

READ

TRANSLATE

DISCUSS

(на материале английского языка)

Федеральное государственное бюджетное образовательное учреждение
высшего профессионального образования
«Удмуртский государственный университет»
факультет профессионального иностранного языка
кафедра лингвистики и межкультурной коммуникации

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Ижевск, 2012

УДК 811.111 (075)

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Read, Translate, Discuss (на материале английского языка)/ Е.В.Тарабаева. –
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Учебное пособие предназначено для студентов – лингвистов. Пособие может быть использовано как при поведении занятий по курсам «Практический курс перевода» (первый иностранный язык), «Практикум по культуре речевого общения», так и при самостоятельной работе студентов.

Цель пособия – формирование коммуникативной, лингвистической компетенций, необходимых для самостоятельной учебной, профессиональной и научной деятельности, через предоставление студентам возможности использовать аутентичный материал для решения лексических и грамматических проблем при переводе с английского языка на русский, для составления своего мнения по темам, затрагивающимся в текстах.

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Предисловие

Данное учебное пособие предназначено для студентов переводческих факультетов. Оно построено на принципах компетентностного подхода к подготовке профессиональных переводчиков, и может быть использовано как при поведении занятий по курсам «Практический курс перевода» (первый иностранный язык), «Практикум по культуре речевого общения», так и при самостоятельной работе студентов.

Пособие содержит ряд методических рекомендаций по выполнению предпереводного анализа текста, интерпретации переводческих решений для подготовки студентов к анализу иноязычного текста на государственном экзамене.

В пособии собраны аутентичные материалы из таких источников, как “The Weekly Telegraph”, “Hot English Magazine”, “The European” и других, что позволяет студентам опираться только на свои знания, использовать справочную, теоретическую литературу, различные словари, Интернет - источники при самостоятельной работе по переводу и анализу текста. Информацию из текстов студенты могут использовать для составления своего мнения, обсуждения тем, затрагивающихся в них.

Пособие состоит из текстов, предтекстовых, текстовых и послетекстовых заданий.

Примерная схема анализа текста

1. Общее описание исходного текста:

- Источник текста, место текста в структуре источника: является ли текст самостоятельным, самодостаточным, или нет? Как он связан с другими текстами источника и какое место он занимает в структуре источника. Характеристика самого источника (надёжность предоставляемой информации, идеология источника, степень пристрастности, и т.д.).
- Тематическая отнесённость текста (то есть *о чем этот текст*).
- Автор текста: кто является автором (авторами) текста и какие прагматические задачи перед ним(и) стоят? Информация об авторе текста (если она принципиально доступна), дополняющая вышеуказанную, и позволяющая сделать выводы о его взглядах и манере изложения.
- Предполагаемая аудитория текста (широта, социально-культурные и образовательные характеристики, цели прочтения текста, цель создания оригинала или коммуникативное назначение исходного текста).

2. Тип информации и её плотность: когнитивная, оперативная, эмоциональная, эстетическая, смешанная.

3. Прагматика текста:

- Основная задача текста (информировать, убедить, разубедить, побудить, заинтриговать, напугать, рассмешить...).
- Средства достижения прагматической цели: структурные, синтаксические, лексические, морфологические и фонологические и т.д.

4. Цель создания перевода:

- Форма публикации и возможное изменение оформления текста.
- Другая читательская аудитория (адресат), изменения, связанные с социально-культурными характеристиками новой аудитории, её предсказуемыми фоновыми знаниями.

5. Жанрово-стилистические характеристики текста:

- Текст как социально-значимое событие (меморандум, заявление, приказ, инструкция, автобиография, рассказ, доклад и т.п.).
- Способ подачи текста (устный, письменный и т.п.).
- Отношения между автором и адресатом: позиция автора по отношению к адресату, авторское намерение.

Переводчик обращает внимание на следующие особенности текста:

- Формальная структура текста (деление на главы, подглавы, разделы, подразделы, статьи, параграфы, пункты и т.п. Внутренние заголовки в тексте и их функции. Общая логика построения текста.
- Средства когезии и когерентности.
- Синтаксические особенности текста.
- Лексические особенности текста (включая термины, реалии, неологизмы и т.п.).
- Морфологические и фонологические (включая просодику) особенности текста.

6. Обзор переводческих стратегий и практических действий переводчика: обоснование переводческих решений в каждом конкретном случае.

Трудности перевода:

1. Общелексические (многозначные слова, термины, коннотированная лексика, образная и иная идиоматика, авторская образность, клише, стандартные обороты и т.д.).
2. Безэквивалентная лексика (имена собственные, названия, реалии, лексические лакуны в ПЯ, существенное расхождение в понятийном значении или в коннотациях между единицами ИЯ и ПЯ, авторские и общеязыковые неологизмы, новые термины, отсутствующие в ПЯ и т.д.).
3. Грамматические (отсутствие соответствующих структур в ПЯ или существенное расхождение в значении/ употреблении и т.д.).
4. Прагматические (актуальное членение предложения).

Методические рекомендации по анализу текста составлены на основе следующих источников:

1. Алексеева И.С. Профессиональный тренинг переводчика. С.-Пб.: Союз, 2004.
2. Алексеева И.С. Введение в переводоведение: учебное пособие для вузов/ И.С.Алексеева.-2-е изд., стер.-М., Спб.: Академия; Филол.фак.СПбГУ, 2006.-346 с.
3. Афонин С. Translation analysis: evaluation and editing. IFL, 2002.
4. Петрова О.В. Модель предпереводного анализа текста// Методические основы подготовки переводчиков: Нижегородский опыт. Монография. Н.Новгород, 2007- 166с.

