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ПЕРЕВОД В ДЕЛОВОЙ СФЕРЕ

Учебно-методическое пособие



МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ
УРАЛЬСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ
ИМЕНИ ПЕРВОГО ПРЕЗИДЕНТА РОССИИ Б. Н. ЕЛЬЦИНА

ПЕРЕВОД В ДЕЛОВОЙ СФЕРЕ

Учебно-методическое пособие

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В учебно-методическом пособии рассматриваются три тематические сферы – экономическая, юридическая и социально-политическая. Каждый блок содержит аутентичные тексты, которые сопровождаются заданиями для работы с необходимой лексической и грамматической базой для перевода в деловой сфере. Также присутствуют задания для анализа типичных переводческих ошибок, способствующие успешному формированию переводческой компетенции.

Предназначено для студентов бакалавриата лингвистических и педагогических специальностей языковой направленности.

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ПРЕДИСЛОВИЕ

Учебно-методическое пособие «Перевод в деловой сфере» создано как комплексное средство работы над переводческими навыками, раскрывающее тонкости и сложности перевода в языковой паре русский – английский в контексте трех сфер: экономическая, юридическая и общественно-политическая. Безусловно, данные сферы представляют собой сложность для профессиональных переводчиков потому, что требуют не только углубленного понимания предмета, не связанного напрямую с лингвистическими знаниями и умениями, но и обширного терминологического словарного запаса.

Каждая из трех глав, посвященная одной из упомянутых сфер, содержит списки необходимых слов по темам, тексты для погружения в экономическую, юридическую и общественно-политическую проблематику, задания на отработку требуемой лексики, грамматических конструкций и типичных переводческих ошибок, которые призваны облегчить финальную работу с переводом текста. Задания направлены на практику устного и письменного перевода, а также на перевод с английского на русский и с русского на английский язык.

В совокупности пособие содержит 15 тщательно отобранных текстов, на которых фокусируется каждое из предложенных заданий (в среднем около 7–10 разноплановых заданий на один текст). Подбор текстов для пособия осуществлялся, кроме релевантности и актуальности тематики и лексического содержания, на основе следующих формальных критериев:

- объем одного текста – около 500–700 слов в среднем, что делает тексты наиболее удобными для работы с языковым уровнем B2+ (CEFR) и, следовательно, для профессионального лингвистического образования;
- разноплановость жанров и источников текстов в рамках одной главы, с возможностью отображения в пособии всего спектра задач, трудностей и практических путей их решения для переводчика в деловой сфере.

Отличительной чертой учебно-методического пособия является включение в каждую из глав игровой формы обучения и закрепления необходимых единиц словарного запаса (например, ребусов) для успешного формирования лексических навыков и проведения переводческой практики с предложенными текстами. С помощью таких заданий предполагается не только усиление интереса обучающихся за счет смены каналов транслируемой информации, но и повышение мотивации в целом, благодаря развлекательному компоненту.

Также в пособии присутствуют три приложения (*Appendix*) по каждой теме, разработанные как дополнительный источник практики. Одно приложение рассчитано на одно полноценное занятие по теме (2 академических часа).

Для упрощения работы с дополнительным материалом в данном учебном пособии использованы технологии интерактивной добавленной реальности. Так, для чтения текстов в приложении (*Appendix*) и просмотра видеофайлов к заданиям студентам необходимо сканировать QR-коды¹ посредством смартфона и пройти по появившейся ссылке. Более того, QR-коды также расположены в начале каждого раздела в секции *Lexis* и ведут к этим спискам слов на платформе *Quizlet*², но уже в сопровождении визуального компонента. Перенос списка слов на карточки онлайн предусмотрен не только как средство облегчения запоминания новой лексики, но и как дополнительный стимул, основанный на ассоциативных механизмах памяти.

¹ Яндекс Диск : [сайт]. URL: disk.yandex.ru (дата обращения: 09.01.2024).

² Quizlet : [website]. URL: <https://quizlet.com> (date of access: 09.01.2024).

UNIT I

ECONOMIC FIELD

LEXIS

Firstly, highlight the words below in this unit, and then suggest their Russian translations.



Secondly, scan the QR and see the cards. Think about how a word or expression might be connected to each picture from this list; tap the card to see both sides. Make a sentence to describe each picture, using the term on the back of the card.

- *acceptability*
- *accessibility*
- *awareness*
- *competitor*
- *convenience*
- *direct mail*
- *distribution*
- *to identify*
- *to make an effort*
- *to market a brand*
- *to meet the needs*
- *outlet*
- *physical evidence*
- *physical presence*
- *promotion*
- *revenue*
- *tangible*

- *to accommodate*
- *to anticipate*
- *a big wheel*
- *to eliminate*
- *to excel*
- *to exploit*
- *to foresee*
- *to give praise*
- *head office*
- *to judge on merit*
- *to keep up morale*
- *management tool*
- *to publicize*
- *redundant*
- *to reprimand*
- *responsibility*
- *senior management*

- ♦
- *bond*
- *building society*
- *capitalization rate*
- *conglomerate*
- *cost of capital*
- *currency*
- *deregulation*
- *discount rate*
- *discounted cash flow*
- *insurance company*
- *internal rate of return*
- *to issue stocks / shares*
- *loan*
- *merger*
- *mortgage*
- *net present value*
- *non-bank financial intermediary*
- *opportunity cost*
- *purchasing power*
- *to raise capital*
- *takeover bids*
- *time value of money*
- *withdrawal*

- ♦
- *acquisition*
- *business unit*
- *chain*
- *concentrated industry*
- *(non)-core business*
- *to dispose*
- *to divest*
- *to establish*
- *fierce*
- *formulate strategy*
- *fragmented industry*

- *to get into the industry*
- *integration*
- *key player*
- *low / high entry barrier*
- *market share*
- *mission statement*
- *objective*
- *partnership*
- *resource allocation*
- *subsidiary*
- *supplier*
- *vision*

- ♦
- *advanced economy*
- *Asian tigers*
- *containerization*
- *economic output*
- *to employ*
- *far-reaching effect*
- *GDP*
- *GNI*
- *GNP*
- *income distribution*
- *to increase steadily*
- *interdependence*
- *lion's share*
- *living standard*
- *to localize*
- *medium-sized business*
- *penalty*
- *per capita*
- *prosperity*
- *quality of labour*
- *shipping cost*
- *trade liberalization*
- *venture*

TEXT 1

Exercise 1. Before reading Text 1, discuss what the marketing mix might be.

THE MARKETING MIX³

The Ps

The marketing mix is the combination of techniques used to market a brand. The techniques are often called the Ps. Originally there were four Ps:

- **Product (or service):** what you sell, and the variety or range of products you sell. This includes the quality (how good it is), branding and reputation (the opinion the customers have) of the product. For a service, support for the client after the purchase is important. For example, travel insurance is often sold with access to a telephone helpline in case of emergency.

- **Price:** how much the product or service costs.

- **Place:** where you sell the product or service. This means the location of your shop, or outlet or the accessibility of your service – how easy it is to access.

- **Promotion:** how you tell consumers about the product or service. The promotional mix is a blend of the promotional tools used to communicate about the product or service – for example, TV advertising.

Today some marketers talk about the additional four Ps:

- **People:** how your staff (or employees), are different from those in a competitor's organization, and how your clients are different from your competitor's clients.

- **Physical presence:** how your shop or website looks.

- **Process:** how your product is built and delivered, or how your service is sold, delivered and accessed.

- **Physical evidence:** how your service becomes tangible. For example, tickets, politics and brochures create something the customers can touch and hold.

³ *Farrall C., Lindsley M. Professional English in Use. Marketing. Cambridge : Cambridge Univ. Press, 2008. P. 8–11.*

The Cs, As and Os

Some marketers have supplemented the four Ps with new ways of thinking about marketing. The Ps, Cs, As and Os can be combined when looking at the marketing mix (Table 1).

Table 1

The combination of Ps, Cs, As and Os

4 Ps	4 Cs	4 As	4 Os
Product	Customer needs What does the customer need to solve a problem? For example, people don't have time to cook – we offer the solution of frozen dinner. The company must identify customer needs so that products that meet these needs can be developed.	Acceptability How acceptable is the product, and do people approve of the product? Is it socially acceptable – fashionable and attractive? Does the product respect the laws of the country – is it legally acceptable?	Objects What do you sell? How is it manufactured, or made? Is it high quality (or excellent) product, or is it bottom end?
Price	Cost to user Does the customer perceive the cost of the product as fair, or is it too expensive?	Affordability Does the customer have enough money to buy the product – can he / she afford the product?	Objectives Revenue objectives concern the income you want to generate. Price objectives concern the price you want to sell.
Place	Convenience How convenient is it to find your product? Is it easy, or does the customer have to make an effort?	Accessibility Is the product easy to access? Is the product accessible for people with disabilities?	Organization How should you organize the sale and distribution of your product? Which distribution methods will work best?

End of Table 1

4 Ps	4 Cs	4 As	4 Os
Promotion	Communication How should you communicate with your customers?	Awareness How many people know about, or are aware of, the product? Is awareness high?	Operations Which kind of promotional operations, such as direct mail, will work best for the product?

Marketers often use the acronym **AIDA** which represents the steps a marketer takes in order to persuade customers to buy a product or service. The components of the acronym are represented in Table 2.

Table 2

The components of AIDA

Attention	Marketing must first attract the customers' attention to the product. Customers become aware of a product and know it is available.
Interest	Then, marketing must create an interest in the product. Customers will develop an interest in the product.
Desire	Next, marketing must develop a desire to own or have the product so that customers actively want the product.
Action	Finally, marketing must prompt action to purchase, so that customers take steps to buy the product – for example, by going to the shop or ordering it online.

Exercise 2. Decide if these words and expressions refer to the PRODUCT, PRICE, PLACE, PROMOTION or PEOPLE. Some words can belong to more than one category.

distribution attention securities cashflow staff
shareholder threat customer communication
profit tangible market place benchmarking
property competition

Exercise 3. Choose the correct word to complete each sentence. Explain why other words are inappropriate.

1. The government set a(n) **subjective / object / objective** to stimulate economic growth and reduce unemployment through several measures.

2. Ensuring **acceptable / accessible / assessable** design is not just a trend but a necessity for reaching a diverse audience and promoting your product effectively.

3. **Reputation / Image / Respect** is often built over time and is influenced by a wide range of factors such as company's record, customer experiences, ethical practices, and overall conduct.

4. **Advertising / Commercial** is a broader term than **advertising / commercial** that encompasses various activities used to promote a **product / produce**, service, brand, or idea.

5. It is only logical to closely monitor the strategies and innovations of your main **consumer / staff / competitor** in the market to stay ahead in the rapidly developing industry.

6. The increased **supply / demand** for popular gadgets has led to intense **competitor / competition** among retailers, each striving to offer the best **cost / bargain** to attract shoppers.

Exercise 4. Read Text 1 again and decide whether the statements below are TRUE or FALSE.

1. The initial marketing mix, also known as the 4 Ps, includes Product, Price, Place, and Promotion.

2. In the updated marketing mix, four additional elements are introduced, including People, Physical Presence, Process, and Physical Evidence.

3. The Cs, As, and Os in the marketing mix stand for Customer needs, Acceptability, and Objects, respectively.

4. In terms of the AIDA acronym, the first letter stands for bringing the product to light.

5. The third letter in the AIDA model does not involve creating a sense of urgency or need in customers to purchase the product.

Exercise 5. Replace the underlined words and expressions with the alternatives from the box.

<i>publicize</i> <i>employees</i> <i>copyright</i> <i>sales representatives</i> <i>goods</i> <i>information</i>
--

1. The data collected from the survey provides valuable insights for product developers.
2. This company takes pride in producing eco-friendly products.
3. Motivation marketing engages staff and gets them interested by using events or incentives.
4. The salespeople make up a company's sales force.
5. Most company websites include a notice meaning unique information.
6. Street team management firms can help get the word out about an upcoming event or new products and services.

Exercise 6. Put the words in the correct order in sentences 1–7.

1. loyalty, / market / and / builds / Effective / sales / drives / branding / expansion / customer.
2. more / satisfaction / just / a / delight / than / is / Customer / mere.
3. form / product / of / Word / powerful / is / mouth / advertising / a / of.
4. aware / become / of / People / brand / the / will.
5. attention / attract / must / product / the / to / We.
6. They / different / to / may / segments / products / different / offer.
7. engagement / brand / digital / elevate / Innovative / customer / campaigns / visibility / and.

Exercise 7. Match the words in the box with statements 1–6 about a recent laptop purchase.

<i>consumer cost</i> <i>customer solution (2)</i> <i>communication (2)</i> <i>convenience</i>
--

1. The laptop's powerful hardware perfectly meets my professional needs.
2. I purchased it online smoothly and I am really fond of its prompt delivery.
3. All my questions were addressed by the customer support team and I am satisfied with their assistance.

4. The laptop's price was competitive; I'd even say great value for money.

5. It has some pre-installed software, which solved my work productivity challenges.

6. Regular updates on the delivery status ensured a transparent and pleasant experience.

Exercise 8. Complete the text using the words from the box.

<i>trading</i>	<i>barter</i>	<i>value</i>	<i>sales</i>	<i>specialty</i>
<i>brokerage</i>	<i>houses</i>	<i>consultants</i>	<i>retail</i>	<i>trade</i>

Going Back to Barter⁴

With today's high prices, many companies are returning to the primitive practice of (1) _____ – trading goods and services they make for other goods and services they need. Companies barter over \$20 billion worth of goods and services a year, and the practice is growing at 25 percent annually. Companies use barter to increase (2) _____, unload extra goods and save cash. For example, when Shell Oil stuck with 5 million Can Care strips – a product for killing insects in garbage cans – it exchanged with a Caribbean resort for a load of unrefined sugar. When Climaco Corporation was overstocked with bubble bath, it swapped the excess for \$300,000 worth of advertising for one of its other products.

Many kinds of (3) _____ companies have appeared to help companies with bartering. (4) _____ exchanges and trade clubs arrange barter for small retailers. Large corporations use trade (5) _____ and brokerage firms. Media (6) _____ provide advertising in exchange for products, and international barter is handled by countertrade organizations. One (7) _____ company, Barter Systems, Inc., operates sixty-two trading centers around the United States. A letter that it recently sent to some of its 25,000 clients stated: "Wanted: \$300,000 worth of dried milk or cornflakes in exchange for an airplane of equal (8) _____".

⁴ Dickerson L. A. Barter to gain a competitive edge in a cash-poor economy // Marketing News. 1984. P. 1–2.

Exercise 9. Discuss with your partner:

- an expensive brand and its less expensive alternative. What are the differences in the marketing mix for the two brands?
- something you have recently purchased. Characterize this product's marketing mix using the 4Cs, the 4As, the 4 Os.

Exercise 10. Translate the text into English and compare your translation with your partner's.

Что такое маркетинг?⁵

Маркетинг – это человеческая деятельность, так или иначе имеющая отношение к рынку. **Маркетинг** – это работа с рынком ради осуществления обменов, цель которых – удовлетворение человеческих нужд и потребностей.

Процесс обмена требует работы. Тому, кто хочет продавать, необходимо искать покупателей, выявлять их нужды, проектировать соответствующие товары, продвигать их на рынок, складировать, перевозить, договариваться о ценах и т. д. Основу деятельности маркетинга составляют такие занятия, как разработка товара, исследования, налаживание коммуникации, организация распределения, установление цен, развертывание службы сервиса.

Хотя обычно считается, что маркетинг – удел продавцов, занимаются им и покупатели. Домохозяйки осуществляют собственный «маркетинг», когда занимаются поисками нужных им товаров по ценам, которые они готовы заплатить. В поисках дефицитного товара снабженцу фирмы приходится выискивать продавцов и предлагать им заманчивые условия сделки. **Рынок продавца** – это такой рынок, на котором продавцы имеют больше власти и где наиболее активными «деятелями рынка» приходится быть покупателям. **Рынок покупателя** – это такой рынок, на котором больше власти имеют покупатели и где наиболее активными «деятелями рынка» приходится быть продавцам.

В начале 1950-х годов предложение товаров стало обгонять рост спроса на них, и маркетинг стали ассоциировать с продавцами, пытающимися отыскать покупателей.

⁵ Котлер Ф. Основы маркетинга : краткий курс. М. : Вильямс, 2007. С. 29.

TEXT 2

Exercise 11. Before reading Text 2, try to predict what eight characteristics of “great managers” might be mentioned in the text. Look through the text to see if your predictions were correct.

HOW TO BE A GOOD MANAGER⁶

At the most general level, successful managers tend to have four characteristics:

- they take enormous pleasure and pride in the growth of their people;
- they are basically cheerful optimists – someone has to keep up morale when setbacks occur;
- they do not promise more than they can deliver;
- when they move on from a job, they always leave the situation a little better than it was when they arrived.

The following is a list of some essential tasks at which a manager must excel to be truly effective.

Great managers accept blame: When the big wheel from head office visits and expresses displeasure, the great manager immediately accepts full responsibility. In everyday working life, the best managers are constantly aware that they selected and should have developed their people. Errors made by team members are in a very real sense of their responsibility.

Great managers give praise: Praise is probably the most under-used management tool. Great managers are forever trying to catch their people doing something right, and congratulating them on it. And when praise comes from outside, they are swift not merely to publicize the fact, but to make clear who has earned it. Managers who regularly give praise are in a much stronger position to criticize or reprimand poor performance. If you simply comment when you are dissatisfied with performance, it is all too common for your words to be taken as a straightforward expression of personal dislike.

Great managers make blue sky: Very few people are comfortable with the idea that they will be doing exactly what they are doing today in 10 years’ time. Great managers anticipate people’s dissatisfaction.

⁶ *Cotton D., Robbins S.* Business class. London : Longman, 2000. P. 106.

Great managers put themselves about: Most managers now accept the need to find out not merely what their team is thinking, but what the rest of the world, including their customers, is saying. So MBWA (management by walking about) is an excellent thing, though it has to be distinguished from MBWAWP (management by walking about – without purpose), where senior management wanders aimlessly, annoying customers, worrying staff and generally making a nuisance of themselves.

Great managers judge on merit: A great deal more difficult than it sounds. It's virtually impossible to divorce your feelings about someone – whether you like or dislike them – from how you view their actions. But suspicions of discrimination or favouritism are fatal to the smooth running of any team, so the great manager accepts this as an aspect of the game that really needs to be worked on.

Great managers exploit strengths, not weaknesses, in themselves and in their people: Weak managers feel threatened by other people's strengths. They also reveal in the discovery of weakness and regard it as something to be exploited rather than remedied. Great managers have no truck with destructive thinking. They see strengths, in themselves as well as in other people, as things to be built on, and weaknesses as something to be accommodated, worked around and, if possible, eliminated.

Great managers make things happen: The old-fashioned approach to management was rather like the old-fashioned approach to child-rearing: "Go and see what the children are doing and tell them to stop it!" Great managers have confidence that their people will be working in their interests and do everything they can to create an environment in which people feel free to express themselves.

Great managers make themselves redundant: Not as drastic as it sounds! What great managers do is learn new skills and acquire useful information from the outside world, and then immediately pass them on, to ensure that if they were to be run down by a bus, the team would still have the benefit of the new information. No one in an organization should be doing work that could be accomplished equally effectively by someone less well paid than themselves. So, great managers are perpetually on the look-out for higher-level activities to occupy their own time, while constantly passing on tasks that they have already mastered.

Exercise 12. Read Text 2 and tick the comments that the author might agree with.

SUCCESSFUL MANAGERS...

- 1) derive pleasure from the development of their followers;
- 2) might argue that occasional over-promising can be a motivational tool that pushes the team to achieve more;
- 3) occasionally believe in sharing blame rather than immediately accepting full responsibility;
- 4) may feel that criticism is a more effective motivator than praise, as they do not accept that praise is the most underused tool;
- 5) foresee potential dissatisfaction among their team and aim to address it;
- 6) find regular interaction with the team and customers essential, as advocated by MBWA;
- 7) find it challenging to abstract from personal feelings or judgments, and some might argue that personal preferences influence decisions;
- 8) believe that weaknesses can be opportunities for growth and development, not just something to get rid of;
- 9) create an environment where people feel relaxed as it is vital for making things work out within a team;
- 10) resist making themselves unnecessary, believing that their perpetual involvement is crucial for the team's success.

Exercise 13. The following pairs of words are frequently confused. Choose the correct word to complete each sentence and write sentences of your own to illustrate the meaning of the other five words. In one case both are correct.

<i>ensure – assure</i>	<i>morale – moral</i>	<i>effective – efficient</i>
<i>dissatisfied – unsatisfied</i>	<i>criticism – critic</i>	

1. This ancient myth conveys a powerful _____, teaching the importance of humility in the face of success.
2. I believe there's _____ demand for affordable housing in urban areas.

3. Governments often implement various measures to _____ stable economic growth.

4. That economic policy faced significant _____ for its lack of inclusivity.

5. Businesses strive to implement _____ production processes to minimize costs, enhance productivity and maximize profitability.

Exercise 14. Discuss the questions with your partner:

- What personal qualities are essential in a good manager?
- Is there any formula for good management?
- Can you enumerate the main tasks/functions of an effective manager?

Exercise 15. Write a brief description of yourself, outlining your personal qualities, highlighting any strengths/weaknesses and using as many words from the box as possible. Then compare the profiles with your partner, discussing your differences.

