Temperatures rising as climate changes (*temperatures are rising*)

3. Use infinitives for future events

- Parliament to decide new policy tomorrow
- President to visit France for further talks

4. Leave out articles (a, an, the)

- Prime Minister hikes Alps for charity (*The Prime Minister hiked the Alps*)
- Man releases rabid dog in park (*A man released a rabid dog in a park*)

5. Leave out “to be”

- Residents unhappy about new road (residents are unhappy)
- Family of murder victim satisfied with court decision (family of murder victim is satisfied.)

6. Leave out “to say”

- Mr Jones: “They’re not taking my house!”
- Bush on Iraqi invasion: “This aggression will not stand.”
- Warlord decrees “Peace by Spring.”

7. Replace conjunctions with punctuation

- Police arrest serial killer – close case on abductions
- Fire in bakery: hundreds dead
- Man kills 5, self

**2. Analyze changes in grammar in newspaper headlines and translate them into Russian:**

- America To Resume Testing,
- Laundry Workers To Vote on New Contract,
- World Unions To Fight Monopoly, etc.
- All Piers Paralysed on East Coast, etc.
- *Pakistan blocks US envoy visit: official.*
- Lloyds Banking Group to cut 700 jobs
- Japan's NEC to slash 10,000 jobs
- Paris Protest March Staged by Students.
- 8-Year-Old Boy Kidnapped in Miami.
- Russian Athlete Winning Prize
- Houses Smashed by Hurricane.
- Difficult Times Ahead
- Under Pressure from Boss
- Unexpected Visit
- Overwhelming Response of Voters
- Country Leader Question Time
- Widow Pension Pay Committee
- Landscaping Company Disturbance Regulations
- Mustang Referral Customer Complaint
- Professors Protest Pay Cuts
- Mayor to Open Shopping Mall
- James Wood to Visit Portland
- Man Killed in Accident
- Tommy the Dog Named Hero
- Mayor to Choose Candidate
- President Declares Celebration Passerby Sees Woman Jump

**Make exercises in translating means of expressiveness.**

**1. Translate lexical stylistic devices from articles in show-business:**

эпитет	<ul style="list-style-type: none"> <li>- eye-opening look</li> <li>- oddly inspiring performer</li> <li>- paralyzing fear</li> <li>- fraudulent security</li> <li>- <i>long-booming tour</i></li> <li>- <i>downhearted ballad</i></li> </ul>
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метафора	<ul style="list-style-type: none"> <li>- <i>to stop cooking planet</i></li> <li>- the slide of business</li> <li>- spirit of the Dead</li> <li>- the heart of the music industry</li> <li>- still nursing the wounds of break-out</li> <li>- they put optimism in the drinking water</li> </ul>
олицетворение	<ul style="list-style-type: none"> <li>- Rock isn't dead</li> <li>- Rock maintains its dominance</li> <li>- Bureaucracy has swallowed</li> <li>- Amphitheater thing is dead</li> <li>- Different factors hurt business</li> </ul>
сравнение	<ul style="list-style-type: none"> <li>- <i>Sting kicks his leg out like a Cossack dancer</i></li> <li>- It felt like being tied to the front of a train</li> <li>- he playfully waves his arms like a conductor</li> <li>- I mutter to myself like a crazy man</li> </ul>
гипербола	<ul style="list-style-type: none"> <li>- myriad business ventures</li> <li>- the band invited hundreds of fans</li> <li>- gazillion of different ways</li> </ul>
оксюморон	<ul style="list-style-type: none"> <li>- awkward beauty</li> <li>- dirty pretty things</li> </ul>

### 🗣 INTERACTIVE WORK

Project WORK: Press conference concerning a modern world policy.

Stages of the project:

- Purpose of participants and the responsible project.
- Gathering the information for subjects of press conference.
- Setting aims of press conference.
- Defining a circle of questions for discussion at press conference.
- Distributing roles of press conference.
- Appointing translators.

Presentation of press conference in the form of a polylogue followed by oral translation (duration of speech – 20-30 minutes, tempo of speech – fluent).

✍ – INDEPENDENT WORK

☺ **Questions in theory**

- What expresses the estimated?
- What is estimation?
- Give examples of lexical means of estimation.
- Give examples of morphological means of estimation.
- Give examples of phraseological means of estimation.
- Give examples of absolute estimation.
- Give examples of context estimation.
- Give examples of implicit estimation.

✍ – 1. Translate the offered extract from *feuilleton*, trying to preserve a humorous effect:

**Типа толковый словарь великого и могучего**

**ЖЕЛТАЯ ПРЕССА** – к гепатиту (в простонародье – желтухе) никакого отношения не имеет. Означает издания, любящие печатать на своих страницах «клубничку».

**КЛУБНИЧКА** – изначально просто садово-ягодная культура. Теперь этим словом обозначают все, что кажется хорошим, но кончается иногда плохо. Например, угрозой «импичмента».