EXERCISES AND TEXTS FOR TRANSLATION AND DISCUSSION

1. Read and translate the idioms.

Idioms

The sky's the limit – there is no upper limit

Out of the clear blue sky – suddenly; without warning

Go sky high – go very high

Walk on air – be very happy

By leaps and bounds – rapidly

Full of hot air – talking nonsense

Go fly a kite- go away and stop bothering me

Burst one's bubble – disillusion someone

Have one's head in the clouds – be unaware of what is going on

Up in the air – undecided; uncertain

Out of thin air – out of nowhere; out of nothing

Vanish into thin air – disappear without leaving a trace

On cloud nine – very happy

Reach for the sky – aspire to something; set one's goals high

Beyond one's reach – more than one can afford

Under a cloud of suspicion – be suspected of something

Go over like a lead balloon – not well received by others

As high as a kite – very happy

Breath of fresh air – new, fresh, and imaginative approach

Build castles in the air – daydream; make plans that never come true

2. Read and translate the text.

**AWAY
and
UP,
UP,**

On Monday, **out of the clear blue sky**, the local travel Agent telephoned Janice to tell her that she had won two tickets to the Albuquerque International Balloon Fiesta in New Mexico. Janice and John, her husband, had always wanted to go Ballooning at the festival, but they thought that such a trip was **beyond their reach**. She was **walking on air** when she telephoned John to tell him the good news. At first, John thought that Janice was joking and **full of hot air**. But when he realized that she was not **building castles in the air**, his annoyance **vanished into thin air**. As soon as John came home from work, Janice and John eagerly talked about the trip. Soon their plans grew **by leaps and bounds**. Janice's **head was in the clouds** all the time because she was anticipating the trip and her first balloon ride. Two weeks before the trip, Janice was rushed to the hospital. After examining her, the doctor **burst her bubble** when he said that she would need an operation. The doctor's decision **went over like a lead balloon**. Janice was devastated. Now their balloon vacation was **up in the air**. She knew that without the free tickets, the cost of the trip would **be sky high**. But Janice was lucky. The operation was not serious, and she begged the doctor to let her go on the trip. One week later, Janice and John took their dream trip. They **were on cloud nine** as their balloon rose into the blue sky. Janice smiled and thought: sometimes it pays to **reach for the sky**.

(English Teaching Forum, Vol. 37 Jul-Sep 1999)

3. Now see if you can create a story by analogy using some of these (or any other) idioms.

4. Read, translate and analyze the text.

**BUSINESS ENGLISH MARKETING
How To Be A Millionaire By The Time You're 40**

This is the first in a series of articles looking at the 4 Ps of marketing – product, price, promotion and place. This month, we're looking at a case study of a

particularly successful example of “marketing” and we’ll be telling you how you could be a millionaire by the time you’re 40. Mr Branson gives some top tips on how to make a killing.

Virgin

So you want to be rich, do you? Do you fancy driving around in a Ferrari, flying first class and staying in luxury hotels? In that case you’re going to need to be a millionaire. But what’s the best way of making a million by the time you’re 40? Well, one good idea is to take a look at someone who has been successful and see how they did it. In the UK there’s no better example than Richard Branson, the boss of the Virgin empire.

Vodka

Today Virgin is an enormous group of companies, all operating independently. The only unifying factor is Mr Branson’s enthusiasm and the Virgin brand. The group has operated magazines, music publishing, railways, cola, wedding dresses, vodka, financial services, airlines, perfume, mobile phones and much more – in fact there have been over 200 Virgin companies. Many analysts believe that this is taking brand-stretching too far, and that sooner or later Virgin will lose its identity in minds of customers. However, Mr Branson has always proved his critics wrong.

A Magazine

Mr Branson started his empire in his bedroom at the age of 17, back in 1968 – and he’s come a long way since then. It all began when Mr Branson spotted a niche in the market for a student magazine. Up until then, student magazines were all about schools and what was happening at school or university. Mr Branson realised that the students were interested in other things, apart from school life, and so he decided to launch a magazine that communicated with them, with articles about music and films. His mother lent him £ 4 (200 roubles) to help him start the magazine and that was it. Later, his headmaster said: “Congratulations, Branson. I predict that by the time you’re 40, you’ll either be a prisoner or a millionaire”.

Records

Soon, selling records became more lucrative than selling subscriptions to the magazine. Mr Branson decided to set up a shop, but he didn’t have any money to pay the rent. At the time, Mr Branson was still a teenager and no banks were going to give him credit. Most people would have given up at this point but not Mr Branson. He found an empty office above a shoe shop, and persuaded the owner of the shop to let him rent it for free. How did he do that? Well, he guaranteed the owner that so many people would visit Mr Branson’s new shop, that the owner would sell more shoes as a result and so make more profits than he would from the rent. And it worked!

A Name

Now he had a successful business based on selling an established product at a competitive price, but he still didn't have a name. There were many suggestions from the people who were helping him, but Mr Branson didn't like any of them. Then one of his collaborators suggested "Virgin", because, she said, 'we are complete virgins at business'. And the name stuck.

Bells

Mr Branson's second lucky break came shortly afterwards. Mr Branson started a record company, *Virgin Records*, and produced a record called *Tubular Bells* by the musician Mike Oldfield. The record sold 5 million copies and made both Mr Branson and Mr Oldfield very rich.

But Mr Branson didn't stop there. At the time, there was a new punk rock group called the *Sex Pistols*. None of the other record companies wanted to sign them, but Mr Branson took the risk and it paid off. Since then Virgin have been involved with some of the biggest names in music, including Phil Collins, The Rolling Stones, Simple Minds, Janet Jackson and many, many others. Eventually he sold the music business for more than \$ 1 billion.

Airplanes

Once the music business was generating revenue, he began branching out, and putting the Virgin brand on other products. In 1984 he started *Virgin Atlantic*, an airline that offered standard prices but better service than his rivals. Mr Branson was 34 at the time. At present, this is the most popular airline in the UK for business people. It sometimes seems that there's no product area that Mr Branson hasn't tried to brand with the Virgin name.

Balloons

He has also developed a taste for promoting himself. This has helped to make Mr Branson synonymous with the Virgin brand. Most of this is achieved through publicity stunts, which keep him on the TV continuously in the UK. Here are some of the more extravagant stunts that he's done:

- He was arrested by the police with the Sex Pistols
- He broke the record for the fastest crossing of the Atlantic by boat
- He tried to be the first person to go around the world in a balloon
- He drove a World War Two tank into Times Square in New York to publicise his cola
- He went to a press conference in a wedding dress
- And recently he did a "Full Monty" in a nightclub.

Could It Be You?

So what qualities does Mr Branson have that have enabled him to be so successful? A good education? All the right qualifications? A strong family to support him? Financial backing? Actually he was dyslexic and always did badly in IQ tests. He left school early and never went to university. And his parents separated when he

was young. Despite this background, by the time he was 40 he was a multi – millionaire, and now at 50, he’s a billionaire. What Mr Branson does have is drive, ambition, an eye for an opportunity, courage, determination, optimism and a natural ability to lead and motivate other people. Do you have what it takes to become a millionaire?