Strengths		Weaknesses	
<i>flexible</i>	<i>determined</i>	<i>unscrupulous</i>	<i>authoritarian</i>
<i>diligent</i>	<i>open-minded</i>	<i>flippant</i>	<i>intrusive</i>
<i>proactive</i>	<i>generous</i>	<i>wavering</i>	<i>snobbish</i>
<i>supportive</i>	<i>unbiased</i>	<i>bullying</i>	<i>narrow-minded</i>
<i>optimistic</i>	<i>dedicated</i>	<i>uncompromising</i>	<i>reckless</i>
<i>reliable</i>	<i>considerate</i>	<i>unsympathetic</i>	<i>inconsistent</i>
<i>self-assured</i>	<i>engaged</i>	<i>obsessive</i>	<i>hostile</i>

Exercise 16. Make a short report of any successful and unsuccessful manager. What helped him succeed? What were the reasons for his failure?

Exercise 17. Complete the following self-analysis questionnaire and work out your score using the specified points system. Then compare results with your partner.

WHO DO YOU THINK YOU ARE?

Statements	True	False
1. I am capable of performing at a level comparable to other people.		
2. My life is full of ups and downs and I know it is normal.		
3. I do not feel anxious about giving a presentation and making a mistake publicly.		
4. Having failed at something, I learn my lesson and move on.		
5. It's not productive to be filled with shame for your actions.		
6. I know I do not need to be productive 24/7.		
7. I am not afraid of other people's opinions about me.		
8. I find myself a likeable personality.		
9. I rarely hesitate if I have something to say to a person.		
10. I genuinely believe people saying complimentary things to me.		

Score one point for each "True" answer to questions 1–10; score zero for every "False" answer.

The higher your score, the more favourable your self-esteem is. A score of 6 or more suggests that you must be self-assured; not in an unreasonable way, but healthily and confidently. There is little possibility of other people feeling superior and willing to mistreat you for that.

A score of 5 or less suggests that you have serious doubts about yourself and your value to the world. It may of course be a temporary state of affairs – perhaps the result of some recent misfortune. But if this is your normal condition, other people are bound to pick it up, and the risk is that they will accept your low estimate of yourself and hence find it difficult to respect you.

Exercise 18. Work in pairs and study examples 1–2. Student A uses the phrase “If only...” after reading complaints 3–10. Student B gives advice for each complaint, using the expressions from the box.

Giving advice

<i>You ought (not) to...</i>	<i>You could always (try)...</i>	<i>Have you...?</i>
<i>I would recommend you...</i>	<i>I (would) advise you to...</i>	<i>It might be an idea to...</i>
<i>Why don't you (try)...?</i>	<i>My advice would be to...</i>	<i>If I were you, I'd...</i>
<i>Can I suggest you...?</i>		

Examples

1. A: *“I always have far too much to do, but I never get paid overtime. If only I wasn't so overworked and underpaid....”*.

B: *“It might be an idea to think about employing a secretary. And you should try saying “no” when your boss gives you more work to do. Maybe you could ask for a rise, too”*.

2. A: *“There just aren't enough hours in the day to do all the things I have to do. If only I had more time...”*.

B: *“Well, why don't you manage your time better? If I were you, I'd delegate more of my work”*.

3. They never let me run things my way. Someone's always checking up on me. If it isn't head office, it's that regional manager who's always on my back.

4. They're always moving the goalposts. They give me a sales target to meet, and then they raise it three months later.

5. My area manager never praises me. I'd like more feedback from him. A pat on the back now and then. Frankly, I have no idea what he thinks of my work.

6. My staff never seems to listen to me, so they always get things wrong. I spend hours each day telling them how to do things properly.

7. The paperwork is unbelievable. I'm up to my eyes in it. I have to read through a stack of papers in my in-tray every morning.

8. I wish someone would tell me what's going on in this place. I'm always the last to know about any new policy.

9. I am always being interrupted in my office when I have an important call, or when I want to get down to writing a report.

10. The head office is always cutting my budget. I never have enough money to do anything properly.

Exercise 19. Translate the text into English and compare your translation with your partner's.

ПЯТЬ ПРИЧИН НЕУДАЧ МЕНЕДЖЕРОВ⁷

В течение пяти лет изучая деятельность 2500 менеджеров, Сьюзен Доннелл выявила пять причин, по которым менеджеры поднимаются по карьерной лестнице только для того, чтобы в результате рухнуть вниз.

Ими движет стремление ко все более высокой зарплате. Такие менеджеры, прежде всего, стремятся к личному комфорту. Часто их цель – не успех их подразделений, а возможность получить больше денег.

Они чрезмерно озабочены внешними символами их статуса. Рабочий стол, офис, автомобиль и дом менеджера-неудачника обычно завалены разными символами их статуса. Если имя менеджера указано на двери его кабинета, это еще не означает, что его чрезмерно заботит его статус; но, если он готов на все, чтобы обзавестись такими символами, это уже плохой знак.

Они заботятся, прежде всего, о самих себе. Один автор написал об этом просто: «Плохой менеджер заботится о себе, а хороший – о своих людях». Успешный менеджер внимателен к подчиненным, всегда выслушивает их и старается решить их проблемы. Имея выбор сделать что-то для подчиненного или для себя, менеджер-неудачник, не задумываясь, выбирает второй вариант.

Они изолируются от окружающих. Плохой менеджер все чаще остается один и со временем теряет контакт с другими людьми. Если менеджер прекращает неформальное общение с людьми, это, как правило, плохой знак.

⁷ Мескон М., Альберт М., Хедоури Ф. Основы менеджмента. М. : Вильямс, 2009. С. 43.

Они не делятся идеями и чувствами. Подчиненные хотят и должны знать, что думает и чувствует их руководитель. Один из самых верных способов отвлечь от себя людей – это сказать им: «У меня по этому поводу идей нет. Делайте, что хотите, возможно, это сработает». Такие менеджеры пытаются скрыть свои эмоции и не проявлять открыто ни гнева, ни страха.

TEXT 3

Exercise 20. Before reading Text 3, discuss the types of banks that you know.

FINANCIAL INSTITUTIONS⁸

Types of financial institutions

For most of the XXth century, most banks operated in one country only (in the US, in one state only). Different kinds of banks did specialized kinds of financial business:

- **Retail banks or commercial banks** worked with individuals and small companies: received deposits; made loans;
- **Investment banks** worked with big companies: gave financial advice; raised capital (increased the amount of money companies had by issuing stocks or shares and bonds); organized mergers and takeover bids;
- **Insurance companies** provided life insurance and pensions;
- **Building societies** specialized in mortgages. Many have now become normal commercial banks.

The financial industry changed radically in the 1980s and 90s when it was deregulated.

- Before deregulation: rules and regulations in the US, Britain and Japan prevented commercial banks from doing investment banking business. Some other countries (Germany, Switzerland) already had universal banks doing all kinds of financial business.

⁸ MacKenzie I. Professional English in Use. Finance. Cambridge : Cambridge Univ. Press, 2007. P. 48, 88.

- Today: many large international conglomerates offer a complete range of financial services. Individuals and companies can use a single financial institution for all their financial needs.

Other types of banks still have specialized functions:

- **Central banks** issue currency and carry out the government's financial policy;

- **Private banks** manage the assets of rich people or high-net-worth individuals;

- **Clearing banks** pass cheques and other payments through the banking system;

- **Non-bank financial intermediaries** such as car manufacturers, food retailers and department stores now offer products like personal loans, credit cards and insurance.

Financial planning

Alia Rahal works in a financial planning department of a large manufacturing company: “Financial planning involves calculating whether new projects would be profitable. We have to calculate the probable rate of return: the amount of income we'd receive each year from the investment, expressed as a percentage of the total amount invested. If we are going to finance a project with our own money, the rate of return must be at least as high as we could get by depositing the money in a bank instead, or by making another risk-free investment, like buying government bonds.

If we need to borrow money to finance a new investment, its projected rate of return has to be higher than the cost of capital – the amount we have to pay to borrow the money.

We usually calculate the discounted cash flow value of an investment. This means discounting or reducing future cash flows to get their present values – in other words, calculating the present value of money to be received in the future. This is because the value of money decreases over time. Firstly, there's nearly always inflation, so cash will have lower purchasing power in the future: you will be able to buy less with the same amount of money. And secondly, if you had the money now, you could get income by using or investing it. The return we could get by investing the money in other ways is the opportunity cost of capital. So waiting for money is

also a cost. This is the time value of money: how much more it is worth to receive money now rather than in the future.

If we have to choose among possible investments in new projects, we work out the net present value (NPV) of each project by adding up all the expected cash flows, discounted to their present value, minus the initial investment. To do this, we have to select a discount rate or capitalization rate. This is usually the interest rate we pay for borrowing the capital, but we could increase it if there's a lot of uncertainty or risk.

Discounting sounds complicated, but it isn't. It's the opposite of compounding interest. For example, if you invest 1,000 dollars at 10 % for five years, it will yield 1.61 times its original value. So you get back 1,610 dollars, including 610 dollars compound interest. A discount rate of 10 % has a discount factor of one divided by 1.61, which is 0.62. So, 620 dollars invested now will be worth 1,000 dollars in five years if it's invested at 10 %.

When we're comparing alternative investments, we also calculate the internal rate of return (IRR). That's the interest rate or discount rate that gives a net present value of zero in today's money values. In other words, the present value of the cash that we're going to receive from an investment is the same as the present value of borrowing that cash. We normally choose the investment with the highest IRR.

Exercise 21. Look at Text 3 and decide which organizations used to deal with the following before financial deregulation.

- 1) mortgages
- 2) takeover bids
- 3) shares and bonds
- 4) pensions
- 5) life insurance
- 6) deposits and loans to individuals and small companies
- 7) financial advice
- 8) mergers

Exercise 22. Are the following statements TRUE or FALSE? Find justification for your answers in Text 3.

1. Because of inflation, the value of money will usually be higher in the future than it is now.

2. There is no opportunity cost of capital if a new project is financed using a company's own funds.

3. The present value of investment returns is determined by how long you have to wait for them.

4. When considering a project financed by borrowed money, we need to calculate whether its rate of return is higher than the cost of capital.

Exercise 23. Match the two parts of the sentences based on the information from Text 3.

- | | |
|--|---|
| 1. The net present value of a project is calculated by adding all the returns it is expected to provide, | a) discounted to their current value. |
| 2. In order to choose the best investment, | b) its discount rate used in calculations can be increased. |
| 3. The cost of capital invested is typically used to | c) businesses look for the one with the highest internal rate of return. |
| 4. Money in your possession at the present time holds greater value than money received in the future, | d) it has the potential to accrue interest during that period and could be impacted by inflation. |
| 5. If a project is associated with a particular risk or uncertainty, | e) discount future cash flows. |

Exercise 24. Look at the extracts from websites and decide which types of banks they belong to. Look at Text 3 to help you.

1. Why choose to bank with us? Because we provide:
- a wide variety of accounts and services;
 - free withdrawals from over 31,000 ATMs;
 - more than 1,600 branches, with many open on Saturdays;
 - online and telephone banking for round-the-clock access to your accounts;
 - 24/7 access to your accounts online and using telephone banking.
2. In 1913, Congress established the Federal Reserve with the aim of creating a safer, more flexible, and more stable monetary financial system for the nation.

3. Almost twelve million checks and credits are processed in the system on a daily basis. Although check volumes peaked in 1990, usage has declined due to the increased adoption of plastic cards and direct debits by individual customers.

4. How can we help you? We can:

- establish a lasting, personalized connection with your banker;
- oversee your family's various business and personal assets;
- create a customized portfolio that suits your family's specific requirements;

- manage your assets.

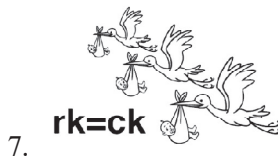
5. We offer a comprehensive selection of products and services, such as guidance on corporate strategy and organization, as well as raising capital in both equity and debt markets.

Exercise 25. Decipher rebuses 1–8 below. Then find each word in Text 3.



2. I=E

6. Y=A



Exercise 26. Match the words in the box with definitions 1–6 below.

<i>discount rate</i>	<i>discounted cash flow</i>	<i>internal rate of return</i>
<i>purchasing power</i>	<i>rate of return</i>	<i>time value of money</i>

1. The amount that an investment, company, project, etc. is worth now, based on calculating the amount you expect it will cost and earn in the future, then reducing this figure to represent its value now.

2. A rate of interest that you use to calculate the present value of an amount of money that you receive or pay in the future.

3. The value of money considered as the number of goods it will buy.

4. The principle that money received early from an investment or paid back early on a loan is worth more than if that amount of money were received or paid back at a later time.

5. The amount of profit that an investment earns calculated as a percentage of the money that was originally invested.

6. The average amount of money earned each year from a particular investment, calculated by comparing how much money it makes each year with the original amount invested.

Exercise 27. Discuss the questions with your partner:

- Do you know any companies that use multiple banks? Do you? If so, what are the reasons behind this decision?

- What is the current rate of return for risk-free investments in your country? What minimum rate of return would you expect from a new investment with uncertain outcomes?

Exercise 28. Translate into English.

ОСНОВНОЙ КАПИТАЛ ФИРМЫ⁹

Деятельность фирмы невозможна без использования основных фондов, к которым относятся здания, сооружения, транспортные средства, компьютерные системы, станки, установки и т. п., т. е.

⁹ Анискин Ю. П. Основы бизнеса : учебник для бакалавров. М. : Омега – Л, 2016. С. 137.

имущество длительного пользования. Производственная мощность фирмы прямо зависит от количества основных средств, поэтому по мере своего развития предприятие приобретает их все больше. Основные фонды относятся к активам предприятия, т. е. являются основным капиталом длительного пользования (в отличие от оборотного).

По назначению основные средства делятся на производственные (которые используются непосредственно в производственных процессах) и непроизводственные (применяемые в инфраструктуре фирмы – обеспечение, обслуживание, социальная сфера и т. п.). В балансе предприятия на начало и конец каждого отчетного периода отражаются стоимостные данные об основных средствах, а именно первоначальная стоимость, величина износа (амортизация), остаточная стоимость. В течение года происходит движение основных средств, связанное с их выбытием или поступлением, поэтому наличие и движение основных средств в бухгалтерском учете показывается ежемесячно.

TEXT 4

Exercise 29. Read Text 4 paying attention to the words from above.

COMPETITION¹⁰

The main competitors in a particular industry are its key players. Small competitors may be referred to as minor players. Competition in an industry can be: cut-throat, intense, keen, stiff, ferocious, fierce, low-key and tough.

The usual pattern for a new industry is to have a large number of competitors: there may be start-ups – completely new companies – and there may be companies already established in other sectors that also want to get into the industry, perhaps by setting up a new subsidiary or business unit.

“Competing” and “competitive” are adjectives related to “competition”. Two companies may produce competing products – products that compete

¹⁰ *Mascul B. Professional English. Business vocabulary in use. Cambridge : Cambridge Univ. Press, 2004. P. 40, 42, 46.*

with each other. A competitive product is one that has real and specific benefits in relation to others of the same type. “Competing” also occurs in these combinations:

competing	bids	price offers for a company in a takeover
	offerings	products from different companies
	suppliers	companies offering similar products or services
	technologies	technical ways of doing something

“Competitive” also occurs in these combinations:

competitive	position	where a company is in relation to its competitors in terms of size, growth, etc.
	pressure	the force that one competitor can bring to bear in relation to another
	price	prices that are similar to or lower than those for similar products
	threat	something that one competitor may do to weaken another’s position
	advantage edge	superior products, performance, etc. that a competitor can offer in relation to others
	strategy	a plan or plans for success in relation to competitors, and the study of this in business schools
	market	an environment in which numerous buyers and sellers engage in the exchange of goods/services characterized by a level playing field

Strategic thinking

A strategy (countable noun) is a plan or series of plans for achieving success. Strategy (uncountable noun) is the study of the skills, knowledge, etc. required to make such plans. Strategic success in a commercial

organization is often measured in terms of profitability, the amount of money it makes in relation to the amount invested.

An important part of planning is resource allocation. This is the way finance, people and assets – equipment, buildings, know-how, etc. – are going to be used to achieve a particular objective.

A company's senior executives make strategic decisions or formulate strategy. Sometimes an organization will publicly state its main overall objective or vision in its mission statement.

Companies sometimes form strategic partnerships, working together to achieve a specific strategic goal. For example, MG Rover entered a partnership with a Chinese car manufacturer to enable it to produce and sell cars in China. A company may also make a strategic move, such as acquiring a competitor, designed to increase its market share.

When a company ...	a market, it	
defends		tries to prevent competitors from being successful in it.
attacks		starts selling in it for the first time.
establishes a foothold / toehold in		occupies a small part of it first in preparation for gaining a larger part.
invades		starts to be very successful in it.
dominates		is the biggest competitor in it.
withdraws from		stops selling in it.

Key strategic issues

In some industries, like steel or tyres, there are few companies: these industries are concentrated. Other industries are fragmented: for example, there are millions of restaurants worldwide, and even the largest chain, McDonalds, only has a market share of less than one per cent in terms of all restaurant meals served worldwide.

Some industries have low entry barriers – anyone with a small amount of capital can open a restaurant. If an industry has low entry barriers

and is attractive because of its high potential profitability, there will always be new entrants. This was the case for Internet service providers at the turn of the century with a lot of companies offering this service.

Other industries, like steel, require massive investment in equipment, know-how, etc. – these are high entry barriers and new entrants to the industry are rare.

Some companies are very acquisitive, buying competitors in their industry or companies in other industries in a series of acquisitions or takeovers, which may be referred to as strategic acquisitions. Or a company may merge or combine as an equal with another company of similar size.

A company may also buy its suppliers and customer companies in a process of vertical integration. The result of this may be an unwieldy conglomerate, a holding company with a large number of subsidiaries, which may not be easy to manage profitably as a group.

Recent strategic thinking holds that conglomerates are not good. Many conglomerates have disposed of or divested their non-core business. This is related to the make-or-buy decision, where companies decide whether to produce particular components or perform particular functions in-house or to buy them from an outside supplier.

Exercise 30. Complete the sentences with the words from Text 4 that collocate with “competitive”.

1. A company has a competitive _____ whenever it has an edge over rivals in securing customers and defending against competitive _____.

2. Competitive _____ consists of all the moves and approaches a firm has taken and is taking to attract buyers, withstand competitive _____, and improve its market position.

3. Companies will charge a premium price where the consumer cannot choose a competitive _____.

4. In a competitive _____ all firms are subject to attacks from rivals.

5. A company with a strong competitive _____ in a slow-growth industry should consider using its excess cash to begin diversifying.

6. This company's products are always sold at competitive _____.

Exercise 31. Match the underlined phrases below to the expressions in the Text 4 table (Strategic thinking) that refer to the same idea.

**THE GREAT COOKIE WARS:
FOUGHT IN THE RESELLER MARKET¹¹**

The mid-1980s may go down in food marketing history as the years of the great cookie wars. During the late 1970s and early 1980s, the \$2,5 billion cookie industry slumbered, (1) influenced by giants such as Nabisco, United Biscuits (Keebler) and American Brands (Sunshine). Then, in 1982, PepsiCo's Frito-Lay began to test Grandma's cookies – a “soft and chewy”, moister cookie that was to be only the first in a quick succession of new “like homemade” brands (2) to hit the market. Grandma's (3) captured a 15 to 20 percent share in test markets, and the war on!

Frito-Lay backed Grandma's with a \$70 million advertising budget (over five times the ad budget for the entire industry the previous year) and lured customers away from other brands with price discounts and free samples. The (4) recognized producers counter-attacked. Nabisco tried (5) to protect its 35 to 40 percent market share by upping its ad budget from \$8 to \$30 million and discounting its prices. Number-two Keebler sponsored sweepstakes and expanded distribution. Sunshine increased its advertising from less than \$500,000 to over \$30 million.

In 1983, the war intensified when another marketing giant, Procter & Gamble, (6) entered the fray with its “crunchy on the outside, chewy on the inside” Duncan Hines brand, backed by an estimated \$100 million in advertising. And Nabisco followed with its “close to homemade” Almost Home brand. In the consumer market, the war of the cookie giants – PepsiCo, Nabisco, American Brands and the United Biscuits – is likely to rage for several years.

But the war is also being fought on a second front – in the reseller market – and many observers believe that the battle for reseller support will decide the winner of the war. The main objective is shelf space in over 300,000 supermarkets, convenience stores and consumer grocers across the country. More shelf space means more (7) consumer exposure, resulting, passing out its samples, and running ads featuring its brands.

⁴ Urbanski A. On with the \$2.1 billion Cookie war // Sales and management. 1983. P. 37–40.

Shelf space, floor space and advertising space are precious commodities to retailers and each cookie maker will have to work hard for its share (P&G asked Safeway for 30 percent of its cookie shelf space but got only 7,5 percent). Each producer must convince retailers that its cookie deserves more support. Thousands of sales reps, armed with research on consumer preferences and promises of huge consumer advertising and promotion programs for their products, try to persuade retailers that supporting their brands will result in greater sales and profits. Retailers are courted with trade discounts, cooperative advertising, attractive free-standing displays, liberal return policies and strong services.

The great cookie war will be a long and costly one for the cookie makers. In the end, consumers will decide the winners. But the cookie maker that best “sells” the reseller market will **(8) have powerful allies**.

Exercise 32. Match the two parts of the sentences below.

- | | |
|---|---|
| 1. Consumers nowadays often find themselves comparing the competing | a) offerings of different insurance companies before making a decision. |
| 2. What is there to prevent supposedly competing | b) bids for the construction project. |
| 3. The company received several competing | c) suppliers from making a secret agreement to keep prices high? |
| 4. The industry is constantly evolving with competing | d) technologies fighting for dominance in the market. |

Exercise 33. Insert the proper word from Text 4 (Key strategic issues).