**ИМПИЧМЕНТ** – это то, что хотели объявить Клинтону уже после Овального кабинета. То есть снять с занимаемого поста. Для этого даже вызвали президента в суд. Чтoб за «базар» ответил.

**БАЗАР** – в прежние времена то же, что ярмарка и рынок. Теперь это поступки и слова, чреватые последствиями. «Ну ты, козел, за базар ответишь!». Правда, используется данное выражение все больше на территории РФ. Да и то в основном «брателлами».

**БРАТЕЛЛА** – богатый человек с криминальным прошлым и блестящим будущим. Отличить «брателлу» от простого человека и даже от какого-нибудь непростого политика иногда трудно. Разве что по «распальцовке».

**РАСПАЛЬЦОВКА** – комбинация из пяти пальцев. Складывается следующим образом: 1) сожмите руку в кулак, 2) не разжимая кулака, выпрямите мизинец, 3) а теперь выпрямите указательный палец. Получилось? Если вы пойдете с такой вот комбинацией к друзьям, они решат, что у вас – новый «имидж».

ИМИДЖ – это то, что о вас думают (или делают вид, что думают) окружающие. Например, у Жириновского имидж политика буйного, у Хакамады – политика божьего.

**2. Translate these sentences, comment on translation choices for emphasized words and phrases. Determine translation difficulties:**

1. On the upside, he listed the recovery and “first signs of acceleration” in the economies of both advanced and emerging markets, a reduced risk of inflation and a sharp improvement of corporate balance sheets. But he and other speakers also warned of “potential negatives”.
2. The economic slowdown in the UK and the problems in the periphery of the eurozone had shown that the crisis was not over yet, while most advanced economies would see at best “anaemic growth”.
3. The painful process of paying off debt – both in the private and public sector – was still ongoing. Especially in the United States, the government deficit was “the big gorilla in the room,” said Sir Martin Sorrell, chief executive of advertising giant WPP.
4. The G20 countries had not demonstrated that they could work together on key issues like taxes and regulation, or long-term problems like trade. Instead, the world had no leadership, a “G Zero”, he said.
5. They were the world’s new engines of economic growth, but were threatened by rising inflation, overheating, and “asset bubbles” – especially in the property market.
6. “This transformation is the key test,” Mr Zhu said.
7. Back then they predicted a LUV economy: L-shaped i.e. a crash followed by no or low growth in Western Europe; U-shaped, with a slow but steeper recovery in the United States; and V-shaped, showing rapid growth, for emerging markets.

**🔊 Listen and translate advertizing texts into Russian:**

<http://englishon-line.ru/reklama-na-angliiskom.html>

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### ☺ Интернет-источники

UK National Daily Newspapers	United States Newspapers	Magazines Online
Express	The New York Times	Newsweek
FT	Daily News	The Time
Guardian	Washington Post	Business Week
Independent	New York Post	Rolling Stone
Mail	Los Angeles Times	Cosmopolitan
Metro	USA Today	Vogue
Mirror	Chicago Tribune	The Health Journal
The Morning Star	Boston Herald	72M Magazine
Sun	St Louis Post-Dispatch	Men's Health Magazine
Telegraph	Wall Street Journal	Lifestyle Magazine US
Times	Atlanta Journal-Constitution	Scientific American
Economist	The Washington Times	Sports Illustrated



EuroNews Evening Standard Observer SundayMirror SundayPeople SundayTimes Tribune		Tech Today Online Elle Bizarre Magazine The 411 Online
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### **Новостные агентства**

1. Australia – Australian Associated Press.
2. France – Agence France-Presse.
3. Russia – Information Telegraph Agency of Russia (ITAR TASS); Interfax; RIA Novosti.
4. United Kingdom – Reuters; BBC.
5. United States – Associated Press; United Press International; CNN; absnews.go.com.

### **Официальные сайты**

1. Евросоюза: [http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)
2. Президента РФ: <http://www.kremlin.ru/>
3. Президента США: <http://www.whitehouse.gov/>
4. ООН: <http://www.un.org/apps/news/latest-headlines.asp>
5. HRW: <http://www.hrw.org/ru>