(*Hot English magazine. Russia pilot issue*)

5. See if there are any idioms in the text *How To Be A Millionaire By The Time You're 40*. Find their Russian equivalents them in the dictionary. Can you suggest your own translation?
6. Do you think that you can become a millionaire by the time you're 40?
7. Let's see how attentive you are.

FOLLOWING DIRECTIONS

THIS IS A TIMED TEST-YOU ONLY HAVE 3 MINUTES

1. Read all the statements carefully before you do anything.
2. Put your name in the top right hand corner of this paper (page).
3. Circle the word "Name" in sentence 2.
4. Draw five small squares in the upper left hand corner.
5. Put an "X" in each square.
6. Put a circle around each square.
7. Sign your name under the title of this paper (page).
8. After the title write "Yes, yes, yes".
9. Put a circle around the sentence under 7.
10. Put an "X" in the lower left hand corner of this paper (page).
11. Draw a triangle around the "X" you have just put down.
12. On the back of this paper multiply 6 by 12.
13. Draw a rectangle round the word "five" in sentence 4.
14. Loudly call out your first name when you get this far.
15. If you think you have followed directions carefully to this point call out “I have it”.
16. On the reverse side of this paper (page) add 400 and 600.
17. Put a circle around your answer.
18. In your normal voice count from 1 to 10 backwards.
19. Punch 3 holes in the top of this paper (page) with your pen.
20. If you're the first person to this point loudly call “I am the first person to this point and I am the leader in following directions”.

21. Underline the even numbers on the left of this paper (page).
22. Put a square around each written out number on this page.
23. Loudly call out "I am nearly finished and I have followed directions".
24. Now that you have finished reading everything carefully do only sentences 1 and 2.

8. If you're attentive, you can achieve great results in everything you do. Do you agree with this statement?

9. Read, translate and analyze the text.

Hate Male

MILTON SHULMAN

Watching the middle-aged Jimmy Connors defeat the middle-aged Martina Navratilova at Las Vegas last week, was not so much a tennis match as a fracas in the sex war.

The 14,000 audience was split along gender lines with each victorious shot being acclaimed as proof of either male superiority or female equality.

In the end, even though Connors was handicapped by having only one ball to serve and a 3ft wider court to receive in, he walked off with \$500,000 prize money by vindicating the obvious: that at the top level of tennis men are faster and more powerful than women. Feminists have only God to blame for this unfairness.

Resentment against male domination was voiced last week by newsreader Anna Ford, who complained that during the general election campaign no women at the BBC were given the job of doing serious interviews with top politicians.

"We might have put different questions from those of the middle-aged, middle-class, white, Anglo-Saxon, Protestant men," she said.

It is no good Anna Ford claiming that women might have different questions to ask.

Indeed, they might, but who, bar a tiny majority, would want to hear the answers?

The argument that women deserve equal representation in every form of social activity, regardless of ability to match their male equivalents, displays a wanton and perverse disregard for the natural differences between the sexes.

Historically, women as yet have been no match for men in creative, imaginative or cultural endeavour. Although for almost 100 years they have not been seriously debarred from such activities in Western societies their achievements have been well below the standard of genius reached by men.

Only in literature have they in some small measure touched the hemlines of greatness, but in the pantheon of masterpieces these are only minor works compared with the novels of Dickens, Dostoevsky, Tolstoy, Hemingway, or Joyce, to mention but a few of the most eminent.

Among the world's poets, no woman can be named confidently as ranking with the best. There has been no great woman composer. Nor a great woman philosopher.

Even in painting, where one might have expected evidence of equal creative ability, there is only a sprinkling of women to be found in the influential movements of Impressionism, Fauvism, Surrealism, Cubism and Abstract Expressionism.

But if they have made no great impact on the imaginative arts, there is mounting evidence that in the areas of administration, organisation, politics and finance they are efficiently filling the seats of power.

Mrs Thatcher and Golda Meir are positive proof of their ability to lead nations. In the boardrooms of industrial and investment companies their presence is growing. Who would have thought that a woman one day would head this country's Secret Service or that so many women would be editors and senior executives of national newspapers?

Instead of railing against the fact that women are inherently unequal in the arts, philosophy, probably science and certainly sport, the complainers should be savouring the likelihood that one day they will be ruling the world because men are by nature the dreamers and women the doers.

©Evening Standard/ Solo

10. Answer the questions. Discussion: the gender gap

1. Do you agree with the article's summary of male achievements and female limitations? Which points do you accept or reject?
2. How is one sex superior or inferior to the other?
3. Are men “dreamers” and women “doers”, as the writer believes?
4. Men are traditionally portrayed as the hunters and warriors (fighters) and women as the home-makers and child-carers. Does this mean that men are automatically more aggressive, with a greater capacity for violence? Are women automatically gentler and more supportive? Is this true for societies in a continent other than yours?
5. Do you think differences between men and women are caused by biology and nature, or also by society and social conditioning?
6. Would you rather have been born a member of the opposite sex? Why (not)?
7. In what way are the conventional, physical male-female stereotypes changing? Are these deep or superficial (not deep) changes? What are the limits, if any?
8. Do many married women go out to work in your country? What types of jobs do they do and want to do? Are there any (non-manual) jobs women can't do?
9. Can you think of any reasons why women have not achieved as much as men in creative fields?

(Lisa Gerard-Sharp. Ideas and Issues. England, 1994)

11. Read the statements and agree or disagree with them, add some other lines.

The man discovered WEAPONS and invented HUNTING,
 The woman discovered HUNTING and invented FURS.
 The man discovered COLOURS and invented PAINT,
 The woman discovered PAINT and invented MAKEUP.

The man discovered WORD and invented CONVERSATION,
 The woman discovered CONVERSATION and invented GOSSIP.
 The man discovered GAMBLING and invented CARDS,

The woman discovered CARDS and invented WITCHERY.

The man discovered AGRICULTURE and invented FOOD,
The woman discovered FOOD and invented DIET.
The man discovered FRIENDSHIP and invented LOVE,
The woman discovered LOVE and invented MARRIAGE.

The man discovered WOMEN and invented SEX,
The woman discovered SEX and invented HEADACHES.

12. Read, translate and discuss it with your friends.

A) WHY MEN ARE NEVER DEPRESSED:

Men Are Just Happier People. What do you expect from such simple creatures? Your last name stays put. The garage is all yours. Wedding plans take care of themselves. Chocolate is just another snack. You can be President. You can never be pregnant. You can wear a white T-shirt to a water park. You can wear NO shirt to a water park. Car mechanics tell you the truth. You never have to drive to another gas station restroom because this one is just too icky. You don't have to stop and think of which way to turn a nut on a bolt. Same work, more pay. Wrinkles add character. Wedding dress \$5000. Tux rental-\$ 100. People never stare at your chest when you're talking to them. New shoes don't cut, blister, or mangle your feet. One mood all the time.