1. A company's _____ business is its most important business activity.
2. A(n) _____ industry is profitable, so companies aim to get into it.
3. A(n) _____ industry is large with few companies in it.
4. A(n) _____ is a large group of different businesses.
5. A(n) _____ industry is large with lots of small competitors in it.
6. _____ entry barriers mean that an industry is difficult to get into.
7. A(n) _____ company buys a lot of other companies.
8. Two companies _____ or join as equal partners.

9. _____ entry barriers mean that an industry is easy to get into.
10. When each competitor only has a small market _____, the industry is fragmented.

Exercise 34. You have agreed to write a short article (200–300 words) on the strategic planning of your (some) company. Use the lexis of the text to help you to do it.

Exercise 35. Look at questions 1–4 from the shareholders of Topaz, a car manufacturer, at the annual meeting. Match them with answers a–d, completing the gaps. You can refer to Text 4 regarding Strategic thinking.

- | | |
|---|---|
| <p>1. Did you think of being the only vehicle manufacturer on the mass market? How do you plan to achieve it?</p> <p>2. What is the reason behind you closing one of the plants?</p> <p>3. What has prompted the purchase of your competitor, Rivera?</p> <p>4. What is your opinion about the low productivity of Topaz's plants? How to improve this situation?</p> | <p>a. This question concerns _____. We don't have unlimited financial resources and we plan to invest in productive enterprises.</p> <p>b. The aim of this _____ was to broaden our customer base.</p> <p>c. Having looked at various _____, we concluded that adopting the hi-tech one was the best course of action.</p> <p>d. As a part of our strategic _____ process, we have taken steps to ensure more effective use of our _____.</p> |
|---|---|

Exercise 36. Complete the speech of an executive in a consumer goods company with expressions from Text 4. There are two possible options in one gap.

We manufacture a wide range of consumer products. Throughout the years, we have executed several (1) _____, buying companies that align with our long-term plan of becoming the leading consumer goods company in Europe. These (2) _____ have

resulted in us now owning a large number of (3) _____, each with their own set of brands. As a result, we have become an (4) _____ which makes the company difficult to manage. In response, we are currently reducing the number of brands from 300 to 100, and directing each division within the company to focus on our long-term goal of achieving increased (5) _____ and delivering better results for our shareholders. Moreover, the increased power will undoubtedly dissuade new (6) _____ from entering the industry, further strengthening our position.

Exercise 37. Discuss with your partner:

- The fiercest competitors of your current organization or a company you aspire to work for. What makes them a threat?
- Your current organization or a company you desire to work for. Locate their mission statement on their website. If there is none, propose a mission statement for them.
- A recent instance of a merger or takeover. Explore the benefits that were promised at the time of its announcement. Have those benefits materialized?

Exercise 38. Translate into English.

РАЗРАБОТКА СТРАТЕГИИ¹²

Оценив силы, влияющие на конкуренцию в отрасли и обуславливающие ее, разработчик корпоративной стратегии может выявить сильные и слабые стороны компании. Решающими недостатками и преимуществами со стратегической точки зрения будут те, которые связаны с первопричинами каждой силы конкуренции. Что требуется компании предпринять в отношении угрозы продуктов-заменителей? Или в отношении факторов, определяющих барьеры входа в отрасль?

Затем разработчик стратегии может составить план действий, включающий следующее: (1) позиционирование компании таким образом, чтобы ее возможности обеспечивали надежную защиту

¹² *Портер М.* Конкуренция. М. : Вильямс, 2010. С. 52.

от влияния конкуренции; и/или (2) влияние на расстановку сил посредством стратегических маневров, способных улучшить позиционирование компании; и/или (3) прогноз изменения факторов, определяющих силы конкуренции, и своевременное реагирование на них с целью извлечения преимуществ за счет выбора стратегии, наиболее соответствующей новому конкурентному балансу, определив при этом противников, еще не распознавших наметившихся изменений.

TEXT 5

Exercise 39. Read Text 5 and match the globalizing trends with the examples of globalization below, paying attention to the words from above.

READ THE GLOBALIZING TRENDS¹³

The supporters of globalization, the way that the world's economy increasingly functions as one unit, say that it will continue to cause growth and prosperity to spread thanks to:

- ***free movement of capital***: money for investment can be easily moved around the world;
- ***trade liberalization***: obstacles to international trade are gradually being removed;
- ***shipping cost*** that are ever-declining thanks to the efficiency of containerization;
- ***telecommunications and computing costs*** that have fallen dramatically.

Examples of globalization

1. The charge for transporting a whole container of goods across the Pacific can be as little as 50 dollars.
2. In today's money, the cost of a three-minute phone call from London to New York in 1930 was 200 pounds. The same call costs less than a pound today.

¹³ *Mascull B.* Professional English. Business vocabulary in use. Cambridge : Cambridge Univ. Press, 2004. P. 100.

3. There are no taxes on goods traded within the European Union.
4. We can invest in some Asian countries and bring back our profits without penalty.

GDP and GNI

The prosperity of a country is measured in terms of GDP (Gross Domestic Product), the value of its economic output: all the goods and services produced there in a year. GDP per capita is the total output of a particular country divided by the number of people living there.

High national income can mean high living standards – high levels of wealth for people – but it depends on income distribution – the way that money is divided among the people of the country.

Prosperity can also be measured in terms of GNI (Gross National Income). This includes money coming into a country from investment abroad, minus money leaving the country to go to investors from abroad. This is the new name for what used to be called GNP (Gross National Product).

Path to prosperity

Since the fall of communism, a lot has been said about globalization – the tendency for the global economy to function as one unit, with increasing interdependence between different parts of the world.

In terms of economic development, the world is divided into:

- the rich industrialized countries or advanced economies of the West (the West is taken to include countries such as Japan and Australia).
- the developing countries or less-developed countries (LDCs). Some are rural economies with little industry. Others are at various stages of industrialization – they are newly industrialized countries (NICs). Some of these are middle-income countries. And some, such as the fast-growing economies in SE Asia like Taiwan and Singapore – the Asian Tigers – are reaching the West's levels of wealth and prosperity.

People who want to emphasize the difference between the industrialized and the less-developed countries of the world often refer to the North and the South. Before the fall of communism, developing countries were referred to as the Third World, but this label is now falling out of use.

Exercise 40. Fill in the gaps with the words from Text 5.

1. Advanced economies are _____.
2. The term “the _____” is used to refer to rich countries.
3. Economic _____ refers to the value of goods and services produced.
4. _____ product represents the total value of a country’s goods and services.
5. _____ and _____ are recognized as successful economies in SE Asia.
6. Higher levels of wealth are often associated with higher _____.
7. _____ -income are the ones between rich and poor.
8. _____ refers to the way wealth is divided (or not) among the population.
9. The term “the _____” is used to refer to poorer countries.
10. A nation undergoing the process of industrialization is considered to be _____.
11. The economies of some _____-developed countries are more rural.

Exercise 41. Discuss the questions with your partner:

- How would you explain the term “globalization”?
- What does the phrase said by Yoshikaza Kawana, Group Director of the Nissan Motor company imply: “We have to globalize, and to globalize we must localize”?
- In recent years, there has been substantial investment by Japanese manufacturers in Europe. What are the reasons behind this?
- What are the potential advantages / disadvantages of the Japanese manufacturing presence in Europe?
- Would you like to work for a Japanese company? Why (not)?

Exercise 42. Read the text¹⁴ about Japanese industry in Europe in the 20th century. Analyze Chart 1 and complete Chart 2.

¹⁴ Cotton D., Robbins S. Business class. London : Longman, 2000. P. 131.

The growing role of Japanese manufacturers in Europe has attracted critical or even fearful comments. Little is heard about the achievements on both sides after 25 years of the Japanese at work in Europe.

The excitement 26 years ago of England winning its first football World Cup overshadowed the significance of the opening of a factory in Runcorn, Cheshire, by zip fastener maker YKK. But that factory opening and the setting up of a plant in France by Pentel were to have more far-reaching effects on Europe, and the UK in particular, than any football match. Both companies were Japanese and their ventures were the first trickle of a wave of Japanese manufacturing investment that has since swept Europe.

The volume has increased steadily. In 1983 there were 157 Japanese manufacturers in Europe. By 1991 the number had grown to 676. They are spread among several countries and industries.

In terms of Japan's total investment, the UK has attracted the lion's share – about 40 per cent – followed by France, despite the French government's often hostile stance. Even Iceland, not normally a beacon for inward investment, boasts a Sumitomo plant, though none of the executives are Japanese. The only major European country without a Japanese manufacturing presence is Norway.

Italy, which like France harbors pockets of anti-Japanese sentiment, has attracted few factories, but politics play little part in Japanese decisions on where to invest. Less than 10 per cent of companies questioned for its annual survey by the Japan External Trade Organization (JETRO) said pro-Japanese sentiment was a factor in their choice. Among companies that said it was important, most opted for the UK or Iceland. What matters to most companies, according to JETRO, is a good location for distribution, good infrastructure, quality of labour and availability of English-speaking staff.

The greatest activity has been in the electronics and electrical appliances sector. In 1990, the latest year for which comparative figures are available, there were 178 manufacturers in the category. Chemical manufacturers come second, followed by makers of general machinery. Other sectors, such as vehicle production, invest in fewer sites but on

a larger, more noticeable, scale. Yet they are not typical of Japanese manufacturing investment in Europe. Small to medium-sized businesses make up the bulk of the investment. Japanese manufacturers across Europe employ an average of only 320 workers in each national company.

Despite problems at home caused by the economic downturn in Japan, so far there is no hint of Japanese companies cutting back on investment abroad. But where it goes may be under review. Earlier this year Sanyo dropped plans to build a battery factory in Barcelona, saying it was investigating eastern Germany and Poland as possible alternatives. However, Japanese companies generally have been very cautious in their approach to investment in Eastern Europe.

Whichever countries or industries they head for next, Japanese manufacturers already represent a significant slice of the European economy.

Chart 1. Japanese manufacturers in Europe, 1991

Country	Number of companies	Per cent of total	Annual increase, %
the UK	187	27.7	41.7
France	122	18.0	28.4
Germany	109	16.1	22.5
Spain	64	9.5	16.3
All Europe	676	100.0	27.8

Chart 2. Summary

Number of Japanese companies in Europe in:

1966 (1) _____	1983 (2) _____	1991 (3) _____
----------------	----------------	----------------

Attitude to Japanese investment in:

the UK (4) _____	France (5) _____
Italy (6) _____	Iceland (7) _____

Japanese companies with a manufacturing presence in:

the UK (8) _____	France (9) _____	Iceland (10) _____
Factors influencing choice of European location for most Japanese companies:		Sectors attracting the highest levels of Japanese investment:
(11) _____	(15) _____	
(12) _____	(16) _____	
(13) _____	(17) _____	
(14) _____	(18) _____	

Exercise 43. Complete the following passage by putting the verbs in brackets in the correct form.

Over the years, the volume of Japanese overseas investment (1) _____ (to increase) steadily to the point where Japanese manufacturers (2) _____ (to represent) a significant slice of the European economy.

In 1983, 157 Japanese companies (3) _____ (to operate) in Europe. By 1991, the number (4) _____ (to grow) to 676.

So far, the greatest activity (5) _____ (to be) in the electronics and electrical appliances sector. In 1990, there (6) _____ (to be) 178 manufacturers in that category. Other sectors which (7) _____ (to attract) Japanese manufacturing investment (8) _____ (to include) chemicals and general machinery.

As far as choice of location is concerned, trends may (9) _____ (to change) if Sanyo is anything to go by: the company recently (10) _____ (to announce) it (11) _____ (to drop) plans to build a factory in Barcelona and (12) _____ (to investigate) eastern Germany and Poland instead.

Exercise 44. Re-read Text 5 and discuss the questions with your partner:

- Which country had 109 Japanese manufacturers in 1991?
- Are there now a considerable number of Japanese manufacturers based in Europe?

- How many Japanese manufacturers were there in France in 1991?
- Does Japanese investment in Europe bring no benefit to the host country?
- Is the growing role of Japan's manufacturers in Europe viewed positively?
- Which European country had the greatest Japanese manufacturing presence in 1991?

Exercise 45. Match each word in the left column (1–8) with a word in the right column (a–h), using the text. Then make up your own questions and discuss them.

1) English-speaking	a) presence
2) comparative	b) staff
3) annual	c) investment
4) economic	d) effects
5) hostile	e) downturn
6) manufacturing	f) stance
7) far-reaching	g) figure
8) inward	h) survey

Exercise 46. Translate into English.

ГЛОБАЛЬНЫЕ ПРОИЗВОДСТВЕННЫЕ СЕТИ, РАЗВИТИЕ И ТОРГОВЛЯ¹⁵

Глобальные производственные сети (ГПС) обычно координируются транснациональными корпорациями (ТНК), а импортно-экспортная торговля полуфабрикатами и готовой продукцией ведется в рамках их сетей филиалов, подрядчиков и независимых поставщиков. ГПС, координируемые ТНК, составляют примерно 80 % мировой торговли.

¹⁵ Международная торговля : учебник для бакалавриата и магистратуры / под общ. ред. Р. И. Хасбулатова. 2-е изд., перераб. и доп. М. : Юрайт, 2018. С. 119.

Модели торговли в ГПС во многом формируются в соответствии с инвестиционными решениями ТНК. Страны с большим присутствием ПИИ в сопоставлении с масштабом их экономики, как правило, активнее участвуют в ГПС и создают относительно большую отечественную добавленную стоимость экспорта.

ТНК координируют ГПС посредством сложных сетей взаимодействия между поставщиками и различных режимов управления: от прямой собственности на зарубежные филиалы до договорных отношений (в случае способов организации международного производства, не связанных с участием в капитале (СНУК)) и до коммерческих сделок.

Эти режимы управления и вытекающие из них иерархические структуры в ГПС существенно влияют на распределение экономических выгод, полученных в ходе торговли в ГПС, а также не связанные с ними долгосрочные последствия для развития.

UNIT II

LEGAL FIELD

LEXIS

Firstly, highlight the words below in this unit, and then suggest their Russian or English translations.



Secondly, scan the QR and see the cards. Think about how a word or expression might be connected to each picture from this list; tap the card to see both sides. Make a sentence to describe each picture, using the term on the back of the card.

- *accused of*
- *allegation*
- *alleged*
- *altercation*
- *bail*
- *to charge*
- *co-defendants*
- *conspiracy*
- *convicted of*
- *damage to property*
- *embezzlement*
- *to face a charge*
- *(not) guilty verdict*
- *liable for*
- *offence*
- *personal injury*
- *sentence*

- *to summon*
- *to take legal action*
- *to testify*
- *under oath*
- *vigilant*

- *compliance*
- *to comply with terms*
- *to disclose*
- *effective until terminated*
- *including but not limited to*
- *to infringe the (intellectual property) rights*
- *referred to herein as*
- *to reserve the right to*
- *to resolve a dispute*
- *to supersede*
- *to supplement*

- *thereof*
- *without notice or liability*



- *accept service of process*
- *amendment*
- *contract*
- *documents required to be served*
- *exclusive jurisdiction*
- *governed by*
- *hereby*
- *hereto*
- *in one's sole discretion*
- *invalid*
- *nullity*
- *obligations arising out of*
- *to settle a dispute*
- *severability*
- *thereby*



- *beneficiary*
- *bequest*
- *by deed*
- *codicil*
- *conferred*
- *estate*
- *executors*
- *exercise of power*
- *in default of*

- *legacies*
- *notwithstanding*
- *perpetuities*
- *probate*
- *revocable*
- *subject as above*
- *to be subject to*
- *to sue*
- *testament*
- *testamentary*
- *to uphold*



- *Арбитражный суд*
- *в удовлетворении заявления отказано*
- *Верховный суд*
- *заявитель*
- *кассационная жалоба*
- *неравноценность сделки*
- *обратиться в суд с заявлением*
- *ответчик*
- *постановление суда отменено / оставлено в силе*
- *признание должника банкротом*
- *признание сделки недействительной*
- *спорный*
- *суд первой инстанции*

TEXT 1

Exercise 1. Before reading Text 1, look at the structure of the text as well as the heading. What kind of text is it? What are the distinctive features of this kind of text?

BUSINESSMAN GUILTY OF GRAY'S INN 'BOMB' CONSPIRACY¹⁶

A businessman accused of being behind a fake bomb plot on Gray's Inn which caused road closures and evacuations was convicted by a majority verdict at the Old Bailey today.

The jury in the 14-week trial returned a 10-2 guilty verdict on Jonathan Nuttall after receiving a majority direction this morning. Nuttall, of Romsey, Hants, was convicted on two charges of conspiring to place an article with the intention of inducing in another a belief that the article was likely to explode or ignite and cause personal injury or damage to property and of conspiracy to transfer criminal property.

He was convicted of failing to comply with a notice and cleared of two charges of failing to comply with a notice.

Michael Broddle, 46, admitted placing two devices in Gray's Inn.

During the course of the trial, the court heard that Nuttall formed a 'deep seated' grudge against Andrew Sutcliffe KC, the barrister involved in National Crime Agency proceedings against Nuttall and his wife. He had 'animosity... to a lesser degree' towards Anne Jeavons, who was instructed to work alongside Sutcliffe.

Co-defendants Michael Sode, Nuttall's driver and an associate of Michael Broddle, Charlie Broddle and Joshua Broddle faced the same charge of conspiring to place an article with the intention of inducing in another a belief that the article was likely to explode or ignite and cause personal injury or damage to property.

Sode was convicted of two charges of conspiring to place the article and of conspiracy to transfer criminal property. He was cleared of failing to comply with a notice.

¹⁶ Businessman guilty of Gray's Inn 'bomb' conspiracy // Lawgazette : [website]. URL: <https://www.lawgazette.co.uk/news/businessman-guilty-of-grays-inn-bomb-conspiracy/5117006.article> (date of access: 09.01.2024).

Michael Broddle was convicted of conspiracy to transfer criminal property, Charlie Broddle and Joshua Broddle were cleared of all charges and George Grey was cleared of conspiracy to transfer criminal property.

Two devices were placed in Gray's Inn, one beside a bench and the second outside chambers 3 Verulam Buildings on 14 September 2021. A smoke grenade was also let off. Police were called and the incident led to building evacuations and road closures.

Nuttall, his wife, and others were under investigation by the NCA over alleged money laundering and other offences.

In 2015 the NCA instructed Sutcliffe to conduct the legal proceedings. Later in 2017, the NCA instructed a second barrister in Sutcliffe's chambers, Jeavons. An order was made in 2019 leading to the recovery of some £1m of assets from Amanda Nuttall.

His Honour Judge Simon Mayo KC told the jury he would accept a majority verdict of 11-1 or 10-2.

The jury deliberated for 25 hours and 13 minutes before returning verdicts on the six defendants.

Speaking directly to the jury, the judge said: 'I want to... thank you for how you have conducted yourselves over the last four months'. He acknowledged and thanked the jury for their 'patience, good humour [and] understanding' and their 'unfailing attention and dedication'.

Nuttall, Michael Broddle and Sode will be sentenced next month. A bail application was refused.

Exercise 2. Read Text 1 now and answer these questions.

1. Who is the *businessman* referred to in the heading of the article?
2. Who are Michael Sode, Charlie Broddle and Joshua Broddle? What is their connection to the case?
3. What crime was each of the defendants convicted of? Where did the crime occur and when?
4. What kind of verdict did the jury reach and how much time did it take them?
5. Have the accused been sentenced yet? Is there a possibility of getting out on bail for any of them?

Exercise 3. Answer the questions based on Text 1 below.

1. What can you notice about the heading of this article? Is it a typical feature of headings? Is this similar to Russian headings?

2. Which voice is used more frequently in the article: active or passive? Underline all examples. What effect does this create? Would it be preserved in translation?

3. How would the following part of the sentence be translated into Russian: *He was convicted of failing to comply with a notice?* Can it be made shorter? Find more examples like this in the text.

4. How would *some* be translated in the following sentence: *An order was made in 2019 leading to the recovery of some £1m of assets from Amanda Nuttall?*

5. What is the difference between a *barrister*, a *lawyer* and an *attorney*? How would this be reflected in their respective translation into Russian?

6. What kind of transformation would occur when you translate the following part of this complex sentence into Russian: *...Charlie Broddle and Joshua Broddle were cleared of all charges and George Grey was cleared of conspiracy to transfer criminal property?* Find more examples like this in the text.

7. How would the subject of the following sentence be translated into Russian?

The jury deliberated for 25 hours and 13 minutes before returning verdicts on the six defendants.

8. Look at the 2 variants of translation from Yandex Translate¹⁷ and Google Translate¹⁸, find the equivalent sentence in the text. What kind of mistakes can you see in each translation? Why did they occur? How can you correct them? What conclusion can you draw about the usage of translators?

• *Навтолл из Ромси, штат Хантс, был осужден по двум обвинениям: в сговоре с целью размещения статьи с намерением внушить другому человеку убеждение в том, что статья может*

¹⁷ Yandex Translate : [сайт]. URL: <https://translate.yandex.ru/> (дата обращения: 09.01.2024).

¹⁸ Google Translate : [website]. URL: <https://translate.google.com> (date of access: 09.01.2024).

взорваться или воспламениться и причинить телесные повреждения или ущерб имуществу, и в сговоре с целью передачи имущества, приобретенного преступным путем.

- Наттолл из Ромси, Хантс, был признан виновным по двум обвинениям в сговоре с целью размещения предмета с целью внушить другому человеку убеждение, что этот предмет может взорваться или воспламениться и причинить телесные повреждения или ущерб имуществу, а также в сговоре с целью передачи преступника свойство.

9. Would *co cchem* 10:2 be a fair translation of a 10-2 guilty verdict? Why / Why not? If not, think of an alternative.

10. What are judge's *chambers*? Check in the dictionary. Is there a similar concept in Russian? How is it better to translate it into Russian?