*Это необходимо знать при переводе текстов СМИ!*

☺ **Названия стран – <http://www.state.gov/s/inr/rls/4250.htm>**

☺ **Распространенные аббревиатуры**

1. ABM antiballistic missile противоракета (*для борьбы с баллистическими ракетами*).
2. ABM anti-ballistic missile system схема противоракетной обороны.
3. AF Air Force военно-воздушные силы.
4. a. f. as follows как указано далее.
5. Al. Alaska Аляска (штат США).
6. Ala Alabama Алабама (штат США).
7. ANZUS Australia, New Zealand, and United States
8. AP Associated Press информационное агентство
9. AP atomic power ядерная энергия.
10. Ariz Arizona Аризона (штат США).
11. Ark Arkansas Арканзас (штат США).
12. arm armament вооружение.
13. asf and so forth и так далее.
14. Assn association общество, ассоциация .
15. asst assistant помощник.
16. Aus, Aust Australia Австралия.
17. BBC British Broadcasting Corporation Би-би-си.
18. B.C.N. British Commonwealth of Nations Британское Содружество Наций.
19. B.E. Bank of England Английский банк.
20. C.A. Central America Центральная Америка.
21. ca circa *лат.* приблизительно, около.
22. C.A. Court of Appeal апелляционный суд.
23. C/A; c.a. current account текущий счёт.
24. Calif. California Калифорния (штат США).
25. Cath. Catholic католический.
26. CIA Central Intelligence Agency Центральное разведывательное управление, ЦРУ (США).
27. Colo. Colorado Колорадо (штат США).
28. Cong, congress конгресс.
29. Conn. Connecticut Коннектикут (штат США).
30. CP Canadian Press информационное агентство Канадский Пресс.
31. Ct Connecticut Коннектикут (штат США).
32. CT correct time точное время.

33. D. Democrat демократ, член демократической партии.
34. Del. Delaware Делавэр (штат США).
35. Dem. Democrat демократ, член демократической партии.
36. Dep. department: 1) управление; отдел; 2) министерство; ведомство.
37. Dep. departure *отправление*; убытие. dep. deputy заместитель,
38. Dept department: 1) управление; отдел; 2) министерство; ведомство.
39. EMF European Monetary Fund Европейский валютный фонд (организация).
40. FBI Federal Bureau of Investigation Федеральное бюро расследований, ФБР.
41. FBI Federation of British Industries Федерация британских промышленников.
42. Fla. Florida Флорида (штат США).
43. Fm firm фирма.
44. GA General Assembly Генеральная Ассамблея (ООН).
45. Ga. Georgia Джорджия (штат США).
46. Ma. Minnesota Миннесота (штат США).
47. Mich. Michigan Мичиган (штат США).
48. Mo. Missouri Миссури (штат США).
49. MP Member of Parliament член парламента.
50. MP Military Police 1) военная полиция; 2) военный полицейский.
51. Na. Nebraska Небраска (штат США).
52. Nev. Nevada Невада (штат США).
53. NH New Hampshire Нью Гемпшир (штат США).
54. NJ New Jersey Нью-Джерси (штат США).
55. NY New York (город и штат США).
56. NYC New York City г. Нью-Йорк.
57. NZ New Zealand Новая Зеландия.
58. Pac. Pacific: 1) Тихий океан; 2) тихоокеанский.
59. Pan. Panama Панама.
60. PANAM Pan-American Air Lines американская авиатранспортная компания «Панам».
61. Phila. Philadelphia
62. POW prisoner of war военнопленный.
63. RC Red Cross Красный Крест.
64. Rep. Republican республиканец, член республиканской партии.
65. Tx Texas Техас (штат США).
66. U Union союз.
67. Ut. Utah Юта (штат США ). UFO unidentified flying object , НЛО
68. Va. Virginia Виргиния (штат ( США ).
69. WHO World Health Organization Всемирная организация здравоохранения (ООН), ВОЗ.

70. WTO World Trade Organization Организация по международной торговле (ООН).
71. W.Va. West Virginia Западная Виргиния (штат США).
72. WWI World War I первая мировая война.
73. WWII World War II вторая мировая война.
74. edn edition издание.
75. e.g. *exempli gratia* лат. например.
76. EMF European Monetary Fund Европейский валютный фонд (организация).

☺ **Клише для ведения интервью и пресс-конференций**

<b>I. How to open</b>	<b>II. How to start and give the floor</b>
<p>Good morning, ladies and gentlemen. I have a great honor today and great privilege to introduce Good afternoon, ladies and gentlemen, and thank you for joining us this afternoon. Good morning. It is a pleasure for me to be back in Good afternoon, and thank you all very much for your time. Ladies and gentlemen, we're going to get started here. Thanks for making yourself available to us and Mr. X</p>	<p>I'll turn it over to I just want to say a few things and then turn it over to And with that, I'll turn it over to And with that I will open the floor to questions and comments. I'd like to make a short statement and then answer your questions.</p>
<b>III. How to ask questions</b>	<b>IV. How to start answering questions</b>
<p>I'm wondering if you can expand a little more about...? Can you give us a sense of ... 'What's your sense of the ... ? Can you give us the latest on ... Could you fill us in on the latest on...?</p>	<p>My understanding is that My sense is that My guess is that To my knowledge It is a good question. I am glad you asked me about it.</p>
<b>V. How to avoid answering questions</b>	<b>VI. Thanking for participation</b>
<p>Not to my knowledge. Not that I know of. I'm not inclined to get into it at the moment. Sorry.</p>	<p>We appreciate you taking the time to chat with us. Thank you very much for your time. It's very good of you to spend the time.</p>