Phone conversations are over in 30 seconds flat. You know stuff about tanks. A five-day vacation requires only one suitcase. You can open all your own jars. You get extra credit for the slightest act of thoughtfulness. If someone forgets to invite you, he or she can still be your friend.

Your underwear is \$8.95 for a three-pack. Three pairs of shoes are more than enough. You almost never have strap problems in public. You are unable to see wrinkles in your clothes. Everything on your face stays its original color. The same hairstyle lasts for years, maybe decades. You only have to shave your face and neck. You can play

with toys all your life. One wallet and one pair of shoes - one color for all seasons. You can wear shorts no matter how your legs look. You can "do" your nails with a pocket knife. You have freedom of choice concerning growing a mustache.

You can do Christmas shopping for 25 relatives on December 24 in 25 minutes. No wonder men are happier.

B) HUSBAND STORE:

A store that sells husbands has just opened in Ottawa where a woman may go to choose a husband from among many men. The store is comprised of 6 floors, and the men increase in positive attributes as the shopper ascends the flights.

There is, however, a catch. As you open the door to any floor you may choose a man from that floor, but if you go up a floor, you cannot go back down except to exit the building.

So a woman goes to the shopping centre to find a husband. On the first floor the sign on the door reads:

Floor 1 – These men have jobs.

The woman reads the sign and says to herself, “Well, that’s better than my last boyfriend, but I wonder what’s further up?” So up she goes.

The second floor sign reads:

Floor 2 – These men have jobs and love kids.

The woman remarks to herself, “That’s great, but I wonder what’s further up?” And up she goes again.

The third floor sign reads:

Floor 3 – These men have jobs, love kids and are extremely good looking.

“Hmmm, better” she says. “But I wonder what’s upstairs?”

The fourth floor sign reads:

Floor 4 – These men have jobs, love kids, are extremely good looking and help with the housework.

“Wow!” exclaims the woman, “very tempting. BUT, there must be more further up!” And again she heads up another flight.

The fifth floor sign reads:

Floor 5 – These men have jobs, love kids, are extremely good looking, help with the housework and have a strong romantic streak.

“Oh, mercy me! But just think...what must be awaiting me further on?” So up to the sixth floor she goes.

The sixth floor sign reads:

Floor 6 – You are visitor 3,456,789,012 to this floor. There are no men on this floor.

This floor exists solely as proof that women are impossible to please.

Thank you for shopping Husband Mart and have a nice day.

13. Read, translate and analyze the text. Are there many stylistic devices?

On Growing Old

There is no denying that most of us need admiration as we need sunshine, and that women depend upon beauty as a means of winning admiration to a greater extent than men do. But, every year, more and more avenues to admiration are opened to women, and there are trains of worshippers to be won in athletics, in the professions, in the arts and in public life. There is scarcely a way in which a man can feed his vanity that is not nowadays open to women too. For them, I fancy it is getting a better and better world to grow old in. [...]

All the same, I know little about the matter. I do not even know in what happiness consists. I know only that it does not consist in being young, and that though disease and the loss of faculties and the loss of friends bring misery, there is no absolute misery in being old. I confess I am not perfectly happy at forty-eight, but neither was I perfectly happy at eighteen. I should be glad to be eigh-

teen again, but that is not because it was in itself a happier age but because I should now have thirty years longer to live.

The chief objection to growing old, I think, is not that one grows old oneself, but that the world grows older; and it is not so much that the world grows older as that the world we once knew is in ruins. [...] New inventions have wrecked the world in which we had peace. Everywhere are noise and speed in place of the green quiet that we once knew. I do not like to speak ill of inventors, but they have invented the horse almost out of existence, and there are little seaside towns that once seemed a thousand miles away, so remote they were, where the smell of the sea is now drowned by the smell of the charabanc. Is it possible to name a single beautiful place that is more beautiful today than it was thirty years ago? [...] But we are faithful to the world of thirty years ago only in our imaginations, and there is scarcely a new invention - the motor-car, the gramophone, wireless - that we are loyal enough to abstain from using.

(Advanced Exercises in English for Foreign Students by J. O. Judd)

14. Do you think that you can live a long and happy life? What do you do to increase your life span?

15. Read and translate George Carlin's Views on Aging.

Do you realize that the only time in our lives when we like to get old is when we're kids? If you're less than 10 years old, you're so excited about aging that you think in fractions.

"How old are you?" "I'm four and a half!" You're never thirty-six and a half. You're four and a half, going on five! That's the key.

You get into your teens, now they can't hold you back. You jump to the next number, or even a few ahead.

"How old are you?" "I'm gonna be 16!" You could be 13, but hey, you're gonna be 16! And then the greatest day of your life . . . you become 21. Even the words sound like a ceremony . . . YOU BECOME 21. YESSSS!!!

But then you turn 30. Oooohh, what happened there? Makes you sound like bad milk! He TURNED; we had fractions to throw him out. There's no fun now, you're Just a sour-dumpling, What's wrong? What's changed?

You BECOME 21, you TURN 30, then you're PUSHING 40. Whoa! Put on the brakes, it's all slipping away. Before you know it, you REACH 50 and your dreams are gone.

But wait!!! You MAKE it to 60. You didn't think you would!

So you BECOME 21, TURN 30, PUSH 40, REACH 50 and MAKE it to 60. You've built up so much speed that you HIT 70! After that it's a day-by-day thing; you HIT Wednesday!

You get into your 80s and every day is a complete cycle; you HIT lunch; YOU TURN 4:30; you REACH bedtime. And it doesn't end there. Into the 90s, you start going backwards; "I Was JUST 92."

Then a strange thing happens. If you make it over 100, you become a little kid again. "I'm 100 and a half!"

May you all make it to a healthy 100 and a half!!

HOW TO STAY YOUNG:

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctors worry about them. That is why you pay "them".
2. Keep only cheerful friends. The grouches pull you down.
3. Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain idle. "An idle mind is the devil's workshop." And the devil's name is Alzheimer's.
4. Enjoy the simple things.
5. Laugh often, long and loud. Laugh until you gasp for breath.