Exercise 4. Choose the correct words to complete the sentence. Translate the resulting sentences into Russian.

1. LaRose also is **liable**/**blamed**/**accused** of lying to a federal agent and attempted identity theft.

2. A guilty **plea** / **indictment** / **verdict** seemed imminent when Paula's stepmother withdrew her testimony.

3. Hoffman, 31, a **convicted/suspected** arsonist, was arrested and **charged/accused/proven** with kidnapping.

4. Only a tiny percentage of personal-injury lawsuits in the U.S. ever go to **court/litigation**.

5. Carnevale is now facing misdemeanor charges of larceny and damage to **premises/property/assets**.

6. The conspiracy charge carried a maximum **sentence/term/punishment** of three years in state prison.

7. Seven smaller manufacturers were listed as co-conspirators but not as **plaintiffs/defendants/contributors**.

8. Federal authorities **say** / **allege** / **guess** she earned nearly \$545,000 in 2005 and 2006 combined.

9. Note that it is a criminal **crime/offence/activity** to try to sell Olympic tickets for a profit.

10. Assistant District Attorney Kristen Kane was denied her request for \$5,000 **ransom/fee/bail**.

Exercise 5. Complete the table with the missing word forms. Find their translation into Russian. One gap has no answer.

Noun (action)	Noun (doer)	Verb
Conspiracy	(1) _____	(2) _____
Arson	(3) _____	(4) _____
(5) _____	Thief	(6) _____
(7) _____	(8) _____	Burgle
(9) _____	Mugger	(10) _____
Robbery	(11) _____	(12) _____
(13) _____	(14) _____	Kill
Vandalism	(15) _____	(16) _____
(17) _____	Smuggler	(18) _____
(19) _____	(20) _____	Loot

Exercise 6. Classify the crimes below according to the severity of the crime: FELONY or MISDEMEANOR. Translate the terms into Russian.

aggravated assault

disorderly conduct

drug possession for first-time

murder

petty theft

tax evasion

armed robbery

domestic fight

kidnapping

parole/probation violations

public intoxication

theft

copyright infringement

driving under the influence

manslaughter

perjury

shoplifting

trespassing

vandalism

Exercise 7. Read the following excerpts from newspaper articles describing one of the crimes above and identify them. Translate the paragraphs into Russian.

1. Local police responded to a disturbance call on Baker Street on October 25th, where they arrested a man. The suspect, James Blakey, allegedly engaged in a physical altercation with another individual, during which he inflicted serious bodily injury with a weapon.

2. The accused business owner is suspected of using images, logos, or other creative works owned by individuals or organizations without obtaining the necessary permissions or licenses. This violation of intellectual property rights has prompted legal action to be taken against the defendant.

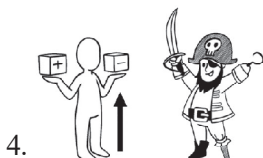
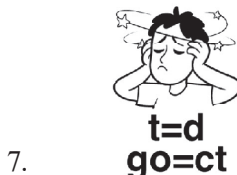
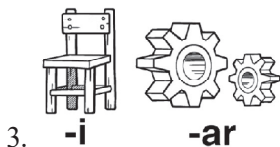
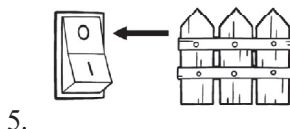
3. Over the past few weeks, multiple shop owners have reported missing items such as candies, snacks, small electronic devices, and personal care products. The crimes, while seemingly minor, have had a significant impact on the affected businesses, especially those who operate on small profit margins.

4. The incident dates back to a series of embezzlement allegations against Thompson, where he was summoned to testify in court. However, during the trial, it became apparent that Thompson's statements contradicted previously collected evidence and witness testimonies. His deliberate deception under oath was a crime, thereby obstructing justice and undermining the pursuit of truth within the legal system.

5. According to witnesses, the suspect was observed scaling a fence and gaining unlawful access to the premises. The vigilant homeowner, who noticed the suspicious activity, immediately called the police, providing them with a detailed description of the intruder.

6. Eyewitnesses reported a series of unruly and disruptive actions exhibited by a group of individuals. Unruly behavior such as shouting, fighting, and causing public disturbances became the hallmark of this unfortunate incident. Pedestrians and nearby businesses were left shaken as they witnessed the rapid escalation of tension and misconduct.

Exercise 8. Decipher rebuses 1–8 below. Then find each word in Text 1.



Exercise 9. Translate Text 1 into Russian, taking into account all the details discussed in the exercises above.

TEXT 2

Exercise 10. Before reading Text 2, discuss the questions with your partner:

- Have you even fully read the terms of service for the applications you are using?
- Do you think it is important information?
- What kind of language do you expect to find in a text like this?

APPLE MEDIA SERVICES TERMS AND CONDITIONS (an excerpt)¹⁹

Licensed application end user license agreement

Apps made available through the App Store are licensed, not sold, to you. Your license to each App is subject to your prior acceptance of either this Licensed Application End User License Agreement (“Standard EULA”), or a custom end user license agreement between you and the App Provider (“Custom EULA”), if one is provided. Your license to any Apple App under this Standard EULA or Custom EULA is granted by Apple, and your license to any Third Party App under this Standard EULA or Custom EULA is granted by the App Provider of that Third Party App. Any App that is subject to this Standard EULA is referred to herein as the “Licensed Application.” The App Provider or Apple as applicable (“Licensor”) reserves all rights in and to the Licensed Application not expressly granted to you under this Standard EULA.

a. Scope of License: Licensor grants to you a nontransferable license to use the Licensed Application on any Apple-branded products that you own or control and as permitted by the Usage Rules. The terms of this Standard EULA will govern any content, materials, or services accessible from or purchased within the Licensed Application as well as upgrades provided by Licensor that replace or supplement the original Licensed Application, unless such upgrade is accompanied by a Custom EULA. Except as provided in the Usage Rules, you may not distribute or make the Licensed Application available over a network where it could be used by multiple devices at the same time. You may not transfer, redistribute or sublicense the Licensed Application except as expressly permitted in this Agreement and, if you sell your Apple Device to a third party, you must remove the Licensed Application from the Apple Device before doing so. You may not copy (except as permitted by this license and the Usage Rules), reverse-engineer, disassemble, attempt to derive the source code of, modify, or create derivative works of the Licensed Application, any updates, or any part thereof (except as and only to the extent that any foregoing

¹⁹ Apple Media Services Terms and Conditions // Apple : [website]. URL: <https://www.apple.com/legal/internet-services/itunes/> (date of access: 09.01.2024).

restriction is prohibited by applicable law or to the extent as may be permitted by the licensing terms governing use of any open-sourced components included with the Licensed Application).

b. Consent to Use of Data: You agree that Licensor may collect and use technical data and related information – including but not limited to technical information about your device, system and application software, and peripherals – that is gathered periodically to facilitate the provision of software updates, product support, and other services to you (if any) related to the Licensed Application. Licensor may use this information, as long as it is in a form that does not personally identify you, to improve its products or to provide services or technologies to you.

c. Termination. This Standard EULA is effective until terminated by you or Licensor. Your rights under this Standard EULA will terminate automatically if you fail to comply with any of its terms.

d. External Services. <...> You agree to use the External Services at your sole risk. Licensor is not responsible for examining or evaluating the content or accuracy of any third-party External Services, and shall not be liable for any such third-party External Services. <...> You will not use the External Services in any manner that is inconsistent with the terms of this Standard EULA or that infringes the intellectual property rights of Licensor or any third party. You agree not to use the External Services to harass, abuse, stalk, threaten or defame any person or entity, and that Licensor is not responsible for any such use. External Services may not be available in all languages or in your Home Country, and may not be appropriate or available for use in any particular location. To the extent you choose to use such External Services, you are solely responsible for compliance with any applicable laws. Licensor reserves the right to change, suspend, remove, disable or impose access restrictions or limits on any External Services at any time without notice or liability to you.

Exercise 11. Read Text 2 now and decide whether the statements below are TRUE/FALSE/NOT GIVEN. Provide a synonym from the text for each underlined word below and then a Russian equivalent for both alternatives.

1. Applications which one can access through the App store need to be bought and not licensed.

2. Your license to any Apple App under the terms of service is provided by the App Provider of that Third Party App.

3. You can share or make the Licensed Application available over a network where it could be used by multiple devices at the same time.

4. It is legally acceptable for the user to transfer, redistribute or grant sublicenses for the Licensed Application.

5. The user has the right to copy, analyze the structure of, disassemble, alter, or generate new versions based on the Licensed Application.

6. The licensor can legally gather, utilize, and sell all technical information associated with the user.

7. This Licensing agreement will be in effect until the Licensor decides to terminate it.

8. It is the responsibility of the Licensor to review or assess the content or precision of any third-party External Services.

9. By agreeing to use the service, you also agree not to use the External Services in any manner that is inconsistent with the terms of service or that violates the intellectual property rights of the Licensor or any third party.

10. Not all languages are accessible for the use of external services.

Exercise 12. Answer the questions based on Text 2 below.

1. Which modal verb is predominantly used in this excerpt? How would you translate it? Will the meaning be the same in each case?

2. Find an example of *shall* in the text? How would you translate it?

3. What is the meaning and function of *thereof*? How can you best translate it?

4. How are conditions introduced apart from *if*? How would these clauses be translated into Russian?

5. What parallel construction is used throughout the text? How many times does it occur? How would you translate it into Russian?

6. In this text most sentences start with the pronoun *you*. While translating them, would you preserve this subject?

Exercise 13. Translate these sentences into English, using the vocabulary of Text 2 for each underlined word/word combination.

1. Некоторые возможности могут иметь географические или иные ограничения.

2. Соглашаясь с данными условиями, вам предоставляется ограниченное, неисключительное и непередаваемое право на использование сервиса Spotify.

3. Spotify может собирать и анализировать структуру контента, созданного пользователями, с целью улучшения сервиса и предоставления персонализированных рекомендаций.

4. Сервис предоставляется Spotify AB, юридическим лицом, зарегистрированным в соответствии с законами Швеции.

5. Нарушение условий использования может привести к приостановке или закрытию учетной записи пользователя.

6. Вы соглашаетесь не нарушать авторские права или права интеллектуальной собственности.

7. У вас нет права изменять или удалять любое содержимое или функции, доступные на платформе.

8. Вы должны предоставить актуальную персональную информацию для доступа к услуге.

9. Вы не должны изменять или модифицировать приложение Spotify или любое связанное программное обеспечение без явного разрешения от Spotify.

10. Вы не должны распространять или делать доступными несанкционированные копии приложения Spotify или авторские материалы.

Exercise 14. Read the clause²⁰ below. Choose the best word for each gap. Translate the resulting paragraph into Russian.

This Agreement (1) _____ the entire agreement between you and Apple and governs your use of the Services, superseding any prior agreements with respect to the same subject (2) _____ between you and Apple. You also may be (3) _____ to additional terms and conditions that may (4) _____ when you make Transactions or use affiliate services, third-party content / software, or additional services such as the Volume Purchase Program. If any part of this Agreement is (5) _____ invalid or unenforceable, that

²⁰ Apple Media Services Terms and Conditions // Apple : [website]. URL: <https://www.apple.com/legal/internet-services/itunes/> (date of access: 09.01.2024).

portion shall be (6) _____ in a manner consistent with applicable law to reflect, as nearly as possible, the original intentions of the parties, and the remaining portions shall remain in full (7) _____ and effect. Apple's failure to enforce any right or provisions in this Agreement will not constitute a(n) (8) _____ of such or any other provision. Apple will not be responsible for failures to fulfill any obligations due to causes beyond its control.

- | | | | |
|----------------|---------------|-------------|--------------|
| 1. A explains | B constitutes | C contains | D includes |
| 2. A spot | B deal | C matter | D clause |
| 3. A supposed | B subject | C liable | D punishable |
| 4. A play | B work out | C apply | D be legal |
| 5. A held | B decided | C construed | D believed |
| 6. A construed | B figured out | C decoded | D expounded |
| 7. A cause | B power | C force | D influence |
| 8. A rule | B decision | C agreement | D waiver |

Exercise 15. Complete the text²¹ using the correct forms of the words in the box²².

<i>comply</i>	<i>liable</i>	<i>force</i>	<i>law</i>	<i>reason</i>
---------------	---------------	--------------	------------	---------------

You hereby grant Apple the right to take steps Apple believes are (1) _____ necessary or appropriate to (2) _____ and/or verify (3) _____ with any part of this Agreement. You agree that Apple has the right, without (4) _____ to you, to disclose any data and/or information to law enforcement authorities, government officials, and/or a third party, as Apple believes is (1*) _____ necessary or appropriate to (2*) _____ and/or verify (3*) _____ with any part of this Agreement (including but not limited to Apple's right to cooperate with any legal process relating to your use _____).

²¹ Apple Media Services Terms and Conditions // Apple : [website]. URL: <https://www.apple.com/legal/internet-services/itunes/> (date of access: 09.01.2024).

²² The asterisk sign * next to the number of question means that the answer will be the same as in the previous gap with the identical number.

of the Services and/or Content, and/or a third-party claim that your use of the Services and/or Content is (5) _____ and/or infringes such third party's rights).

Exercise 16. Complete the text²³ with the missing function words.

Except (1) _____ the extent expressly provided in the following paragraph, this Agreement and the relationship between you and Apple shall (2) _____ governed by the laws of the State of California, excluding (3) _____ conflicts of law provisions. You and Apple agree to submit (4) _____ the personal and exclusive jurisdiction of the courts located within the county of Santa Clara, California, to resolve any dispute or claim arising from this Agreement. (5) _____ (a) you are not a U.S. citizen; (b) you do not reside in the U.S.; (c) you are not accessing the Service from the U.S.; and (d) you are a citizen of one of the countries identified below, you hereby agree (6) _____ any dispute or claim arising from this Agreement shall (2*) _____ governed by the applicable law set forth below, without regard (7) _____ any conflict of law provisions, and you hereby irrevocably submit to the non-exclusive jurisdiction of the courts located in the state, province or country identified below (8) _____ law governs...

Exercise 17. Translate Text 2 into Russian, taking into account all the details discussed in the exercises above.

TEXT 3

Exercise 18. Before reading Text 3, discuss the questions with your partner:

- **What is a trust deed? How is it different from a mortgage?**
- **How would you define and translate the following terms: *bonds, trustee, issuer, bondholders, dispute, English law*?**

²³ Apple Media Services Terms and Conditions // Apple : [website]. URL: <https://www.apple.com/legal/internet-services/itunes/> (date of access: 09.01.2024).

TRUST DEED (an excerpt)²⁴

13. (1) _____

13.1 (2) _____

This Trust Deed and the Bonds and all non-contractual obligations arising out of or in connection with them are governed by English law.

13.2 (3) _____

The courts of England have exclusive jurisdiction to settle any dispute (a “Dispute”), arising from or connected with this Trust Deed or the Bonds (including a dispute regarding the existence, validity or termination of this Trust Deed or the Bonds or any non-contractual obligation arising out of or in connection with them) or the consequences of their nullity.

13.3 (4) _____

The parties agree that the courts of England are the most appropriate and convenient courts to settle any Dispute and, accordingly, that they will not argue to the contrary.

13.4 (5) _____

Clause 13.2 ((3*)) _____) is for the benefit of the Trustee and the Bondholders only. As a result, nothing in this Clause 13 ((1*)) _____) prevents the Trustee or any of the Bondholders from taking proceedings relating to a Dispute (“Proceedings”) in any other courts with jurisdiction. To the extent allowed by law, the Trustee or any of the Bondholders may take concurrent Proceedings in any number of jurisdictions.

13.5 (6) _____

The Issuer agrees that the documents which start any Proceedings and any other documents required to be served in relation to those Proceedings may be served on it by being delivered to Capita Fiduciary Group at The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU or, if different, its registered office for the time being or at any address of the Issuer in Great Britain at which process may be served on it in accordance with the Companies Act 2006. If such person is not or ceases to be effectively appointed to accept service of process on behalf of the Issuer, the Issuer shall, on the written demand of the Trustee, appoint

²⁴ TRUST DEED Exhibit 2.3 // U.S. Securities and Exchange Commission : [website]. URL: <https://www.sec.gov/Archives/edgar/data/351483/000119312510068370/dex23.htm> (date of access: 09.01.2024).

a further person in England to accept service of process on its behalf and, failing such appointment within 15 days, the Trustee shall be entitled to appoint such a person by written notice addressed to the Issuer. Nothing in this paragraph shall affect the right of the Trustee or any of the Bondholders to serve process in any other manner permitted by law. This Clause applies to Proceedings in England and to Proceedings elsewhere.

14. (7) _____

In case any provision in or obligation under this Trust Deed shall be invalid, illegal or unenforceable in any jurisdiction, the validity, legality and enforceability of the remaining provisions or obligations, or of such provision or obligation in any other jurisdiction, shall not in any way be affected or impaired thereby.

15. (8) _____

No person shall have any right to enforce any provision of this Trust Deed under the Contracts (Rights of Third Parties) Act 1999.

16. (9) _____

This Trust Deed may be executed in any number of counterparts, each of which shall be deemed an original.

IN WITNESS WHEREOF this Trust Deed has been executed as a deed by the parties hereto and is intended to be and is hereby delivered on the date first before written.

Exercise 19. Look at the headings / subheadings below. What distinguishes them from one another? Would this be reflected in their translation? Now, read Text 3 and match the headings/subheadings with the correct clauses.

- A. Appropriate forum
- B. CONTRACTS (RIGHTS OF THIRD PARTIES) ACT 1999
- C. COUNTERPARTS
- D. Governing law
- E. English courts
- F. LAW AND JURISDICTION
- G. Process agent
- H. Rights of the Trustee and Bondholders to take proceedings outside England
- I. SEVERABILITY

Exercise 20. First, match halves 1–8 and A–H describing different clauses of a Trust Deed. Then match the sentences with the names of the clauses I–VII (one is used twice).

1. This clause defines the purpose for which the trust is being established,
2. The Trustee shall have the authority to manage, invest, and administer the trust property in accordance
3. The Trustee shall distribute the trust income and principal to the beneficiaries in accordance
4. This clause allows for potential changes to the trust deed,
5. This clause designates any successor trustees who will assume the responsibilities
6. This clause specifies the circumstances under which the trust will be terminated,
7. This clause describes the rights and entitlements of the beneficiaries,
8. The trustee shall have the power to make discretionary distributions of income and/or principal from the trust property to the beneficiaries

- A. with the provisions outlined in this trust deed.
- B. in case the original trustees are unable or unwilling to fulfill their duties.
- C. such as the management and distribution of assets, provision for beneficiaries, or charitable endeavors.
- D. such as the achievement of its purpose or the occurrence of a specific event, and the process for distributing the remaining assets to the beneficiaries.
- E. with the terms and conditions of this trust deed, and exercise any powers conferred upon the Trustee by law.
- F. such as the conditions under which they will receive distributions from the trust and any limitations on their access to trust assets.
- G. in such amounts and at such times as the trustee, in his or her sole discretion, deems appropriate.
- H. including any necessary procedures or requirements for making such amendments.

I. *Beneficiary Provisions*
 II. *Distribution of Trust Income and Principal*
 III. *Powers and Duties of the Trustee*

IV. *Provisions for Amendments*
 V. *Purpose of the Trust*
 VI. *Successor Trustees*
 VII. *Termination of the Trust*

Exercise 21. Answer the questions based on Text 3 below.

1. Which modal verb is predominantly used in this excerpt? How would you translate it?
2. How is 'вытекающие из' expressed in the text? What prepositions are used?
3. What is the meaning of 'argue' in this text? How can you best translate it?
4. What is the meaning and function of the words 'thereby' and 'hereto'? How can you best translate them?
5. Which voice is predominantly used in the excerpt: active or passive? Why? Find all examples in the text. Would the same voice be used when translating these examples into Russian?
6. What is the meaning of 'served' in this text? How can you best translate it?

Exercise 22. Read the following short article on the legal and fiduciary responsibilities of trustees in managing trust deeds. Fill in the gaps with the correct prepositions. Translate the resulting text into Russian. Afterwards, discuss the questions below.

Trustees play a crucial role (1) _____ managing trust deeds and are bound by legal and fiduciary duties to ensure the interests of the beneficiaries are protected. One of the key responsibilities (2) _____ trustees is to act in the best interests of the beneficiaries, often referred to (3) _____ the "duty of loyalty". This means that trustees must avoid conflicts of interest and prioritize the beneficiaries' needs (4) _____ their own.

Another important duty is the "duty of care", which requires trustees to manage the trust with the same level of skill and diligence that a prudent person would use when handling their own affairs. Trustees must make well-informed decisions and carefully consider the potential risks and benefits (5) _____ their actions.

Additionally, trustees are typically responsible (6) _____ making investment decisions (7) _____ behalf of the trust. They must follow the "prudent investor rule", which dictates that investments should be made (8) _____ careful consideration and an eye toward the long-term best interests of the beneficiaries.

Furthermore, trustees may have the authority to make discretionary distributions (9) _____ trust assets (10) _____ the beneficiaries. This means they must carefully consider the needs of the beneficiaries and make fair and impartial decisions about how to distribute the trust income and assets.

Overall, trustees are tasked (11) _____ upholding the integrity of the trust and ensuring that the beneficiaries' needs are met. By fulfilling their legal and fiduciary responsibilities, trustees play a crucial role (1*) _____ managing trust deeds effectively and ethically.

The questions

1. What qualities do you think a trustee should possess in order to effectively manage a trust?
2. Can you think of a situation where an ethical decision might be crucial for a trustee? How do you think they should handle it?
3. Can you think of any potential risks or challenges that trustees might face in managing a trust?

Exercise 23. Translate the following sentences into English, using the word combinations from Exercise 22.