6. The tears happen. Endure, grieve, and move on. The only person, who is with us our entire life, is ourselves. Be ALIVE while you are alive.
7. Surround yourself with what you love, whether it's family, pets, keepsakes, music, plants, hobbies, whatever. Your home is your refuge.
8. Cherish your health: If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.
- 9 Don't take guilt trips. Take a trip to the mall, even to the next county; to a foreign country but NOT to where the guilt is.
10. Tell the people you love that you love them, at every opportunity.

AND ALWAYS REMEMBER:

Life is not measured by the number of breaths we take, but by the moments that take our breath away.

We all need to live life to its fullest each day!!

16. Do want to live to be a hundred? (see *L.G. Alexander For and Against*)

17. Read, translate and analyze the text.

EUTHANASIA PROTESTER TO “STARVE HERSELF TO DEATH”

BY RICHARD SAVILL

A WOMAN who has campaigned for the legalisation of euthanasia has decided to starve herself to death because she can no longer cope with her debilitating heart and lung condition.

Kelly Taylor, 28, who stopped eating more than two weeks ago, said her life had become so restricted that she "could not make any contribution to society". Her condition, Eisenmenger Syndrome, means she is dependent on oxygen and cannot walk more than a few steps without collapsing.

She said she had chosen starvation because she believed it was a method of death that would not leave her husband Richard liable to prosecution for assisted suicide.

She had considered travelling to a country where euthanasia was legal, but said she was concerned her husband would be prosecuted when he returned to Britain.

She said: "My mind has been prepared for a long time. I do not want to continue with the life that I have got. It is so restricted. I do not contribute at all to society. That has been my biggest burden. I have never been able to work.

"I know I will never recover. My condition is slowly deteriorating. I considered going somewhere where euthanasia is legal and I could be given drugs to die but I know there will be legal implications for my husband. I could not let that happen."

Mrs Taylor's determination to take her life was reinforced during a holiday in Majorca when she was unable to join her husband and her parents in the sea.

"I couldn't bear to watch them," she said. "I so wanted to get into the water but I knew I couldn't. I realised how much my quality of life had deteriorated and I couldn't bear to continue."

In the days since she began her hunger protest, Mrs Taylor said she had lost a stone in weight.

"When I started starving myself I didn't feel any different. By the third day my stomach was growling. I now feel weaker and need to sleep more.

"Of course I have the fear of dying but fear of living a life of prolonged pain is much more frightening. I don't think of it as a hunger strike or suicide but more of giving nature a kick up the backside."

Mrs Taylor, from Bristol, was born with the rare degenerative condition and has needed a wheelchair; since she was a child. Those who have Eisenmenger Syndrome have a hole in the heart, which causes pressure in arteries in the lungs.

She was on a waiting list for a heart and lung transplant for nine years. But she has now been told the risks are too high. Mrs Taylor does not know how long she will live if she continues to refuse food.

Her 47-year-old husband, a former engraver, who married his wife eight years ago, said: "It is very hard for me.

"Kelly is a bright and gorgeous woman but it has all become too much. When she is really suffering from a lack of food it will be very difficult to watch, but I am 100 per cent with her on this."

He said he believed he would not be prosecuted. "I cannot force her to eat."

(The weekly Telegraph, Issue No. 733)

18. What is your attitude to euthanasia?

19. Read, translate and explain where and why you have employed particular transformations (concretization, generalization, semantic development, etc.)

Battle against smoking heats up in Europe

Sam King, Roman Rollnick

In the old days Hollywood stars seemed almost to live in an elegant swirl of cigarette smoke. Whether seductively offered or passionately stubbed out, the cigarette was as vital a part of films as the dialogue.

These days that attitude has changed beyond recognition. The anti-smoking lobby directs and cigarettes are reserved for the sad and the bad on modern-day TV.

The latest coup is the announcement that the British government intends to ban tobacco from one of its last bastions in the UK — sports sponsorship.

The cynical may suggest the move, greeted by many as a courageous stand for health over wealth, was actually a means of diverting attention from the simultaneous freeze of nurses' pay.

The anti-smoking lobby does not care. It believes this is one more significant step towards comprehensive European Union bans on cigarette advertising and smoking in public places.

Health Commissioner Pdraig Flynn has long signalled his desire for a tougher stance on tobacco's involvement in sport. "The existing definition of advertising is too loose," he said. "It allows tobacco firms to get away with scandalous behaviour."

So far, member states and neighbours have a patch-work of legislation and voluntary agreements regulating smoking practice. However, as tobacco manufacturers fall over themselves to point out, statistical evidence from various countries on the role played by restrictions on publicity and smoking is confusing.

All EU states prohibit advertising to a degree. In Sweden, Portugal and Finland this is all-encompassing, while in Spain and the UK only TV advertising is forbidden. In Italy, cigarette companies are not allowed to advertise tobacco on TV but they are permitted to promote other products. So when Italians see "Marlboro Man" riding across the landscape, he is not encouraging you to smoke, simply to pop into your travel agent and buy a Marlboro holiday to Marlboro Country.

Only Sweden and Finland have bans on sponsorship of sport events, but all states apart from Greece (the world leader in tobacco consumption) have restrictions of some kind.

While advertising is easy to monitor and regulate, the rules on where and when smokers can light up are more complex. In Italy, France, Austria and Poland the legislation is detailed lengthy, and in general ignored. Spaniards are frequently to be seen smoking in supermarkets although the law prohibits smoking where food is being prepared or handled.

France's anti-smoking lobby was seen as vaguely ridiculous when it took Lyon railway station to "court in January this year for allowing a smoker to light up on the forecourt.

Turkey introduced tough new laws last year but the presence of no-smoking signs in public buildings, on buses and trains, has yet to have any effect. Norway's laws are regularly flouted.

The Tobacco Manufacturer's Association has statistics it says there is no correlation between legislation and consumption. It cites Norway, Iceland, Finland and Italy as examples, claiming there was no significant decline in smokers when compared with like countries where no regulations had been introduced.

However, Dr Peter Anderson, a World Health Organisation expert on smoking in Europe, is convinced the message is getting through. "There is no doubt from the studies that the restrictions have had an impact, especially on young people," he said. "The most important step EU countries can take is a total ban on advertising and sponsorship."

In France cigarette consumption dropped by ten per cent following a 1991 law banning advertising. In Italy the number of smokers has fallen from 13 million in 1991 to 12 million last year.