1. Трастовые договоры играют решающую роль в обеспечении того, чтобы условия траста были юридически обязательными и соблюдались.
2. Одной из ключевых обязанностей доверительного управляющего является управление активами траста и распределение их в соответствии с условиями, изложенными в трастовом договоре.
3. В трастовом договоре, также называемом трастовым соглашением, излагаются конкретные положения и условия траста.
4. Для доверительных управляющих важно ставить интересы бенефициаров выше своих личных интересов.
5. Доверительные управляющие должны тщательно взвесить потенциальные риски и выгоды от любых инвестиций или распределения, которые они осуществляют от имени траста.
6. Доверительные управляющие несут ответственность за то, чтобы действовать в интересах бенефициаров и обеспечивать надлежащее управление всеми активами траста и их распределение.

7. Доверительные управляющие действуют от имени бенефициаров и по закону обязаны принимать решения в их интересах.

8. Доверительные управляющие должны тщательно ознакомиться с договором доверительного управления и придерживаться его условий при принятии любых решений относительно трастовых активов.

9. Доверительным управляющим поручено распределять доходы от траста или активы бенефициарам, как указано в документе о доверительном управлении.

Exercise 24. Translate Text 3 into Russian, taking into account all the details discussed in the exercises above.

TEXT 4

Exercise 25. Before reading Text 4, discuss the questions with your partner:

- What is an individual's will? What clauses are usually included in one?
- Are there any differences in conventions and laws with regard to an individual's will in different countries?

WILL (an excerpt)

4. Administration of my Estate

My Executors shall hold my Estate upon trust to pay, discharge or provide for my debts, funeral, testamentary and administration expenses and to give effect to legacies.

5. Transfer to Trustees

Subject as above, my Executors shall transfer the Trust Fund to, or so as to be under the control of, the Trustees, to be held upon the trusts and subject to the powers and provisions of my Will.

6. Residuary gift – discretionary trusts

6.1 The Trustees shall hold the capital and income of the Trust Fund for the benefit of the Discretionary Beneficiaries, at such ages or times, in such shares, upon such trusts (which may include discretionary or

protective powers or trusts) and in such manner generally as the Trustees shall in their discretion appoint. Any such appointment may include such powers and provisions for the maintenance, education or some other benefit of the Discretionary Beneficiaries or for the accumulation of income, and such administrative powers and provisions as the Trustees think fit.

6.2 Any exercise of the power conferred by sub-clause 6.1 shall invalidate any prior payment or application of all or any part of the capital or income of the Trust Fund made under the trusts of my Will or under any power conferred by my Will or by law.

6.3 Any trusts and powers created by an appointment under sub-clause 6.1 may be delegated to any extent to any person, whether or not including the Trustees or any of them.

6.4 Any exercise of the power of appointment conferred by sub-clause 6.1 shall:

(a) be subject to the application, if any, of the rule against perpetuities; and

(b) be by deed, revocable during the Trust Period or irrevocable, and executed during the Trust Period.

7. Income trusts in default of appointment

The provisions of this clause shall apply during the Trust Period subject to any exercise of the power conferred by sub-clause 6.1.

7.1 The Trustees shall pay or apply the income of the Trust Fund to or for the benefit of such of the Discretionary Beneficiaries as shall for the time being be in existence, in such shares and in such manner generally as the Trustees shall in their discretion from time to time think fit.

7.2 Notwithstanding the provisions of sub-clause 7.1, the Trustees may at any time during the Trust Period in their discretion accumulate the income by investing it in any investments authorised by my Will or by law and, subject to sub-clause 7.3, shall hold such accumulations as an accretion to capital.

7.3 The Trustees may apply the whole or any part of the Income accumulated under sub-clause 7.2 as if it were the income arising in the then current year.

8. Power to apply capital for Discretionary Beneficiaries

The provisions of this clause shall apply during the Trust Period notwithstanding the provisions of clause 7 but subject to any exercise of the power conferred by sub-clause 6.1.

8.1 The Trustees may pay or apply the whole or any part of the capital of the Trust Fund to or for the benefit of all or such of the Discretionary Beneficiaries, in such shares and in such manner generally as the Trustees shall in their discretion think fit.

8.2 The Trustees may, subject to the application (if any) of the rule against perpetuities, pay or transfer any income or capital of the Trust Fund to the trustees of any other trust, wherever established or existing, under which any Discretionary Beneficiary is interested (whether or not such a Discretionary Beneficiary is the only object or person interested or capable of benefiting under such other trust) if the Trustees in their discretion consider such payment or transfer to be for the benefit of such a Discretionary Beneficiary.

Exercise 26. Match terms A–F from Text 4 with their definitions 1–7 and then suggest a Russian equivalent for each term. Which definition is extra and what term does it define?

- | | |
|---------------------------------------|--|
| A. Executors | 1. a transfer of property that remains after all specific and general gifts have been satisfied |
| B. Estate | |
| C. Discretionary Beneficiaries | 2. an amount of money, property, etc. that is kept and managed for someone by another person or organization |
| D. Trustees | 3. everything that a person owns when they die |
| E. Trust Fund | 4. individuals or entities that a grantor names in a trust, life insurance policy, or retirement plan who will only receive their distributions at a time that has been deemed as appropriate, such as if they pass certain milestones in age or education |
| F. Residuary gift | 5. one or more individuals over the age of 18, corporate entities or public bodies appointed to administer the trusts created by the will |
| | 6. someone who makes a will |
| | 7. someone who makes sure that things are done according to the wishes in a dead person's will |

Exercise 27. Read Text 4 again, and then complete the summary with the words from the text for each gap. Translate the resulting text into Russian.

Estate Administration: Executors are responsible for managing the (1) _____, settling (2) _____, covering (3) _____ expenses, and fulfilling (4) _____.

Transfer to Trustees: The estate is transferred to trustees, who will manage it according to the terms of the will.

Residuary gift: Trustees hold the (5) _____ for the benefit of Discretionary Beneficiaries, following their discretion regarding distribution, timing, and (6) _____. This appointment may include provisions for beneficiaries' welfare, (7) _____, or income accumulation.

Income trusts in default of appointment: Trustees can use the income for Discretionary Beneficiaries at (8) _____. They may also (9) _____ income as an addition to the capital, or use it as current-year income.

Power to apply capital for Discretionary Beneficiaries: Trustees have the authority to distribute the capital to Discretionary Beneficiaries as they (10) _____. They can also transfer income or capital to other trusts if it benefits a Discretionary Beneficiary, (11) _____ certain conditions and the rule against (12) _____.

Exercise 28. Read the text below, fill in the gaps with the missing prepositions.

A will, also known (1) _____ a last will and testament, is a legal document that outlines an individual's wishes regarding the distribution of their property and assets (2) _____ their death. Key points about wills include:

1. Creating a will: A will typically includes the appointment of an executor, who is responsible (3) _____ managing the estate and ensuring that the terms of the will are carried out. The document also designates beneficiaries who will inherit the assets and outlines specific bequests.

2. Legal requirements: To be valid, a will must adhere (4) _____ specific legal requirements, such as being in writing, signed by the testator, and witnessed by others.

3. Intestacy: When a person dies without a valid will, their estate is distributed according to the laws of intestacy, which may not align (5) _____ their preferences.

4. Probate: Wills typically go (6) _____ a legal process known (1*) _____ probate, during which the court validates the will and oversees the distribution of assets. However, not all estates require probate, especially if the assets are held in a trust or have designated beneficiaries.

5. Revocation and amendments: A will can be revoked or amended by the testator at any time before their death, provided they are (7) _____ sound mind. Changes can be made (8) _____ a codicil or by creating a new will.

6. Choosing guardians: Wills can also designate guardians (9) _____ minor children, outlining their care and inheritance (10) _____ the event of the parents' death.

Exercise 29. Fill in the gaps with the underlined words from Exercise 28.

1. In order for a will to be _____, it must meet all the legal requirements.

2. She received a sizable _____ from her late grandmother's estate.

3. The _____ made to the will changed the beneficiary of a particular asset.

4. The _____ left by the deceased was a significant amount of money to a local charity.

5. The _____ of the estate ensured that the testator's wishes were properly carried out.

6. The _____ process can be time-consuming and involves administering the deceased's estate.

7. The _____ carefully drafted their will to allocate their assets according to their wishes.

8. When someone dies without a valid will, their assets may be distributed through _____ laws.

Exercise 30. Complete the following passage by putting the verbs in brackets in the correct tense form.

Jimi Hendrix – Guitar legend

In 1970, Jimi Hendrix (1) _____ (to die) in a hotel in Kensington, London at the age of 27. He (2) _____ (not to make) a will. His estate, which was worth over \$80m, (3) _____ (to result) in a battle between his half-brother and adopted sister.

A California attorney (4) _____ (to control) Hendrix's estate until 1995 when his father, Al, (5) _____ (to sue) for the right to his son's music. By the time Al died in 2002, most of the estate's control (6) _____ (to transfer) to Jimi's adopted sister, Janie, as Al had wished.

This upset Jimi's half-brother, Leon, who (7) _____ (to leave out) of the will. Leon (8) _____ (to demand) to be written back into the will, stating that Janie (9) _____ (to manipulate) her father. It all turned rather sour, with Janie claiming that Leon had been a drug abuser, and Leon claiming that Janie had spent \$1.7m on her credit card.

In the end, the Superior Court upheld Al's will, and Leon (10) _____ (to leave) excluded.

Exercise 31. Translate Text 4 into Russian, taking into account all the details discussed in the exercises above.

TEXT 5

Exercise 32. Before reading Text 5, discuss the questions with your partner:

- What kinds of courts are there in Russia?
- How does the appeal process work?
- How does this compare to other countries?

ВЕРХОВНЫЙ СУД РОССИЙСКОЙ ФЕДЕРАЦИИ

(фрагмент)²⁴

ОПРЕДЕЛЕНИЕ

Судебная коллегия по экономическим спорам Верховного Суда Российской Федерации <...> заслушав и обсудив доклад судьи Верховного Суда Российской Федерации Корнелюк Е.С. <...>

УСТАНОВИЛА:

в рамках дела о банкротстве должника его конкурсный управляющий обратился в суд с заявлением о признании недействительной сделкой договора купли-продажи от 22.07.2019 транспортного средства ГАЗ-33104, 2005 года выпуска, заключенного должником с ФИО6, и применении последствий недействительности сделки в виде взыскания с ФИО6 средней рыночной стоимости отчужденного имущества.

Определением Арбитражного суда Московской области от 21.03.2022 в качестве надлежащего ответчика привлечен наследник ФИО6 – ФИО1.

Определением Арбитражного суда Московской области от 17.05.2022, заявление конкурсного управляющего удовлетворено, договор купли-продажи транспортного средства признан недействительной сделкой, применены последствия недействительности сделки в виде взыскания с ФИО1 средней рыночной стоимости отчужденного имущества в размере 350 000 рублей.

Постановлением Десятого арбитражного апелляционного суда от 10.08.2022 определение суда первой инстанции отменено, в удовлетворении заявления конкурсного управляющего отказано.

Постановлением Арбитражного суда Московского округа от 09.12.2022 постановление апелляционного суда от 10.08.2022 отменено, определение суда первой инстанции от 17.05.2022 оставлено в силе.

²⁴ Определение от 7 июня 2023 г. по делу № А41-70924/2020 // Судебные и нормативные акты РФ : [сайт]. URL: https://sudact.ru/vsrf/doc/iDMs0zm0IB6V/?vsrf-txt=%D0%9D%D0%B0%D1%81%D0%BB%D0%B5%D0%B4%D1%81%D1%82%D0%B2%D0%BE&vsrf-case_doc=&vsrf-lawchunkinfo=&vsrf-date_from=&vsrf-date_to=&vsrf-judge=&_=1692818210089&snippet_pos=1664#snippet (дата обращения: 09.01.2024).

В кассационной жалобе, поданной в Верховный Суд Российской Федерации, заявитель просит отменить определение суда первой инстанции и постановление суда округа, оставить в силе постановление апелляционного суда.

В судебном заседании представитель ФИО1 поддержал доводы своей кассационной жалобы, представители конкурсного управляющего и общества «ЕТС-М» возражали против удовлетворения кассационной жалобы по доводам, изложенным в отзывах.

Изучив материалы дела, заслушав представителей заявителя, конкурсного управляющего и кредитора, обсудив доводы, изложенные в кассационной жалобе и отзывах на нее, судебная коллегия приходит к следующим выводам.

Как установлено судами и следует из материалов дела, 22.07.2019 между должником и ФИО6 заключен договор купли-продажи транспортного средства – автомобиля ГАЗ–33104, 2005 года выпуска, VIN <***>, по цене 10 000 рублей.

26.07.2019 автомобиль снят с регистрационного учета в связи с утратой (место его нахождения не установлено).

ФИО6 скончался 03.12.2020.

21.10.2020 в суд поступило заявление общества «ЕТС-М» о признании должника банкротом по упрощенной процедуре отсутствующего должника, принятое к производству определением Арбитражного суда Московской области от 05.11.2020.

Решением Арбитражного суда Московской области от 27.01.2021 в отношении должника открыто конкурсное производство по упрощенной процедуре отсутствующего должника.

18.03.2021 по заявлению ФИО1 открыто наследственное дело.

Удовлетворяя заявление конкурсного управляющего должником, суд первой инстанции исходил из доказанности установленной пунктом 2 статьи 61.2 Закона о банкротстве совокупности обстоятельств для признания оспариваемой сделки недействительной, а именно заключение спорного договора в период подозрительности, наличие у должника неисполненных обязательств перед контрагентами, неравноценность сделки, в результате чего был причинен вред имущественным правам кредиторов должника и взыскан

среднюю рыночную стоимость отчужденного должником имущества в размере 350 000 рублей, поскольку местонахождение автомобиля после снятия его ФИОБ с регистрационного учета не установлено.

Exercise 33. Match terms 1–12 to their translations A–M. One English translation is extra. How will it be translated into Russian?

- | | |
|---|--|
| 1. Верховный суд | A. insolvency proceedings |
| 2. Арбитражный суд | B. Commercial court |
| 3. определение | C. court ruling / decision |
| 4. Судебная коллегия
по экономическим спорам | D. power of attorney |
| 5. дело о банкротстве | E. Judicial Chamber on Economic Disputes |
| 6. обратиться в суд
с заявлением | F. market value |
| 7. признание сделки
недействительной | G. probate case |
| 8. рыночная стоимость | H. Supreme court |
| 9. кассационная жалоба | I. take legal action against |
| 10. наследственное дело | J. to declare transaction as void |
| 11. Суд первой инстанции | K. first instance court |
| 12. заявитель | L. cassation appeal |
| | M. claimant |

Exercise 34. Read Text 5 now and then its summary in English below. Complete gaps 1–12 with ONE or TWO words from the text, translating them into English.

The Judicial Chamber on Economic Disputes of the Supreme Court of the Russian Federation considered a motion to declare a sales contract of a GAZ-33104 vehicle (1) _____ within the debtor's insolvency proceedings. The (2) _____ administrator sought to recover the average (3) _____ of the (4) _____ property from the party involved in the transaction.

The Moscow Region Commercial court satisfied the (2*) _____ administrator's (5) _____ and recognized the vehicle sale and purchase agreement (1*) _____ and ordered the sum of 350,000 rubles be recovered from FIO1, who is the heir of FIO6.

The Tenth Commercial Court of Appeal (6) _____ the ruling of the first instance court, whereas the Moscow District Commercial Court (7) _____ the initial decision.

The claimant filed a cassation (8) _____ with the Supreme Court of the Russian Federation, requesting that the first instance court's ruling be (6*) _____ and the appellate court's ruling be (7*) _____.

The Moscow Region Commercial court declared the debtor bankrupt under the simplified insolvency (9) _____ on 27.01.2021.

The first-instance court ruled in favour of the (2*) _____ administrator for the following reasons: (10) _____ of the contract to be suspect, the debtor's outstanding debts to other parties, the unfairness of the transaction which harmed the (11) _____ of the debtor's creditors, and the inability to locate the vehicle after the debtor's information was removed from (12) _____.

Exercise 35. Read an excerpt²⁵ about the legislative process and its translation. Fill in the gaps with the appropriate words.

Первая стадия 3. п. – внесение законопроекта в ГД. В соответствии со ст. 104 Конституции РФ законопроекты вносятся в ГД субъектами права законодательной инициативы: Президентом РФ, СФ, сенаторами РФ, депутатами ГД, Правительством РФ, законодательными (представительными) органами государственной власти субъектов РФ. Право законодательной инициативы принадлежит также Конституционному Суду РФ, Верховному Суду РФ по вопросам их ведения. Законопроекты о введении или отмене налогов, освобождении от их уплаты, о выпуске государственных займов, об изменении финансовых обязательств государства, другие законо-

²⁵ Законодательный процесс : энциклопедический справочник // Совет федерации федерального собрания Российской Федерации : [сайт]. URL: <http://council.gov.ru/services/reference/9373/> (дата обращения: 09.01.2024).

проекты, предусматривающие расходы, покрываемые за счет федерального бюджета, могут быть внесены только при наличии заключения Правительства РФ.

The first stage of the legislative process is the introduction of a bill to the State Duma in accordance with (1) _____ 104 of the Constitution of the Russian Federation, proposed bills are submitted to the State Duma by (2) _____ of legislative initiative: The President of the Russian Federation, the Federation Council, senators of the Russian Federation, deputies of the State Duma, the Government of the Russian Federation, legislative (representative) (3) _____ of the subjects of the Russian Federation. The right of legislative initiative also belongs to the Constitutional Court of the Russian Federation, the Supreme Court of the Russian Federation on issues of their (4) _____. Bills dealing with the introduction or (5) _____ of taxes, (6) _____ from their payment, the issue of government loans, changing the financial obligations of the state, other proposed bills providing for expenses (7) _____ by the federal budget can be introduced only if there is a special report of the Government of the Russian Federation.

Exercise 36. Translate the following terms into English. Fill in the gaps with the correct forms of the words.

<i>добросовестно</i>	<i>предусмотренный</i>
<i>незаконный</i>	<i>упомянутый в</i>
<i>по этому соглашению</i>	<i>назначать</i>
<i>пункт / статья</i>	<i>отказываться</i>
<i>должным образом</i>	<i>при условии, что</i>
<i>обеспечивать соблюдение</i>	<i>юридически обязанный</i>

1. The exclusion _____ protected the company from any potential liability.

2. The board members _____ to their positions by the shareholders.

3. The employee decided to _____ their right to a severance package.

4. The court declared the defendant's actions as _____.

5. The obligations outlined _____ must be adhered to.
6. The deadline for submission of the proposal was _____ in the contract.
7. You may use this software for personal purposes, _____ you do not distribute it.
8. The documents were _____ signed by both parties involved.
9. The court has the authority to _____ compliance with the court order.
10. The parties involved must negotiate the terms _____.
11. The specific statute _____ the contract deals with intellectual property rights.
12. By signing the contract, both parties are _____ by its terms and conditions.

Exercise 37. Look at the two sentences below, decide which word can be used to translate the underlined Russian equivalent: *arbitrary* or *arbitral*.

Спорящие стороны договорились урегулировать свои разногласия путем арбитражного разбирательства.

Судья счел решение о расторжении трудового договора с работником произвольным и неоправданным.

Read part of the article²⁶ below, which variant is correct in the context? Can you think of more difficulties in translating legal terminology?

Иногда путают прилагательные *arbitral* и *arbitrary*. Первое имеет самое непосредственное отношение к арбитражу, второе с арбитражем никак не связано. *Arbitral* – это *арбитражный*. *Arbitral proceedings* = arbitration proceedings – *арбитражное разбирательство*. Решения арбитражных (третейских) судов называются *arbitral awards* или *arbitration awards*. По-английски принятая ООН в 1958 году Конвенция «О признании и приведении в исполнение иностранных арбитражных решений» называется

²⁶ Ошибки и ловушки в юридическом переводе: арбитраж // Национальная лига переводчиков : [сайт]. URL: <https://www.russian-translators.ru/perevodchiku/law/05/> (дата обращения: 09.01.2024).

Convention on the Recognition and Enforcement of Foreign Arbitral Awards. Что же касается прилагательного *arbitrary*, то 4-е издание American Heritage Dictionary 2001 года определяет его так: determined by chance, whim, or impulse и даже not limited by law, despotic. По-русски это значит *произвольный* (от существительного «произвол»), *самовольный*, *своевольный* вплоть до деспотического. Судебное решение, конечно, может быть охарактеризовано как *arbitrary*, но это в том случае, если при его вынесении судья руководствовался исключительно собственными соображениями и собственной логикой, а то и вовсе вышел за рамки закона.

Exercise 38. Translate Text 5 into English, taking into account all the details discussed in the exercises above.

UNIT III

SOCIOPOLITICAL FIELD

LEXIS

Firstly, highlight the words below in this unit, and then suggest their Russian or English translations.

Secondly, scan the QR and see the cards. Think about how a word or expression might be connected to each picture from this list; tap the card to see both sides. Make a sentence to describe each picture, using the term on the back of the card.