But in the 50 countries of the WHO European region, two thirds have seen an increase in cigarette smoking between 1980 and 1995 - most of them in eastern Europe. In the EU there has been a decrease. However, the WHO has noted an increase in the number of 13-16 year-olds who smoke.

(The European, 22-28 May 1997, No.367)

20. Do you think that smoking should be banned?

21. Read, translate and explain where and why you have employed particular transformations (concretization, generalization, semantic development, etc.)

The Use of Leisure

By the way in which a man uses his leisure his character can be told - more surely, in all probability, than by the way he does his work. For most men, work is necessity in order to gain a living. Vast numbers of men have not even been able to choose what work they would do, but have been forced by economic necessity to take the first job that came their way. But in their leisure time, they do what they really want to do and their real selves are reflected in their actions.

Some people are completely passive during leisure hours. [...] If such people go out they go to some place of entertainment where no effort is required by them, a cinema or a dance-hall, and if the latter, they do not dance but simply sit and watch others dancing.

A different type of person hurries home from work full of eagerness to begin on some scheme which he has been planning for his leisure time. Perhaps his hobby is carpentry or model engineering or gardening; or [...] he might wish to write, or to study some subject in which he is interested. This is the creative type of character. For him, his leisure hours are full of promise and he can look back on them with satisfaction when he reviews what he has achieved in them. [...]

Leisure should be refreshment; it should send a man out with fresh spirits to battle with the problems of life. Sometimes this freshness comes not from doing anything, but by filling one's mind with fresh springs of beauty. Many a man gets full value from his leisure by contemplating nature, listening to music, or reading noble books. By this sort of occupation he may not have made anything that he can show, but he has none the less recreated his own source of inspiration and made his own mind a richer and fuller treasure house. This is the true use of leisure.

(Fifty Model Essays by Joice Miller)

22. How do you spend your leisure time? Do you agree that hobbies make our lives better?

23. Read, translate and analyze the text.

The secret few people guess

(Jenny Stevens writes about Brenda, one of two million adults with a secret life)

Brenda Linson never goes anywhere without an empty spectacles case. It is as vital to her as her purse. Yet, she doesn't wear glasses. The reason she can't do without it is because she can't read and she can't write. If ever she gets into any situation where she might be expected to do either of these things, she fishes around in her bag for the specs case, finds it's empty, and asks the person concerned to do the reading for her. Brenda is now in her late thirties. She's capable and articulate and until a few months ago hardly anybody knew she was illiterate. Her husband didn't know and her children didn't know. The children still don't.

She had any number of tactics for concealing her difficulty - for example, never lingering near a phone at work, in case she had to answer it and might be required to write something down. But, in fact, it is easier for illiterates to conceal the truth than the rest of us might imagine. Literacy is so much taken for granted that people simply don't spot the giveaway signs. . . .

It has never occurred to the children that their mother cannot read. She doesn't read them stories, but then their father doesn't either, so they find nothing surprising in the fact. Similarly they just accept that Dad is the one who writes the sick notes and reads the school reports. Now that the elder boy Tom is quite a proficient reader, Brenda can skillfully get him to read any notes brought home from school simply by asking, 'What's that all about, then?'

Brenda's husband never guessed the truth in 10 years of marriage. For one thing he insists on handling all domestic correspondence and bills himself. An importer of Persian carpets, he travels a great deal and so is not around so much

to spot the truth. While he's away Brenda copes with any situations by explaining that she can't do anything until she's discussed it with her husband.

Brenda was very successful in her job until recently. For the last five years she had worked as waitress at an exclusive private club, and had eventually been promoted to head waitress. She kept the thing a secret there too, and got over the practical difficulties somehow.

(The Observer)

24. Read, translate and analyze the text. Are there many stylistic devices?

Soap operas. Lasting appeal of a good story

Since the Fifties, when the first television soaps appeared, the British have taken the best of these dramas to heart.

FIFTEEN of the 40 most popular programmes on British television are soap operas. Their audience ratings always outstrip news and sports programmes. But soaps were invented long before every home had a television.

During the economic depression in the United States in the '30s, soap-powder manufacturers sponsored 15-minute radio serials with names like Ma Perkins and Just Plain Jane.

The manufacturers hoped the never-ending stories would be habit-forming and that housewives listening would add the soap products to their shopping lists. The stories were usually about women and concentrated on emotional dilemmas.

The format switched to television in the mid '50s, expanding in length to 25, then 60 minutes. The Guiding Light, which started on US radio in 1937, was the first to switch to television in 1952 and it is still running.

In Britain. Mrs Dale's Diary — about a country doctor's wife — started on radio in 1948 and ran until 1969. The equally rural Archers, which runs six days a week on Radio 4, was first broadcast in 1951.

The first British television soap was *The Groves* (1954-57). Britain's longest running and most popular television soap is *Coronation Street*, which started in 1960. There have been others along the way, including *Compact* (1962-65), *United* (1965-67), *the Newcomers* (1965-69), *Crossroads* (1964-88), *General Hospital* (1972-79) and *Eldorado* (1992-93).

There are differing views about what makes a soap opera but most people agree that it is a serial drama which runs for 52 weeks of the year with continuous storylines. In the US, soaps are always shown in the daytime. Programmes like *Dallas* (1978-91) and *Dynasty* (1981-89) and their spin-offs. *Knots Landing* and *The Colbys*, were known as prime-time serials because they went out during peak-time viewing (6.30 pm-10.30 pm).

In the US, soaps dominate television between 11am and 2pm every day. *The Young And The Restless* is the most famous, having run for 21 years on CBS. It is watched by nine million Americans every day and is followed in 24 other countries. In Britain, however, it is only seen by some 70,000 people on satellite television.

Phil Redmond, executive producer of the Channel 4 soap, *Brookside*, says it is only a matter of time before Britain starts to watch soaps more obsessively. "There is a new soap channel on Sky but it only shows four hours of soaps a day. I have been trying to get British TV companies to go to five-days-a-week. It's what people want: everything from cave paintings to Dickens shows that people love stories."

But Britain is already deeply captivated by soaps and some fans find the dividing line between fact and fiction blurred. A record 29 million people watched an episode of *Coronation Street* in which Alan Bradley — who had been beating his wife Rita — was run over by a tram. After he had been "killed off" Mark Eden, who played Alan, was hit over the head with an umbrella by a woman in a shop. Viewers have also been known to send wreaths to television companies after characters have "died".

Merchandising is part of the soap phenomenon. Apart from calendars, greetings cards, an annual and singles recorded by members of the cast. EastEnders's official merchandise includes knitting patterns, a board game, duvet covers and bedspreads. Unofficial items have included "a ring like Michelle's", offered for £4.50 by the Sun newspaper when Michelle Fowler was due to marry in 1986.

But British merchandising is small-scale compared to that spawned in the US. At Dynasty's height, 200 products were available, including 30 styles of lingerie, perfume and wallpaper.

Analysts of television viewing figures maintain that the success of given soap operas has less to do with their content than with the channel and time they are screened. Redmond agrees that dinner-time is a dream slot for a soap. "If Emmerdale was shown in the Coronation Street slot it would inherit Corrie's viewing figures. Just as the timing is important, so is the channel.

"When Brookside is on, it has 17 per cent of all the viewers watching TV. Channel 4 on average has 20 per cent of all viewers watching. That means Brookside is at its maximum reach within the channel that screens it."

William Phillips of the trade magazine Broadcast says that, by and large, the BBC and ITV acknowledge each other's soap operas are unbeatable so they don't screen them at the same time. "When Corrie is on, 70 per cent of all the people watching television in Britain are watching it. EastEnders hits 65 per cent." However, there was recently a one-off head-on "ratings war" when EastEnders began broadcasting three times a week: ITV screened an episode of Coronation Street against EastEnders on a Monday night and for a few weeks ITV tried to lure away viewers by showing blockbuster films. The whole exercise was carried out for publicity purposes.

As for audience figures, they have more to do with the time of year than the storyline. Britons watch more television in the winter and television companies capitalise on that fact.

Coronation Street's record of 29 million was set on December 8, 1969; EastEnders got 31.1 million viewers on Christmas Day 1986 when Angie and

Sharon walked out on Dirty Den; and Emmerdale's record of 18.6 million came on January 4 this year when a plane crashed on the village at the centre of the drama.

25. What equivalents did you give to the proper names, geographical names from "Soap operas. Lasting appeal of a good story". Explain your choice.

26. Read and discuss.

Generation gap

Trish and Jamie: truancy trouble

The son: Jamie is 16 and is studying for three A-levels at college. He and his parents live on a houseboat in Suffolk.

I didn't like school much. College is completely different - the teachers are not on your back all the time. But because I wasn't being pushed, it was really difficult getting myself organised or finding the get-up-and-go factor.

It was so easy, if I hadn't done a piece of work, to take a day or two off and then think one more wouldn't hurt. It ended with me bunking off for three weeks. Most of the time I spent with friends who were bunking off, too, but they were a bit more subtle and only took a day or two off at a time. It all seemed such a laugh and so easy.

I kind of knew I'd get caught, but it didn't seem heavy. Eventually, Trish rang the college about something and discovered that they hadn't seen me for ages. My parents came in with me for a big review meeting with the staff. Most of my teachers handled it well, but my form tutor (who's an ex-schoolteacher) was pretty heavy and I guess it's maybe that attitude that contribute to the problem in the first place.

Now I realise that I can't act like this because this is my chance and I've already nearly blown it. I'm being watched pretty carefully and I've now caught up with most of the work. I know they can't chuck me out without three warnings, but, equally, I realise I've got to keep to my side of the bargain and make some effort.

I think my parents dealt really well with it. Most parents would have blown up. Mine gave me a stern talking to and it was my Dad, who's normally really laid back, who came down hardest.

The stepmother: Trish Dent and her partner, Dick Collier, import and wholesale gift –ware from the Far East.

Jamie always found it difficult to fit in to the authoritarian structure of school, so college seemed a natural progression. We thought it would give him a chance to grow up and sort himself out. Just before Christmas he had a few days off, saying he didn't feel well. Then it seemed he was having trouble getting himself up and going to college and I'm aware that I started nagging him.

About halfway through the spring term, we found that he was staying at home day after day. He said he had assignments to do so didn't have to go in to college, but I was pretty sure he wasn't likely to have been excused from all his lectures.

We talked, and I also spoke to his personal tutor, who referred to a message he'd left on my answering machine. Needless to say, I hadn't ever got that. Jamie gets home before we do, checks the messages and no doubt does his own filtering. It seems we'd been invited to go in to college, but Jamie had told his tutor that his parents weren't interested!

We all met his tutor and had a long and difficult meeting. I don't know if Jamie realises how close he is to being asked to leave. He's very behind in his work. We hoped things would get better, but then he started missing days again and right at the end of term I found he hadn't handed in his course work. His excuse was he just hadn't felt like going to class, but I suspect he hadn't done the work.

I wish I'd tried to spend more time getting involved in his school work when he was younger. He's always been a bit clam-like, but I should have pushed harder. I know that I've got to try not to nag him and that's the hardest thing of all. Whatever he decides for his future, it's only him who can do it.

(The Independent)

27. Are there many phrasal verbs in the text from exercise 26? Can you find (suggest) the Russian equivalents for them?

28. Read, translate and analyze the text. Explain where and why you have employed particular transformations (concretization, generalization, semantic development, etc.)

Engineering

HOTEL DESIGN

Henry Petroski

Design is ubiquitous, for everything deliberately made and done is necessarily designed. Sometimes the design is quite overt, as when a painter composes a landscape according to received aesthetic principles, or a poet shapes a sonnet following a strict form. Other designs are less obviously or less explicitly thought about, as when a person adjusts water flow from a faucet to achieve the preferred temperature or when we walk along familiar streets to reach a destination. The word *design* has a plethora of denotations and connotations, and it is to this multiplicity of meanings that we owe at least in part the confusion and ambiguity that often accompanies the word's use. Even within the relatively narrow scope of the activity of professional designers, design means different things in different contexts.

Architects and engineers engage in design quite explicitly, and they typically do so with distinct objectives. Architects tend to focus on form over function, whereas engineers tend to do the opposite. To many an architect, the design of a building has firstly to do with how it looks—both inside and out—and how it fits in with nearby buildings. Architects are also expected to give considerable thought to how the building will be used, how people will move through it, how it will feel, although such considerations do not always seem to be foremost in their minds judging by results. Indeed, if architectural criticism is taken at face value, architects do seem to be principally concerned with the texture of a building's façade, the appearance of its public spaces, the furniture with which it is filled. Architects seem to pay close

attention to details, even down to the nature of the lighting fixtures and the hardware on doors and windows, but not always to how they will be operated or how they will fulfill their purpose. Nevertheless, such considerations collectively constitute architectural and interior design.