- ◆
- *campaign rally*
 - *to cast a vote*
 - *first past the post*
 - *to give a voice (to)*
 - *(re-)election*
 - *to empower*
 - *(opposition) party*
 - *to pass a law*
 - *polls*
 - *to question*
 - *to scrutinize*
 - *to shape the course*
 - *to stagger*
 - *tampering*
 - *ticket*
 - *voter support*
 - *voting*

- ◆
- *to adhere to*
 - *to amend*
 - *to assemble*
 - *to enact*
 - *to envisage*
 - *authorised by law*
 - *ballot paper*
 - *candidacy*
 - *conduct (of elections)*
 - *department*
 - *designation*
 - *integrity*
 - *nomination paper*
 - *regulation*
 - *simple majority*



- *bipartisan system*
- *to conform*
- *credibility*
- *disproportionately*
- *to distort perspectives*
- *to diversify*
- *hedge*
- *media outlets*
- *outcomes*
- *overlap in values*
- *partisan divide*
- *polarizing*
- *political arena*
- *pre-existing beliefs*
- *to prioritize*
- *red tape*
- *rigid*
- *seasoned*
- *to sway public opinion*
- *to thwart*



- *backer*
- *by a two-to-one margin*
- *challenger*
- *contender*
- *dominant frontrunner*
- *to fall in line*
- *to find common ground*
- *former president*

- *to gauge*
- *to implement*
- *indictment*
- *to invest (deeply)*
- *nominating contest*
- *partisanship*
- *political landscape*
- *primary season*
- *rematch*
- *to stand firm on*
- *standing (falters)*
- *sweeping changes*
- *to win a nomination*



- *в плановом режиме*
- *выделять (средства)*
- *вызов*
- *депутат*
- *деятельность правительства*
- *Законодательное Собрание*
- *исполнительная власть*
- *материнский капитал*
- *обеспечивать*
- *областной бюджет*
- *отчет*
- *показатели*
- *пособие*
- *приоритетное направление*
- *социальные выплаты*
- *устав*

TEXT 1

Exercise 1. Before reading Text 1, discuss with your partner whether you know anything about the electoral systems in the USA or the UK and how these systems differ from your country's one.

THE ELECTORAL SYSTEMS IN THE USA VS. THE UK²⁷

Across the pond, voting is quite different. Like the UK parliament, the United States Congress has two houses, the House of Representatives and the Senate. Unlike the UK, there are public elections for both houses, and a third, separate election, is held to choose a president. In the US, the president is both the head of state and the head of government.

In the UK, these roles are carried out separately by the monarch and the prime minister. The House of Representatives in the US Congress is designed to give a voice to the people of every local voting region of America. Members of the House of Representatives stand for re-election every two years. Each state is split into districts. And each district votes for one representative.

The number of districts depends on the population of each state. For example, California, the most populous state, is split into 53 districts. So it has 53 representatives. But Alaska, which is huge, but has a really small population, only has one district, and therefore, only one representative in the House.

Like the UK House of Commons, the election system is first past the post. So the candidate with the most votes in each district wins a seat in the House of Representatives. The party that wins a majority of seats in the House takes control. The ideal situation for a president is that the House is controlled by their own party.

However, with elections held every two years, there's always a mid-term election in the middle of a president's time in office. If the public thinks that the president is not doing a great job, they can vote in more

²⁷ Know how the United States elects the offices of the House of Representatives, the Senate, the president, and the vice president unlike the United Kingdom // Britannica : [website]. URL: <https://www.britannica.com/video/187570/offices-president-vice-House-of-Representatives-countries> (date of access: 09.01.2024).

members of the opposition party, making it more difficult for the president to pass laws.

The Senate in the US Congress, like the House of Lords in the UK parliament, is sometimes called the upper house. Their job is to scrutinize and question all proposals made by both the House of Representatives and the president before voting to decide whether they should proceed as law.

Senators, like members of the House of Representatives, are also elected to their seats by the public. Senators serve six year terms and elections are staggered. So every two years a third of the senators run for re-election. Each state is represented by two senators, regardless of its population. And again, the first-past-the-post voting system is used. So the candidate with the most votes wins.

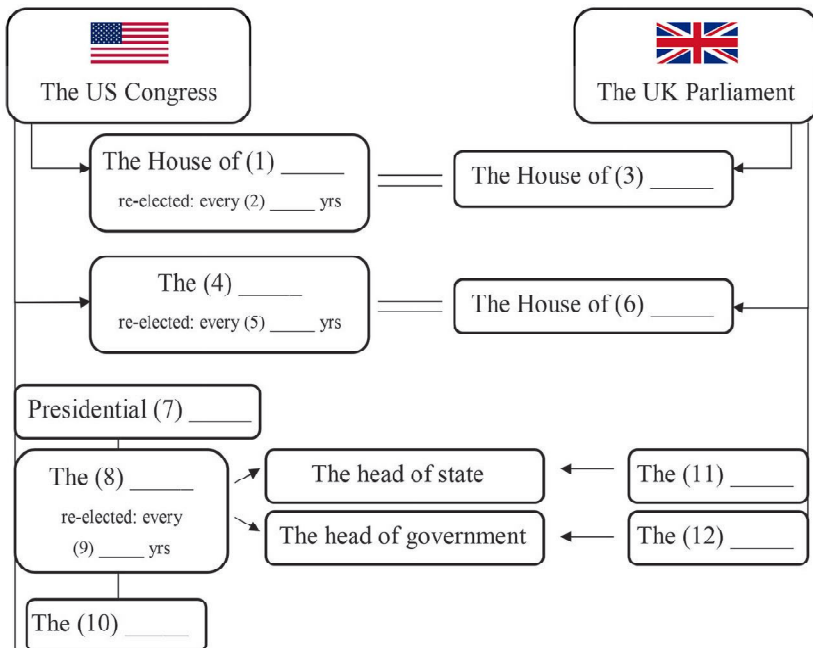
Presidential elections take place every four years. The two main parties, the Democrats and the Republicans, host big get-togethers where they choose their presidential candidates, the person they think will be the best leader for the nation.

The winning candidate then chooses their vice presidential candidate, also known as the running mate, to help support the campaign. Presidential candidates usually choose someone with different areas of skill or knowledge so they present voters with the best package. Together, they're known as a ticket.

Presidential candidates from both parties then start out massive election campaigns to gain as much voter support as possible. They travel across the country and hold great big campaign rallies where they set out their policies and their ideas for the whole country.

When it comes to Election Day, the public go to the polls to vote for one presidential ticket. However, the public don't vote directly for their choice of President. Instead, a system called the Electoral College is used. Each state is allocated a number of electors that will make the final choice. A state has the same number of electors as it does senators and representatives. In most states, all the electors will vote for the presidential ticket which received the most support and public vote. Finally, the presidential ticket with the most Electoral College votes becomes President and Vice President of the United States of America.

Exercise 2. Read Text 1 now and complete gaps 1–12 in the chart below. Suggest a Russian equivalent for each term.



Exercise 3. Answer these questions based on Text 1 below.

1. What derivatives of the word *election* can you see in the text? What word combinations with any of these derivatives are there? Suggest a Russian equivalent for every word or expression.

2. What derivatives of the word *to populate* can you see in the text? Suggest a Russian equivalent for every word.

3. How many examples of the passive voice can you spot? What Russian forms could be applied for translation in order to avoid repetition?

4. What informal idiomatic expression is used in the very first sentence? How should it be translated to preserve the original register?

5. The word *голосование / выборы* can be translated into English in several ways, e.g. *election, voting, ballot, poll(s), suffrage*. Use an English dictionary to explain whether these alternatives are interchangeably synonymous.

6. Here is a translation of one paragraph's part via Google Translate²⁸ below. Find this part in the text and identify any problems with the translation suggested.

Кандидаты в президенты обычно выбирают кого-то с разными навыками или знаниями, чтобы они представили избирателям лучший пакет. Вместе они известны как билет.

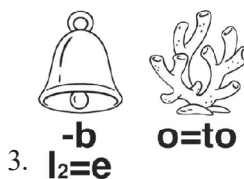
7. Check out the Russian for *the Democrats, the Republicans* and *the Electoral College*. Are there any transformations in the Russian equivalents?

8. Find *the House* in the last sentences of the 3rd and 4th paragraphs. Why is it capitalized? Which house is implied and how should it be translated?

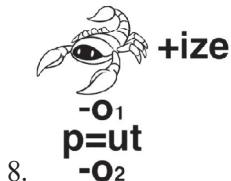
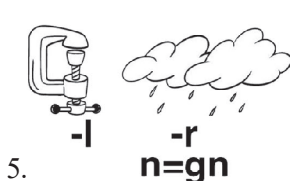
9. Find *to run for* in the 7th paragraph. Which translation seems more appropriate for the context – *бежать (за), спастись, баллотироваться, запускать (для), выполняться (на протяжении), длиться, действовать*? Suggest an example sentence for all the other translations listed.

10. Look at the penultimate sentence of this text. Will you translate *will vote* with a future form in Russian? Why (not)?

Exercise 4. Decipher rebuses 1–8 below. Then find each word in Text 1.



²⁸ Google Translate : [website]. URL: <https://translate.google.com> (date of access: 09.01.2024).



Exercise 5. Complete these pairs of sentences with the suggested alternatives that are compiled of frequently confused words. Each word can be used only once.

<i>election</i>	<i>voting</i>	<i>ballot</i>	<i>poll</i>	<i>suffrage</i>
-----------------	---------------	---------------	-------------	-----------------

1. Having carefully considered the candidates' ticket, Mary marked her choices on the _____ during the local election.

2. The women's _____ movement fought for and eventually achieved the right to participate in the democratic process.

3. The presidential _____ takes place every four years in the USA, making 2024 a significant year for the nation as voters will decide on the next leader who will guide the country for the upcoming term.

4. The public opinion _____, carried out last month, revealed that a majority of respondents supported the new party candidate.

5. _____ in the election is not just a right but also a privilege that empowers citizens to have a direct impact on the decisions that will shape the course of their community and nation.

<i>primary</i>	<i>caucus</i>	<i>rally</i>	<i>convention</i>	<i>assembly</i>
----------------	---------------	--------------	-------------------	-----------------

6. The Republican _____ served as a pivotal event where party leaders gathered to shape the party's further course and set the tone for the upcoming election.

7. The party members gathered in a _____ to discuss and strategize before the official nomination process.

8. In the upcoming election, voters will participate in the _____ to choose their preferred candidate to represent their political party.

9. The UN _____ met to discuss pressing global challenges, diplomatic resolutions and collaborative initiatives aimed at facilitating international cooperation.

10. The candidate held a campaign _____ to energize supporters and communicate their key policy proposals.

Exercise 6. Complete sentences 1–8 below with words that collocate with “election”. Use a collocation dictionary, for example, Online OXFORD Collocation Dictionary²⁹, to help you. Sometimes more than one answer is possible.

1. In the _____ election, citizens cast their votes to elect representatives from different political parties, contributing to a diverse political environment.

2. As part of his election _____, the candidate promised to focus on economic development, education reform, and healthcare improvement to address the pressing needs of the community.

3. The authorities launched an investigation into alleged election _____, examining claims of ballot tampering and other irregularities during the electoral process.

4. To ensure a _____ election, the electoral commission implemented transparent ballot counting, impartial monitoring, and strict adherence to electoral laws.

5. The election _____ provided comprehensive coverage of the candidates’ speeches, debates and results via TV.

6. It has been announced that the election will _____ on the scheduled date.

7. The government decided to call for an _____ election, accelerating the timeline for citizens.

8. In the _____ election, party members will choose their preferred candidate to represent them in the upcoming general election.

²⁹ Online OXFORD Collocation Dictionary : [website]. URL: <https://www.free-collocation.com> (date of access: 09.01.2024).

Exercise 7. Translate Text 1 into Russian, taking into account all the details discussed in the exercises above.

TEXT 2

Exercise 8. Before reading Text 2, discuss with your partner whether you keep track of what bills are enacted in your country or other countries.

ELECTIONS ACT 2022 (an excerpt)³⁰

Government Bill

Originated in the House of Commons, Session 2021–22

SPONSORING DEPARTMENTS

Department for Levelling Up, Housing and Communities



Kemi Badenoch

Conservative, Saffron Walden



Lord True

Conservative, Life peer

BILL PASSAGE

Bill started in the House of Commons	Bill in the House of Lords	Final stages
✓ 1 st reading	✓ 1 st reading	✓ Consideration of amendments
✓ 2 nd reading	✓ 2 nd reading	✓ Royal Assent
✓ Committee stage	✓ Committee stage	
✓ Report stage	✓ Report stage	
✓ 3 rd reading	✓ 3 rd reading	

Status: This is the original version (as it was originally enacted).

³⁰ See: Elections Act 2022 // UK Parliament : [website]. URL: <https://bills.parliament.uk/bills/3020> (date of access: 09.01.2024); Elections Act 2022 // legislation.gov.uk : [website]. URL: <https://www.legislation.gov.uk/ukpga/2022/37/enacted> (date of access: 09.01.2024).



An Act to make provision about the administration and conduct of elections, including provision designed to strengthen the integrity of the electoral process and provision about the use of the simple majority system in elections for certain offices; about overseas electors; about voting and candidacy rights of EU citizens; about the designation of a strategy and policy statement for the Electoral Commission; about the membership of the Speaker's Committee; about the Electoral Commission's functions in relation to criminal proceedings; about financial information to be provided by a political party on applying for registration; for preventing a person being registered as a political party and being a recognised non-party campaigner at the same time; about regulation of expenditure for political purposes; about disqualification of offenders for holding elective offices; about information to be included in electronic campaigning material; and for connected purposes.

[28th April 2022]

Be it enacted by the Queen's most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows: —

Part 1

Administration and conduct of elections

1. Voter identification

Schedule 1 makes provision, including provision amending RPA 1983, in connection with the production of identification at polling stations by voters.

<...>

7. Requirement of secrecy

(1) Section 66 of RPA 1983 (requirement of secrecy) is amended as follows.

(2) After subsection (3) insert—

“(3A) No person may—

(a) except for some purpose authorised by law, obtain or attempt to obtain information, or communicate at any time to any other person any information, as to the number or other unique identifying mark on the back of a ballot paper sent to a person for voting by post at a relevant election;

<...>

10. Candidate nomination paper: commonly used names

(1) Schedule 1 to RPA 1983 (Parliamentary elections rules) is amended as follows.

(2) In rule 6 (nomination of candidates), for paragraph (2A) substitute—

“(2A) If a candidate—

(a) commonly uses a surname that is different from any other surname the candidate has,

(b) commonly uses a forename that is different from any other forename the candidate has,

the nomination paper may state the commonly used name or names in addition to the names as stated in accordance with paragraph (2)(a).

<...>

Exercise 9. Read Text 2 now and decide if statements 1–10 are TRUE / FALSE / NOT GIVEN. Provide a synonym from the text for each underlined word / word combination below and then a Russian equivalent for both alternatives.

1. The act in question has not yet been passed by all the involved instances.

2. This bill was put forward by the Home Office.

3. The text of the Elections Act 2022 had been revised before it came into force.

4. No legal actions against election offenses are envisaged in terms of this bill.

5. One of the aims of this act is to guarantee fairness at the polls.

6. According to this bill, some citizens are allowed to cast their vote by post or by proxy.

7. A person, running for election, has to choose either their official name or their pseudonym for the nomination paper.

8. This bill states that only some certain amount of expense is allowed to be allocated for various political aims.

9. One of the legally allowed exceptions to become both a party and non-party campaigner is when a candidate is not an EU citizen.

10. Not only is this act devoted to electoral procedures/standards but it also concerns the criteria for those who can be nominated.

Exercise 10. Match terms A–K from Text 2 with their definitions 1–12 and then suggest a Russian equivalent for each term. Which definition is extra and what term does it define?

A. a sponsoring department

B. the Department for Levelling Up, Housing and Communities

C. a life peer

D. the House of Commons

E. the House of Lords

F. Royal Assent

G. the Electoral Commission

H. the Speaker's Committee

I. the Queen's/King's most Excellent Majesty

J. the Lords Spiritual

K. the Lords Temporal

1. These are bishops and archbishops of the Church of England serving in the House of Lords.

2. This body is presided over by the Speaker of the House of Commons, scrutinizes the work of the Electoral Commission in the UK and gives it recommendations.

3. This UK office is responsible for such areas as regional and social development, building and maintaining housing, supporting communities.

4. This is an official formality by which a monarch gives consent to enact a bill, which has been approved by the UK Parliament.

5. This UK office is responsible for security inside the country and immigration policies.

6. These are secular representatives of the House of Lords, including both hereditary and life peers, but excluding bishops and archbishops.

7. This body regulates party and election funding and determines standards for conduct of elections in the UK.

8. This UK office promotes and funds the work which is needed for enacting a bill.

9. One of the Houses of the UK Parliament, whose members are elected by the public.

10. This is a secular representative of the House of Lords, whose title cannot be passed to their descendants.

11. One of the Houses of the UK Parliament, whose members are appointed by the special commission.

12. It is a formal way of address in the UK acts, which is used to refer to the monarch.

Exercise 11. Practice suggesting amendments for the fields listed. For each field first use the example suggestion and then make up a suggestion of your own for the field.

Work in pairs and use the grammar constructions from the box. Which examples of such expressions can you find in Text 2?

Fields

1. **Employment contracts**, e.g. create an amendment specifying conditions for performance bonuses based on certain achievements.

2. **Environmental regulations**, e.g. develop an amendment establishing stricter emission standards for a specific industry.

3. **Lease agreements**, e.g. propose an amendment addressing the rights and responsibilities of tenants in the event of major property repairs.

4. **Student code of conduct**, e.g. draft an amendment outlining consequences for academic dishonesty and the appeal process.

5. **Municipal zoning regulations**, e.g. suggest an amendment specifying the conditions under which certain commercial activities may be permitted in residential zones.

6. **Healthcare policies**, e.g. develop an amendment outlining the procedures for obtaining patient consent for experimental treatments.

7. **Citizenship requirements**, e.g. create an amendment addressing the qualifications for citizenship and the process for naturalization.

8. **Campaign finance**, e.g. propose an amendment addressing limits on political campaign contributions and expenditures.

Suggesting amendments

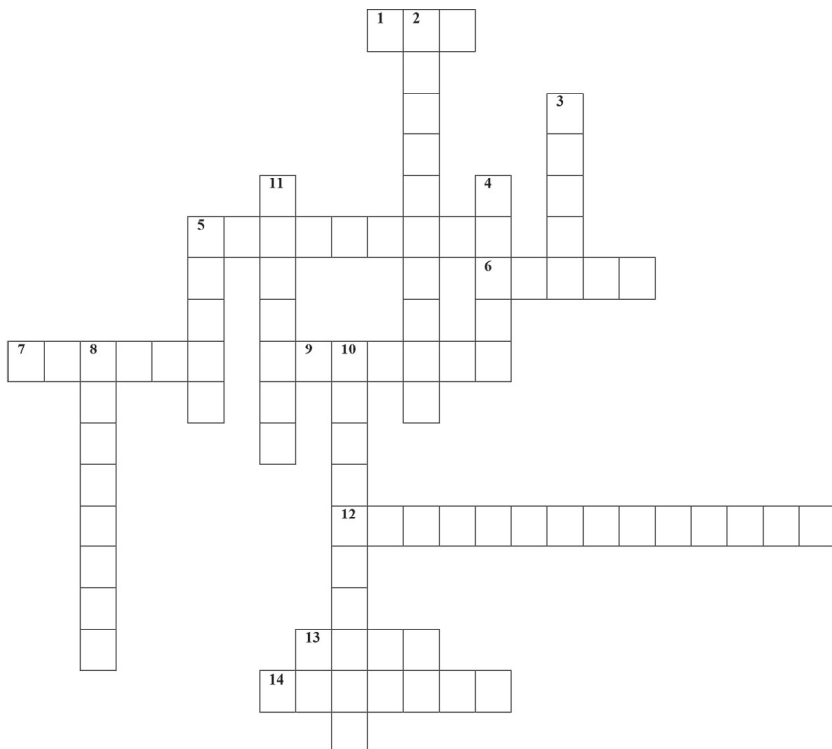
Conditional statements	Modal verbs
<ul style="list-style-type: none"> • If [condition], then [provision]: <i>If the president resigns, then the vice president assumes office.</i> • [Doer] shall [action] unless [condition]: <i>The governor shall veto bills unless constitutional concerns arise.</i> • In the event of [condition], [provision]: <i>In the event of severe weather conditions, public events may be postponed.</i> • [Provision], provided that [condition]: <i>Campaign funds are released, provided that expenditures adhere to legal limits.</i> 	<ul style="list-style-type: none"> • [Doer] shall [action]: <i>The Governor shall issue executive orders.</i> • [Doer] shall [action] through [method of resolution]: <i>Congress shall pass legislation through a majority vote.</i> • [Doer] may [action], except for [circumstance]: <i>The committee may amend bills, except for matters of constitutional significance.</i>

Exercise 12. Now choose your best idea from the previous exercise and write a draft of a bill. You must:

- apply the layout of Text 2;
- use grammar structures from Exercise 11;
- write at least 300 words.

Exercise 13. Translate Text 2 into Russian, taking into account all the details discussed in the exercises above.

Exercise 14. Fill in the crossword, based on words from Text 2.



Across

1. formalized written law
5. stipulation or condition in a law
6. make changes to a law
7. voting paper
9. formal agreement, especially from a monarch
12. decision-making system in some legislatures (2 words)
13. a legislative proposal
14. organization and overseeing an election

Down

2. person actively working in a political race
3. legislative chamber, like for Lords or Commons
4. to make into law
5. group of people with shared political views
8. non-hereditary titled lord (2 words)
10. department responsible for proposing legislation
11. voting place (2 words)

TEXT 3

Exercise 15. Before reading Text 3, discuss with your partner whether you consider yourself a gullible or easily swayed person.

COGNITIVE BIASES IN THE POLITICAL ARENA³¹

Politicians and the media often use cognitive biases to sway public opinion and election outcomes. Some of the most common cognitive biases that can distort our political perspectives are the three “Big Cs”:

- **(1)** _____ – favouring or seeking information that affirms your pre-existing beliefs. This can cause people to become overly rigid in their political opinions, even when presented with conflicting ideas or evidence. When too many people fall victim to this bias, progress towards solving complex sociopolitical issues is thwarted. That’s because solving these issues in a bipartisan system requires cooperation from both sides of the spectrum;

- **(2)** _____ – the extent to which different issues are reported on and discussed, or certain politicians or topics are disproportionately covered. In some cases, media outlets can even twist stories to fit a certain narrative;

- **(3)** _____ – selectively focusing on information, losing nuance. Without the proper context, multi-faceted issues can become extremely polarizing, and may be a reason for the growing partisan divide in America. In fact, there is less overlap in the political values of the Republicans and the Democrats than ever previously measured.

Other biases to be aware of:

- **(4)** _____ – we’re more likely to trust and be influenced by ideas that come from authority figures;

- **(5)** _____ – an idea accumulates more credibility as it spreads;

³¹ 11 Cognitive Biases That Influence Political Outcomes // Visual Capitalist : [website]. URL: <https://www.visualcapitalist.com/11-cognitive-biases-influence-politics/> (date of access: 09.01.2024).

- (6) _____ – we romanticize the past and believe that society and institutions are in decline;
- (7) _____ – we draw different conclusions based on how an idea is presented to us;
- (8) _____ – conforming to a widely held world view in order to fit in and minimize conflict;
- (9) _____ – overestimating the proportion of people who agree with an idea;
- (10) _____ – our overall impression of a person influences how we feel and think about his or her character;
- (11) _____ – the less you know, the more confident you are.

Simply remembering these mental pitfalls exist can be a great start – after all, we can't fix what we don't know. Maintaining an open mindset and diversifying the media sources we follow are two tactics that may act as a hedge.

Exercise 16. Read Text 3 now and complete gaps 1–11 in it with options A–K below.

A. Declinism [dɪ'klaɪnɪzəm]

B. Concision bias

C. False consensus

D. Coverage bias

E. Dunning-Kruger effect

F. Confirmation bias

G. Halo effect

H. Framing effect

I. Authority bias

J. Groupthink

K. Availability cascade

Now match options A–K with one of the suggested Russian translations below:

• предвзятая краткость

• эффект фрейминга

• эффект ореола

• предвзятость подтверждения

• каскад доступной информации

• упадничество

• эффект Даннинга – Крюгера

• групповое мышление

• предвзятое освещение

• эффект ложного консенсуса

• эффект авторитета

Exercise 17. Translate these sentences into English, using the vocabulary of Text 3 for each underlined word/ word combination.

1. Говоря об основных когнитивных искажениях в контексте политики, исследователи обычно выделяют три «П»: предвзятость подтверждения, предвзятое освещение, предвзятая краткость.

2. В сегодняшнем глобализованном мире многогранные проблемы, такие как изменение климата, требуют комплексных решений, которые должны быть приняты широким кругом авторитетных лиц.

3. Многие люди разделяют широко распространенное мнение, согласно которому мы должны сохранять непредвзятый образ мышления и не должны быть слишком жесткими в своих мнениях.

4. Раньше она скептически относилась к двухпартийной системе США из-за существовавшего у нее ранее убеждения, что эта система заранее предопределяет исход выборов.

5. Согласно одному из когнитивных искажений, информагентства стремятся вписаться в определенную трактовку событий при освещении политических новостей, чтобы повлиять на политические взгляды аудитории.

6. Сосредоточение внимания на нюансах – эффективная стратегия защиты от того, чтобы стать жертвой когнитивных искажений.

7. Надежность эксперта была поставлена под сомнение, когда выяснилось, что он фальсифицировал свое исследование и непропорционально представил несколько противоречащих друг другу идей.

8. Граждане США осознают уменьшение степени совпадения политических ценностей республиканцев и демократов.

9. Избежать ловушек, связанных с переоценкой или романтизацией какого-либо факта, может быть непросто, но это жизненно важно для предотвращения когнитивных искажений.

10. Чтобы подняться по карьерной лестнице в качестве политика, важно сначала накопить и разнообразить свой собственный опыт и только потом вступить в какую-либо крупную партию.

Exercise 18. Look at sentences 1–6 containing lexis from Text 3 and their suggested translations into Russian. Assess the quality of these translations and identify mistakes in each case.

1. The media coverage was designed to sway public opinion in favor of the government's policies. / СМИ-репортаж был разработан для колебания общественного мнения в пользу правительственной политики.

2. Yesterday's biased reporting has aimed to distort viewers' perspectives on the controversial issue, leading to a misunderstanding among the public. / Вчерашние тенденциозные репортажи стремились исказить перспективы зрителей по этому контроверзиальному вопросу, приводя к искаженному пониманию среди населения.

3. The bureaucratic red tape and corruption continue to thwart progress in implementing much-needed social reforms. / Бюрократическая бюрократия и коррупция продолжают мешать прогрессу в осуществлении неотложных социальных реформ.

4. Certain media channels may unintentionally twist stories due to their own biases, presenting information that confirms their pre-existing beliefs. / Некоторые медийные каналы могут непреднамеренно крутить сюжеты из-за своих предубеждений, представляя информацию, подтверждающую их заранее сформированные взгляды.

5. What is really pointless for the growing partisan divide is an environment where differing political views are perceived as adversaries rather than opportunities for constructive dialogue. / Что действительно бесполезно для растущего партизанского разделения, так это среда, где различные политические взгляды воспринимаются как противники, а не возможности для конструктивного диалога.

6. Investors often use gold to act as a hedge against economic uncertainty, as its value tends to remain relatively stable during periods of market volatility. / Инвесторы часто используют золото как инструмент, чтобы действовать как изгородь против экономической неопределенности, поскольку его стоимость обычно остается относительно стабильной в периоды рыночной волатильности.

Exercise 19. Match some other peculiar cognitive biases 1–10, which have self-explanatory names, with some situations A–J illustrating them. Suggest a Russian equivalent for each name.

- | | |
|---------------------------------|-----------------------|
| 1. Tip-of-the-tongue phenomenon | 6. IKEA effect |
| 2. Google effect | 7. Optimism bias |
| 3. Serial-position effect | 8. Rosy retrospection |
| 4. False memory | 9. Curse of knowledge |
| 5. Less-is-better effect | 10. Naïve realism |

A. Sarah vividly remembered attending a family event where everyone wore red shirts. However, when looking at old photos, she discovered that everyone was actually wearing different colors.

B. Despite evidence suggesting potential challenges ahead, a political candidate remained inspired about the success of their campaign, underestimating the risks and expecting positive outcomes.

C. A political campaign encouraged supporters to actively participate in the creation of campaign materials, such as posters and slogans. As a result, individuals developed a heightened sense of attachment and value towards this campaign.

D. During a political debate, Amy Smith struggled to recall the name of a specific policy proposal she wanted to reference, although she knew the essence of it perfectly well.

E. A seasoned political analyst struggled to explain complex policy issues in a way that resonated with the general public, assuming everyone had the same level of understanding.

F. Experts know that in a televised debate featuring several candidates, viewers tend to memorize the opening and closing statements of the candidates more vividly than the points made in the middle.

G. Jack, when given a choice of two similar products, chose the one with fewer features because he believed it meant higher quality.

H. Looking back on a challenging project, Susan remembered it as a positive experience despite the difficulties.

I. Two individuals with opposing political views engaged in a debate, each confident that their perspective was the most rational and objective.

J. Students rely heavily on a search engine to find information for assignments and start to believe they are knowledgeable about various subjects because they can easily look up information.

Exercise 20. Complete the following self-analysis questionnaire and work out your score using the specified points system. Then compare results with your partner. Afterwards, match statements 1–11 with cognitive biases from Text 3.

I AM NOT EASY TO DECEIVE, AM I?

Statements	True	False
1. I assume that others generally share the same beliefs or opinions as me.		
2. I tend to favor brief, concise information over more detailed and comprehensive sources.		
3. I find it challenging to recognize my own incompetence in certain areas.		
4. I rely heavily on information that is more readily available or frequently reported.		
5. I often perceive current situations as worse than they were in the past.		
6. I am influenced by the prevalence and repetition of certain ideas or information.		
7. I tend to generalize positive traits about a person or thing based on a single positive characteristic.		
8. I sometimes prioritize harmony within a group over expressing my own divergent opinions.		
9. I am more likely to trust and follow the opinions of authoritative figures.		
10. The way information is presented significantly influences my decision-making.		
11. I often seek out information that confirms my existing beliefs rather than challenge them.		

Score one point for each “True” answer to questions 1–11; score zero for every “False” answer. The higher your score, the greater tendency towards specific cognitive biases you have.

A score of 7 or more may signal a potential struggle with recognizing and mitigating cognitive biases. This score might suggest some doubts about your own judgments and perspectives. On the one hand, this could be influenced by temporary factors, like recent misfortune. On the other hand, if it reflects your regular situation, be aware of the fact that others may pick up on it. Consider exploring strategies to enhance your awareness of cognitive biases for more informed and confident decision-making, and to prevent potential deceit.

A score of 6 or less may indicate a strong awareness of cognitive biases. It suggests that you are skillful at recognizing and managing potential biases in your thinking. This level of self-awareness contributes to a confident and balanced perspective, without letting various factors cloud your judgment.

Exercise 21. Translate Text 3 into Russian, taking into account all the details discussed in the exercises above.

TEXT 4

Exercise 22. Before reading Text 4, discuss with your partner whether you tend to invest deeply in politics.

THE BIDEN-TRUMP REMATCH THAT NOBODY WANTS³²

Lisa Lerer, a national political correspondent for The New York Times, spoke to voters about their options in the 2024 presidential election. Voters say they are wary of a replay of 2020 in 2024, and while they largely will fall in line at the end, they would prefer other options.

Published Aug. 14, 2023

³² The Biden-Trump Rematch That Nobody Wants // The New York Times : [website]. URL: <https://www.nytimes.com/2023/08/14/us/politics/2024-trump-biden-rematch.html> (date of access: 09.01.2024).

Emma Willits, a mental health counselor, 26, is looking for a candidate who cares about climate change and universal health care. She voted for President Biden and will probably do so again.

Sitting on a bench just across the fair midway, John Hogan, 58, described how he believed Mr. Biden was a criminal – before his wife shushed him. He said he voted for Donald J. Trump twice and would for Donald J. Trump twice and would probably do so again, if the former president wins his party’s nomination for a third time. But Mr. Hogan, too, would like more options.

In an era when American politics are defined by discord, there’s one issue on which voters across the divided political landscape appear to be able **to find common ground**: Please, not another round of this.

Five months before the first nominating contest in Iowa, the country appears headed for the first presidential-election rematch since 1956, when President Dwight D. Eisenhower defeated Adlai Stevenson II for the second time.

Mr. Biden is running for re-election with no significant Democratic challenger. In Iowa and among Republicans nationally, Mr. Trump remains the dominant front-runner despite facing multiple election-year criminal trials, leading his nearest challenger by a two-to-one margin.

Interviews with over two dozen strategists, voters and candidates indicate that many see the country as slowly marching not toward a new season but into reruns. And even in Iowa, where voters invest deeply in presidential politics, a whole lot of them would really like **to change the channel**.

Only 22 percent of Democrats said they would feel “excited” with Mr. Biden as the nominee, and nearly half of the party would like another choice for president, according to polling last month from The New York Times.

A larger portion – 43 percent – of likely Republican voters said they had a “very favorable” opinion of Mr. Trump. Yet 46 percent said they would be open to another option. Only 10 percent said they would vote for an alternative or stay home.

As he waited for Mr. Trump to arrive at a grill stand sponsored by the state’s pork industry, Dan Pelican, 40, said he felt little anticipation

over the prospect of flipping pork chops with the former – and perhaps future – president. He backed Mr. Trump in 2016 but in 2020 wrote in his own name.

Of course, the race is far from set. Mr. Trump’s standing could falter as legal troubles escalate and as his criminal indictments go to trial – a calendar that’s likely to overlap with primary season. Mr. Biden – the oldest president in history at 80 – faces persistent anxiety about his health within his own party. There’s also the prospect that his son Hunter Biden could face his own criminal trial during the campaign.

As she sold funnel cakes from a stand at the fair, Emily Wiebke grimaced when asked whether she was excited for a Biden-Trump rematch. She would vote for Mr. Biden again, she said, but would really like some less **seasoned** options. “Last time I kind of felt like, why are you making me choose between these two people?” said Ms. Wiebke, 48, a high school English teacher.

Instead, the 2024 election is shaping up to be as much about re-litigating the past as about casting the country toward the future. Biden supporters argue that he’s the only candidate who can defeat Mr. Trump, who many see as an existential threat to American democracy. Backers of Mr. Trump believe his falsehoods about the 2020 election being stolen and see the next race as a chance **to right** what they view as **a historic wrong**.

Strategists say those motivations reflect tribal forces driving American politics. Voters are driven more by hatred of the other side – what political scientists call negative partisanship – than by a desire to solve national problems. Surveys show that increasingly Republicans and Democrats view people who support the opposing party in extremely negative terms including *stupid*, *immoral* and *dishonest*.

A number of voters described their thinking in ways that made clear that their support was far more about which candidate they didn’t like than about any positive qualities.

“I’ll vote for Biden because I’m anti-Trump,” said Lydia Stein, 32, a nurse. “But there’s a question of how long Biden can continue to be effective and **bringing forth** new things to work on in another four years.”

Much of the angst around the choices relates to the age of both front-runners. Mr. Biden is asking voters to keep him in the White House until age 86, a request that polls show raises concerns for most Americans and is the source of enormous anxiety among party leaders. He has found an unlikely defender: Mr. Trump, 77, who has said that Mr. Biden is “not an old man” and that “life begins at 80.”

Exercise 23. Read Text 4 now and answer multiple-choice questions 1–8. Then find a synonym from the text for each underlined expression in the questions below and suggest a Russian equivalent.

1. *Who did Lisa Lerer speak to about the 2024 presidential vote?*
 - A. Mental health counselors
 - B. Electors
 - C. Political strategists
 - D. Candidates
2. *What issue do voters from different political backgrounds agree on?*
 - A. Climate change
 - B. Universal health care
 - C. Not having a repetition
 - D. Electing a younger president
3. *What percentage of Democrats would like a completely new nominee?*
 - A. 10 %
 - B. 22 %
 - C. 46 %
 - D. 50 %
4. *What percentage of Republican voters would welcome new suggestions besides Mr. Trump?*
 - A. 22 %
 - B. 43 %
 - C. 46 %
 - D. 10 %

5. *What is the main concern about the age of the top contenders?*
- A. They are too young
 - B. They are too old
 - C. They lack experience
 - D. They have health issues
6. *What stimulates voters in American politics according to strategists?*
- A. A desire to solve national problems
 - B. Positive partisanship
 - C. Negative partisanship
 - D. Tribal forces
7. *What does Lydia Stein say about her choosing Mr. Biden?*
- A. She likes his positive qualities
 - B. She is simply against Mr. Trump
 - C. She thinks he is too old
 - D. She is a party leader
8. *What is the 2024 election developing to be about?*
- A. Casting the country toward the future
 - B. Disputing the past
 - C. Solving national problems
 - D. Electing a younger president

Exercise 24. Text 4 contains a range of idiomatic and metaphoric language which should not be either understood or translated word for word as it would turn out to be gibberish. To illustrate this idea, these expressions were generated as pictures by means of AI interfaces³³. Match pictures 1–6 with the underlined expressions from Text 4. Explain why AI sees them this way, how each picture distorts the real meaning of an expression and suggest a suitable Russian equivalent.

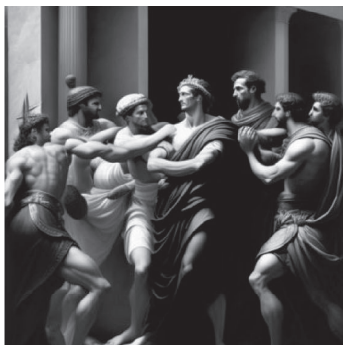
³³ See: DreamStudio : [website]. URL: <https://beta.dreamstudio.ai> (date of access: 09.01.2024); Lexica : [website]. URL: <https://lexica.art> (date of access: 09.01.2024).



1.



2.



3.



4.



5.



6.

Exercise 25. The following pairs of words are frequently confused. Choose the correct word to complete each sentence and write sentences of your own to illustrate the meaning of the other ten words.

policy / politics

equality / equity

election / selection

campaign / company

authority / authoritarianism

ballot / ticket

democracy / republic

poll / survey

civil rights / civil liberties

activism / advocacy

1. The country's shift towards _____ raised concerns about individual freedoms and democratic values.

2. Biden's political campaign staff conducted a _____ to gauge public opinion on key issues before the election.

3. Google implemented a new data protection _____ to ensure the privacy and security of user information.

4. In the election process, voters usually carefully study the political party's _____, considering the qualifications and policies of each individual listed.

5. Citizens were actively engaged in the _____, expressing their opinions on social issues and economic policies through their votes.

6. Recognizing the diverse needs of students, the school implemented policies to promote _____, so that each child now has the support necessary to perform at the highest level.

7. This Saturday a group of activists marched for _____, demanding equal treatment and protection under the law for all members of society.

8. The youth embraced _____, participating in rallies and social media campaigns to push for meaningful change in their community.

9. Any political candidate is bound to launch a dynamic _____, utilizing social media, town hall meetings, and traditional advertising to connect with voters.

10. In a thriving _____, citizens play a vital role by participating in elections, voicing their opinions, and contributing to the decision-making processes that shape the nation.

Exercise 26. Read Text 4 again and then some biographies³⁴ about the two major candidates in the 2024 US presidential election below. Think about their differences and make a list of them by completing the table (there are some examples in italics).

Compare the text in this task with Text 4 again and find all the words that coincide in both texts. Suggest Russian translations for all of them.

DONALD TRUMP

Trump has embraced his indictments in four separate criminal cases – unprecedented for a former American president – and leveraged them to boost his popularity among Republicans and raise funds, helping to make him the Republican frontrunner with 61 % in the latest Reuters/Ipsos polling.

Trump, 77, has called the indictments a political witch hunt to thwart his pursuit of a second four-year term. If elected again, Trump has vowed revenge against his perceived enemies and has adopted increasingly authoritarian language, including saying he would not be a dictator except “on day one”. He has promised other sweeping changes, including overhauling the federal civil service with loyalists and imposing tougher immigration policies such as mass deportations and ending birthright citizenship. He has also promised to gut Obamacare health insurance and impose harsher curbs on trade with China.

JOE BIDEN

Biden, 81, already the oldest U.S. president ever, will have to convince voters he has the stamina for another four years in office, amid concerns about his age and poor approval ratings. In announcing his candidacy, Biden declared it was his job to defend American democracy, and referred to the deadly Jan. 6, 2021, attack on the U.S. Capitol by Trump supporters. The economy will factor in his reelection campaign. While the U.S. escaped an anticipated recession and is growing faster than economists expected,

³⁴ US presidential election 2024: Who are the candidates? // Reuters : [website]. URL: <https://www.reuters.com/world/us/who-are-candidates-running-2024-us-presidential-election-2023-09-19/> (date of access: 09.01.2024).

inflation hit 40-year highs in 2022 and the cost of food and gas is weighing on voters.

Biden has been supportive of Israel in its conflict with Hamas militants in Gaza. However, he has faced sharp criticism from some within his party for failing to back calls for a ceasefire in the Palestinian territory. Biden’s handling of immigration policy has been criticized by Republicans and Democrats as migrant crossings at the U.S.-Mexico border hit record highs during his administration.

DONALD TRUMP		JOE BIDEN	
Characteristics	Achievements	Characteristics	Achievements
1. <i>Republican</i>	1. <i>frontrunner</i>	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
Promises	Criticism	Promises	Criticism
1. <i>tougher immigration policies</i>	1. <i>indictments</i>	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

Exercises 27. Read the statements by people from different walks of life. Using the information from the table of Exercise 25, determine who they are most likely to vote for and why.

1. **Emma Thompson, 42, Small Business Owner:** “Honestly, I’m awfully concerned about the legal troubles and oppressive rhetoric. I’m looking for a candidate who can address economic issues and bring stability to the country”.

2. **Samuel Carter, 34, Teacher:** “Age concerns are on my mind. I believe our leader should inspire confidence and assure us of their capability to lead effectively in these challenging times”.

3. **Alexis Rodriguez, 29, Environmental Activist:** “I stand firm on democratic values and environmental action. Our president should prioritize these, addressing both economic challenges and climate change”.

4. Natalie Gomez, 48, Social Worker: “Personally, I feel apprehensive about the proposed changes, particularly the call for stricter immigration policies. I’m likely to support the one who can navigate such complex issues with sensitivity and fairness, ensuring a balanced and just approach to immigration”.

5. Sarah Mitchell, 56, Nurse: “As someone deeply involved in healthcare administration, I am on the fence about the promise to overhaul Obamacare. I’ve supported candidates who prioritize strengthening our healthcare system, and I hope for a balanced approach that addresses challenges without jeopardizing essential healthcare provisions”.

6. Michael Anderson, 46, Manufacturing Industry Leader: “Having worked in the manufacturing industry for more than 15 years, I support candidates who prioritize fair trade policies. The commitment to impose limitations on trade with China resonates with my concerns about protecting domestic industries. I believe in leaders who stand firm on protecting our economic interests and ensuring a level playing field for American businesses”.

Exercise 28. Translate Text 4 into Russian, taking into account all the details discussed in the exercises above.

TEXT 5

Exercise 29. Before reading Text 5, discuss with your partner what questions you would like to ask the government officials of the region you live in.

ДОКЛАД О РЕЗУЛЬТАТАХ ДЕЯТЕЛЬНОСТИ ПРАВИТЕЛЬСТВА СВЕРДЛОВСКОЙ ОБЛАСТИ В 2022 ГОДУ (фрагмент)³⁵

Уважаемые депутаты!

В соответствии с Уставом Свердловской области представляю вам отчет о результатах деятельности Правительства Свердловской области за 2022 год.

³⁵ Евгений Куйвашев выступил с докладом о результатах деятельности правительства Свердловской области в 2022 году // Губернатор Свердловской области : [сайт]. URL: <https://gubemator96.ru/news/show/id/11105> (дата обращения: 09.01.2024).

Полный текст доклада и ответы на поступившие вопросы заранее переданы вам для ознакомления.

Хочу сказать, что минувший год для региональной экономики был временем серьезных вызовов: ужесточение экономических санкций, перестройка логистики, меняющиеся условия во внешней торговле и, как следствие, дополнительная нагрузка на бюджетную сферу... Но несмотря на эти и другие сложности, правительство Свердловской области со своей работой, считаю, справилось.

Была обеспечена социальная стабильность, достигнуты основные показатели национальных проектов, до минимального значения снизился уровень безработицы, продолжено инфраструктурное развитие. По ряду ключевых показателей в реальном секторе экономики мы имеем заметный рост.

Я хочу поблагодарить вас, уважаемые депутаты, за поддержку. Эти результаты были достигнуты благодаря слаженной работе исполнительной власти и Законодательного собрания Свердловской области.

Назову лишь несколько цифр.

В прошлом году объем отгруженной промышленной продукции превысил 3 триллиона рублей, что выше уровня 2021 года на 7 %. Рост промышленного производства продолжается и в этом году.

Инвестиции в основной капитал выросли более чем на 11 %, преодолев планку в 500 миллиардов рублей. Инвестиционная активность в регионе не снижается – мы видим это и по показателям текущего года.

Рекордными темпами велось уже несколько лет подряд жилищное строительство – сдано почти 3 миллиона квадратных метров. Позитивную динамику в строительстве мы наблюдаем и в этом году.

Финансовая ситуация достаточно стабильна. Общие доходы областного бюджета составили порядка 373 миллиардов рублей, что почти на 4 % выше уровня 2021 года.

Объем безвозмездных поступлений превысил 67 миллиардов рублей. Поддержка социальной сферы составила свыше 250 миллиардов рублей. Это около 67 % расходов бюджета.

На реализацию национальных проектов было выделено более 46 миллиардов рублей из федерального и областного бюджета, и как следствие, удалось повысить уровень и качество жизни сотен тысяч уральцев.

Хочу отметить еще один очень важный факт – рост заработной платы на 13,8 %. Будем работать над тем, чтобы этот показатель рос и далее, опережая уровень инфляции.

Уважаемые коллеги!

Благополучие и достаток уральцев, социальная стабильность в обществе – приоритетное направление в деятельности правительства Свердловской области.

В 2022 году более полутора миллионов уральцев получали различные социальные выплаты.

Безусловно, в центре внимания была поддержка семей с детьми. Всего в минувшем году сумма назначенных выплат на детей в возрасте от 8 до 17 лет составила 15 миллиардов рублей. Четко, без задержки производятся выплаты на детей в возрасте от 3 до 7 лет.

В плановом режиме реализуется переход к введению общероссийского единого пособия для семей с невысокими доходами на детей в возрасте до 17 лет.

Еще одна востребованная региональная мера – областной материнский капитал. По итогам 2022 года его получили более 8 тысяч семей. Мы постоянно увеличиваем размер выплаты. В этом году она превысила 160 тысяч рублей.

Exercise 30. Read Text 5 now and then its summary in English below. Complete gaps 1–12 with the right words from the text, translating them into English.

This 2022 report was delivered according to the requirements of (1) _____. It states that, despite several serious economic challenges and an additional burden on (2) _____ that year, the level of (3) _____ decreased to a minimum and social stability was ensured in the region. Much of it is attributed to the well-coordinated work of both (4) _____ and (5) _____ of the Sverdlovsk Region. The figures of various fields presented in the report are as follows:

Field	Quantity
(6) _____	> 3 trillion rub
(7) _____	> 500 billion rub
housing construction	≈ 3 million m ²
(8) _____	373 billion rub
(9) _____	67 billion rub
(10) _____	> 250 billion rub
national projects	46 billion rub

This report also enlarges on various (11) _____, which were received by 1.5 million Ural residents in 2022. Also, 8000 families received (12) _____.

Exercise 31. Look at the passive forms below. Find examples from Text 5 that should be translated with these forms. Some forms may be matched with more than one example.

- am / is / are + V₃
- am / is / are + being + V₃
- was / were + V₃
- had been + V₃

Now match each form with its name below and then explain why exactly this form should be used in the examples from Text 5.

- Past Perfect Passive
- Present Simple Passive
- Past Simple Passive
- Present Continuous Passive

Exercise 32. Put the words in the correct order in sentences 1–10. Identify the passive form in each case.

1. constantly / of / sociopolitical / The / amended / to / meet / has / region / Charter / evolving / this / needs / been.

2. made / by / Assembly / were / debated / Legislative / during / the / the / The / session / decisions / recent / extensively.

3. social / assessed / long-term / sector / their / impact / Initiatives / being / in / the / currently / for / are.

4. inequality / advocated / benefits / been / have / and / injustice / Social / as / a / means / to / address / long.

5. budget / for / coming / of / effective / allocation / regional / the / the / in / be / Revenues / scrutinized / year / will.

6. successfully / community's / term / to / representing / deputy / interests / re-elected / was / continue / in / next / That / the.

7. support / to / promised / be / further / capital / increased / growing / is / families / Maternity / to.

8. end / the / the / by / challenge / the / have / tackled / will / policymakers / been / thoroughly / of / year, / By.

9. reviewed / branch / implemented / executive / societal / their / for / are / impact / Policies / being / the / by.

10. introduced / environmental / next / concerns / measure / to / be / A / month / will / regional / address.

Exercise 33. Complete the following passage by putting the verbs in brackets in the correct passive form.

In the report presented to the deputies, achievements (1) _____ (to highlight / Present Simple Passive) by the Government of the Sverdlovsk Region despite challenges in 2022. The whole year economic hardships (2) _____ (to face / Past Continuous Passive) by the region due to tightened sanctions and external trade conditions, leading to an additional burden on the budget. Despite these difficulties, now social stability (3) _____ (to address / Present Continuous Passive); national project milestones and notable economic growth (4) _____ (to achieve / Present Perfect Passive). By the end of 2022 shipped industrial products (5) _____ (to record / Past Perfect Passive) exceeding 3 trillion rubles and fixed assets (6) _____ (to surpass / Past Perfect Passive) 500 billion rubles. Financial stability (7) _____ (to maintain / Present Continuous Passive) with approximately 373 billion rubles in the total revenues of the regional budget. The government's commitment to residents' well-being and stability (8) _____ (to underscore / Present Simple Passive) by social sector support, increased wages, and regional initiatives. Various social

benefits (9) _____ (to receive / Past Simple Passive) by over 1.5 million Ural residents in 2022, with a focus on support for families with children and the implementation of regional measures like the maternity capital. The commitment to ongoing efforts for wage growth and maintaining citizens' prosperity concludes the report.

Exercise 34. Read the text below and then re-write it using passive verb forms to replace the underlined active ones.

As is known, government activity (1) has always involved allocating resources from the regional budget. Simultaneously, the executive branch, collaborating with the Legislative Assembly, (2) faces the crucial task of ensuring the efficiency of funds distribution. Sectors, demanding each deputy's input, (3) are ubiquitously taking priority. To address various challenges, (4) people decided to utilize the Charter as a guide for social benefits and payments allocation.

Nowadays, maternity capital (5) represents a commitment to supporting families. Deputies (6) should continue shaping similar policies, ensuring benefits like maternity capital positively impact citizens. All such commitment and devotion (7) are likely to establish a further foundation for sustainable social and economic growth.

Exercise 35. Translate Text 5 into English, taking into account all the details discussed in the exercises above.

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LEXIS IN ECONOMIC FIELD

1. Scan the QR and, using the flashcards, complete the first column with the English equivalents. Then learn these words.



1		В2В (бизнес для бизнеса)
2		В2С (бизнес для клиента)
3		альтернативная стоимость / издержки
4		атаковать рынок
5		балансовый отчет
6		банкомат
7		безработица
8		бенчмаркинг
9		важная задача
10		валюта
11		ВВП (валовой внутренний продукт)
12		взаимозависимость, взаимосвязь
13		видение, предвидение
14		вклад
15		ВНД (валовой национальный доход)
16		ВНП (валовой национальный продукт)
17		внутренний / внешний фактор
18		внутренняя норма доходности

Continuation of Table

19		временная стоимость денег
20		временный контракт
21		вторгаться на рынок
22		выплаты
23		выпускать акции
24		выражать недовольство
25		глобализировать
26		головной офис
27		готовые изделия
28		далеко идущий эффект
29		делать выговор
30		демпинг
31		дерегулирование
32		дисконтированный денежный поток
33		дифференциация
34		доля рынка
35		доступность
36		доход
37		доход, доходность
38		дочернее предприятие
39		заем
40		запуск, старт-ап
41		запустить продукт
42		защита данных
43		зрелая отрасль
44		избавляться от, разоблачать
45		избыточный

Continuation of Table

46		инвестиции
47		индивидуальные продукты
48		инструмент управления
49		использовать в своих интересах
50		качество труда
51		ключевой игрок
52		компенсировать
53		конгломерат
54		конкурентное преимущество
55		лицензионное соглашение
56		локализовать
57		лояльность клиента
58		львиная доля
59		максимизировать акционерную стоимость
60		маркетинговый комплекс
61		на душу населения
62		нанимать и увольнять
63		нанимать, использовать
64		НДС (налог на добавленную стоимость)
65		небанковский финансовый посредник
66		(не)профильный бизнес
67		низкая производительность
68		низкий / высокий входной барьер
69		НИОКР (научно-исследовательские и опытно-конструкторские работы)
70		облигация
71		оборотные активы

Continuation of Table

72		объединять
73		обязательства
74		операционный доход
75		оправдывать ожидания
76		опускать дивиденды
77		осведомленность
78		партнерство
79		период сокращения
80		поведение потребителя
81		поддерживать
82		поддерживать моральный дух
83		подозрение
84		покупательная способность
85		попасть в индустрию
86		поставщик
87		предвидеть, ожидать
88		предложения о поглощении
89		предоставление прав
90		предоставлять ипотеку
91		предпринимательский
92		прибыль на акцию
93		привилегия
94		привлеченный капитал
95		приемлемость
96		прилагать усилия
97		приобретение
98		приток / отток денежных средств

Continuation of Table

99		продвигать бренд
100		продвижение
101		прозрачность
102		процветание
103		прямой маркетинг
104		работать в компании
105		развивающаяся отрасль
106		развитая экономика
107		разрушительный, вредный
108		распределение
109		распределение доходов
110		распределение ресурсов
111		расширение бренда
112		рентабельность
113		рискованное предприятие / начинание
114		руководство
115		свободное движение капитала
116		СВОТ-анализ (сильные стороны, слабые стороны, возможности, угрозы)
117		сделка
118		сегментация
119		слияние и поглощение
120		снимать деньги / наличные
121		сокращение бедности
122		средний бизнес
123		стабильно увеличиваться
124		ставка дисконтирования

End of Table

125		ставка капитализации
126		стоимость доставки
127		стоимость капитала
128		страховая компания
129		судить по заслугам
130		счет
131		счет прибылей и убытков
132		техника
133		товары
134		торговая точка
135		торговля
136		удобство, преимущество
137		удовлетворять потребности
138		управлять компанией
139		устранить
140		уступчивость, гибкость
141		учреждать, устанавливать
142		финансовое планирование
143		формулировать стратегию
144		хвалить
145		целевая аудитория
146		цель
147		ценные бумаги
148		чистая приведенная стоимость
149		штраф
150		экономическое производство

DISTINCTIVE FEATURES OF LEGAL TRANSLATION

1. Look at the following quote about translation and its translated version. What changes were made in the translated version and why? Discuss whether you agree with the choice of the translator, suggest an alternative translation.

«Перевод как женщина: если красив, то неверен, а если верен, то скорей всего некрасив.»

ЕВГЕНИЙ ЕВТУШЕНКО

“Translation is like a woman. If it is beautiful, it is not faithful. If it is faithful, it is most certainly not beautiful.”

2. Which challenges can you think of when it comes to translating legal texts? Look at the list below; think about the most relevant ones for this type of translation.

- | | |
|-------------------------|--|
| • Cultural differences | • Regional variations |
| • Idiomatic expressions | • Confidentiality |
| • Technical terminology | • Format constraints |
| • Colloquial language | • Loss of translation / Untranslatable words |
| • Tone and style | |

3. Scan the QR and read the article about the characteristics of the translation of legal texts³⁶; then complete the shorter translated version of it below. Use appropriate words which you translate from the article. Note the changes made by the translator, why do think they were made?



³⁶ Особенности юридического перевода // АГЕНТСТВО ПЕРЕВОДОВ «ЛИНГВАКОНТАКТ»: [сайт]. URL: <https://linguacontact.com/blog/osobennosti-yuridicheskogo-perevoda/> (дата обращения: 09.01.2024).

1. Every country has different rules

**ROMANO-GERMANIC
OR CIVIL LAW**

Countries: Russia and most of the countries of continental Europe

Source of law: the law code

Terminological differences: in the Russian legal language, the (1) _____ side in court is represented by “адвокат”

**ANGLO-SAXON
OR COMMON LAW**

Countries: the United Kingdom, the United States, and India

Source of law: precedent

Terminological differences: in the UK the term “lawyer” is translated not only as lawyer, but also “barrister, solicitor, attorney” (2) _____

The bottom line is that in order to translate accurately, the translator must understand the legal system of both the country of the original text and the country of translation.

2. Terminological (3) _____

One of the main features of legal documents is the abundance of terms. Despite the fact that many words and phrases have a well-established translation, in order to establish the (4) _____ of the term in the translation language, the translator often has to (5) _____ a whole study.

It is not uncommon for a single Russian-language term to rely on a number of seemingly (6) _____ terms in English and vice versa. In fact, not every synonym is suitable for legal translation, which cannot afford the slightest distortion of meaning. For an accurate translation, you have to focus on the (7) _____.

To this day, some legal terms do not have an (8) _____ translation in legal dictionaries. For example, the word “cross-claim” in some dictionaries is listed as “перекрестный иск”, while the correct translation is “встречный иск”.

3. Cliche

Cliches ensure the accuracy of the language of law, facilitate business communication, and contribute to the rapid and accurate (9) _____ of a document. The translator’s task is to establish that the cliches of the original language and the translation are equivalent, avoiding (10) _____ translation.

4. Emotional neutrality

The legal text does not contain an emotional component, its purpose is to state the facts briefly and without unnecessary (11) _____. Being neutral and impersonal allows you to concentrate on the presentation of facts.

5. Specific (12) _____

The legal language is characterized by completeness and uniformity of syntactic constructions. Lists of homogeneous terms and homogeneous subordinate clauses make legal texts difficult to read for a lay person, but it is necessary to exclude ambiguous interpretations.

Mistakes in legal translation may have far-reaching consequences.

4. Look at the subheadings and scan the QR to read a section from a text³⁷ about Characteristics of Legal Translation. Translate them into Russian. Why can this be difficult?



1. *What makes legal translation different?*

- *Legal knowledge is required*
- *Every country has different rules*
- *Layout is important*
- *Language use and 'legalese'*
- *Sensitive subjects*

2. *What skills do legal translators need?*

- *Be fluent in at least two different languages – and ideally translate into their native language*
- *Have knowledge of the legal systems of the many countries (wherever their languages are spoken)*
- *Have knowledge of the terminology used in law*
- *Be able to do urgent translations quickly*

5. Discuss the questions with your partner.

1. Can you give an example of a legal term or concept that is difficult to translate accurately into another language?

2. In your opinion, what skills and knowledge are necessary for someone to become a successful legal translator?

3. How does technology play a role in legal translation, and what tools are available to help translators with their work?

4. What ethical considerations should legal translators keep in mind when working on sensitive documents?

³⁷ What Are The Characteristics Of Legal Translation? // Espresso Translations : [website]. URL: <https://www.espressotranslations.com/what-are-the-characteristics-of-legal-translation/> (date of access: 09.01.2024).

INTERPRETATION CONFUSIONS IN POLITICS

1. Discuss the questions below.

- How often do you think confusions or misunderstandings arise in simultaneous and consecutive interpretation? Do you know about any popular cases of such confusions?

- What are some possible sources of such misinterpretations? Think of any specific lexical, grammatical or cultural challenges that interpreters might experience when simultaneously rendering political speeches from Russian to English or vice versa.

- What potential problems might occur due to misinterpretations in politics? What could be done to eliminate them?

- Do you agree with the following statements?

- *Any person who speaks the target language fluently can easily work as a simultaneous or consecutive interpreter.*

- *Politicians should waive the services of simultaneous or consecutive interpreters and speak foreign languages at meetings themselves.*

2. Read three stories³⁸ below about Nikita Khrushchev and famous interpretation confusions in politics. What is the source of misinterpretation in each story? Why do you think so many confusions are connected with the name of this politician?

- In 1956, during a diplomatic reception in Moscow, Soviet leader Nikita Khrushchev told Western Bloc ambassadors, “My vas pokhoronim!”. His interpreter rendered that into English as, “We will bury you!”. This statement sent shockwaves through the Western world, heightening the tension between

³⁸ See: How interpreters juggle two languages at once – Ewandro Magalhaes // TED-Ed. URL: <https://www.youtube.com/watch?v=cXNTArhA0Jg> (date of access: 09.01.2024); Who is ‘Kuzma’s mother’ and why did Khrushchev want to show her to the U.S.? // Russia Beyond : [website]. URL: <https://www.rbth.com/history/334584-khrushchev-kuzmas-mother> (date of access: 09.01.2024); Teaching your shrimp to whistle // Wolverton Mountain : [website]. URL: <https://www.wolverton-mountain.com/articles/Shrimp.htm> (date of access: 09.01.2024).

the Soviet Union and the US who were in the thick of the Cold War. Some believe this incident alone set East / West relations back a decade. As it turns out, Khrushchev's remark was translated a bit too literally. Given the context, his words should have been rendered as, "We will live to see you buried," meaning that Communism would outlast Capitalism, a less threatening comment.

● In 1959, U.S. vice president Nixon visited the USSR; his goal was to negotiate Khrushchev's forthcoming visit to the U.S. The Soviet leader invited Nixon to the U.S. Trade and Cultural Fair that was on show in Sokolniki Park. Walking around, Khrushchev and Nixon discussed the American kitchen and household appliances. Nixon was proud about the latest U.S. innovation – the dishwasher. Khrushchev and Nixon also discussed the conditions that people live in – private houses or apartment buildings. The Soviet leader for sure wanted to win this unspoken competition with the U.S. So, he suddenly said that we (meaning the Soviets) will "show you Kuzma's mother". It's hard to imagine a situation more complicated for an interpreter. How to translate it and not to cause an international scandal? According to one version, an interpreter translated it literally as "mother of Kuzma". Confused, Nixon (and the rest of the world) could only guess who this "woman" was. However, the interpreter, Yuri Lapanov, insists that he properly translated it to Nixon as "to show what's what".

● In the midst of the Cold War, Nikita Khrushchev stated firmly, "We wish to live in peace and tranquility. But if anyone believes that our smiles involve abandonment of the teachings of Marx, Engels and Lenin, he deceives himself poorly. Those who wait for that must wait until a shrimp learns to whistle". I was struck by the humor of his remark. Khrushchev could have said, "Those who wait ... must wait until hell freezes over" or "...when pigs fly". Why did he mention musical shrimp? Does anyone know for certain whether shrimp can't already whistle? Has anybody ever attempted to listen for a whistling shrimp?

3. As is clear from the previous exercise, one of the biggest sources of political mistranslations is various collocations and idiomatic language. Suggest a Russian or an English equivalent for the expressions below that seem to be common in the political field.

- | | |
|----------------------------------|-----------------------------|
| ● smoke and mirrors | ● вешать лапшу на уши |
| ● cross the aisle | ● водить за нос |
| ● spin doctor | ● закручивать гайки |
| ● throw your hat into the ring | ● рубить с плеча |
| ● horse-trading | ● расставлять точки над «и» |
| ● the ball is in someone's court | ● раздуть из мухи слона |
| ● to draw a line in the sand | ● плясать под дудку |



4. Scan the QR and watch five politicians' public speeches³⁹ accompanied by simultaneous / consecutive interpretation. Identify the difficulty for each case and evaluate how successfully the interpreter coped with it. Could they have dealt with these interpretation challenges in a better way? Might these difficulties have been foreseen and eliminated in the first place?

³⁹ See: Путин в Казани говорит по-татарски // Сардана Ордахова. URL: <https://www.youtube.com/watch?v=qggwZ-fG5vc> (дата обращения: 09.01.2024); Лавров попросил не переводить выступление главы МИД Британии // Городовой. URL: <https://www.youtube.com/watch?v=21ANil5EPee> (дата обращения: 09.01.2024); Theresa May referred to as 'Madam Brexit' by interpreter – video // The Guardian : [website]. URL: <https://www.theguardian.com/politics/video/2017/dec/22/theresa-may-referred-to-as-madam-brexit-by-translator-video> (date of access: 09.01.2024); Алексей Садыков и последовательный дипломатический перевод // Международный Ломоносовский Клуб. URL: <https://www.youtube.com/watch?v=inD3wnyqChA> (дата обращения: 09.01.2024); Obama: Putin Doing an “extraordinary” Job as P.M // Associated Press. URL: <https://www.youtube.com/watch?v=HKBYoJ2fJ5I> (date of access: 09.01.2024).

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