To engineers, design typically has less to do with aesthetics and appearance and more to do with fabrication and performance. Engineers tend to focus on the structure behind the facade. They worry about how the building will be built, how it will stand, whether it will sway too much in the wind, whether it will survive an earthquake, whether it will crack or leak. Engineers designing the structural frame of hotel buildings take into account the strength and stiffness of ballroom floors, where large crowds will gather and rhythmic dancing will occur. Engineers are expected to think about how a building will be heated and cooled, how air will circulate among its spaces, how energy efficient it will be. In the ideal world, the design efforts of architects and engineers complement each other, resulting in a building that is both a joy to look at and a pleasure to use. But all too often in practice, things do not mesh, and the users of the building pay the price.

In most buildings, the work of the architect masks, cloaks and hides the work of the engineer. Architectural criticism typically ignores the structure underlying the skin, and naturally focuses on what architects focus on. Engineering criticism is almost unheard of in public discussions of building design, although it does sometimes come to the fore when a building's structure or machinery is exposed, as it is in the John Hancock Center in Chicago or the Centre Georges Pompidou in Paris, or when buildings come undone, as in the case of collapse of the World Trade Center towers. As a rule, the engineering aspects of buildings do not receive nearly as much attention as do those of obviously engineered structures like observation towers and bridges, the case for the structural criticism of which has been made so effectively by David Billington of Princeton University.

Henry Petroski is the A. S. Vesic Professor of Civil Engineering and a professor of history at Duke University. He is also chairman of the History and Heritage Committee of the American Society of Civil Engineers. His latest book, Small Things

Considered: Why There Is No Perfect Design, *recently published by Alfred A. Knopf, deals with design in everyday life. Address: Box 90287, Duke University, Durham, NC 27708-0287*

(American Scientist, Volume 91)

29. Read, translate, discuss.

GOOD LOGOS RAISE COMPANY PROFILES

Logos using company name easier to recognize

By Rene De Boer

From the Greek logos, meaning word, a logo is – ideally- a symbol that we recognise immediately and associate with the organisation it represents. But it is rarely that simple. Shape and colour also play a role, as do letters or even the organisation's full name.

In any case, a logo should be easy for its target group to recognise. It should become familiar after being seen just a few times. A good logo balances simplicity with distinctiveness and can stand alone. It has to adorn a wide variety of surfaces; from the front of corporate headquarters to promotional brochures and the letterheads of countless memos. Recently, more and more logos have even taken on three-dimensional form.

“A logo makes your organisation stand out from the rest,” explains industrial designer Reyer Kras, owner of Aurelius Industrial Design in Amsterdam and part-time head curator at the Stedelijk Museum, Amsterdam's modern art museum. "It reveals the strengths and values you attribute to your company. An organisation that takes itself seriously will obviously not choose a frivolous logo."

Kras praises the effectiveness of temporary employment agency Randstad's logo - a stylised R, reflected over vertical and horizontal axes. Seen as a whole, it resembles a bird and gives a sense of dynamism and mobility appropriate to the agency's activities. "A temping agency actually has a very low profile, workers for other companies. Still, through the years Randstad has managed to build up a concrete image of its own. I admire that," says Kras.

A MAJOR ASSET

Like a successful brand name, a good logo is one of a company's major assets. It is often easier to protect than a brand name, especially a personal name to which no exclusive rights can be claimed. In addition, a logo is easier to recognise than a company name, especially internationally. The oil company Shell's distinctive shell logo is recognized everywhere, even in countries where the letters of the word "Shell" are unfamiliar. "On the other hand, the logos I like the best are often company names transformed into visually striking designs. KLM Royal Dutch Airlines has done this well, as has food producer Hero. At the international level, Coca-Cola springs to mind, which uses a wavy line in addition to the name. This creates a very effective logo, recognised the world over." [...]

THE INFLUENCE OF COLOUR

[...] Often entire industries agree on colours for their products. In the Dutch dairy aisle, blue stands for milk, red for buttermilk, and green for yoghurt. And elsewhere in the shop, bars of dark chocolate boast red wrappers and milk chocolate blue. Outside the Netherlands, Germany and Austria's national postal services are well known for their use of yellow. [...]

Of course, logos can be well-intentioned but unprofessional forays into the world of design. But as brand names and company images increase in importance, the value of a good logo is ever more widely recognised. After all, who doesn't want to stand out in the crowd?

(Holland Horizon)

30. Can you create a good logo for the department you study at?

31. Read, translate and analyse the text.

How plants survive an overdose of metal

David Thurman and Keith Hardwick

PLANTS need metals if they are to grow and develop properly. They need more of some metals than others. Metals such as potassium and calcium are required in relatively large amounts, and an excess of either does no harm. Other metals, such as copper and zinc, are essential for the activity of vital enzymes, but any more than a trace amount damages these enzymes irreversibly. Soils that contain high concentrations of such metals are usually extremely toxic.

Some plants can grow on these toxic soils: either they limit their uptake of the metal, or they have an internal mechanism that renders the metal harmless. Tolerant plants have high concentrations of metals in their tissues. Clearly, they must have evolved a way to protect their life processes. No one knows precisely how they do it, but physiologists have proposed a number of mechanisms.

Tolerant plants might have evolved specific mechanisms whose only function is to detoxify the metal; or they might have modified a normal metabolic pathway to deal with the metal. Some researchers suggest that enzymes in tolerant plants are modified so that they continue to function in the presence of high concentrations of metals. This would require such extensive changes to so many proteins that it seems unlikely, and most experiments to test the possibility have ruled it out.

Another suggestion is that once the metal gets inside a plant's cells, they produce compounds that bind to the metal in the cytoplasm. Once bound, the metal complex may stay in the cytoplasm or move to another part of the cell, preventing further contact with metabolic processes. In either case, the toxicity of the metal is greatly reduced.

Is there any evidence for either process? So far, evidence has been elusive. It is difficult to pinpoint the metals inside cells because they tend to move around when plant tissues are prepared for examination under the microscope. Indirect evidence, from measurements of the rates at which roots lose radioactive

zinc, suggests that zinc is concentrated in vacuoles in the root cells of zinc-tolerant grasses.

By combining electron microscopy and X-ray microprobe analysis (XRMA), we can map the concentration of elements in cells within a few minutes. With this technique we have shown that there are deposits of zinc inside the vacuoles of cells of these zinc-tolerant grasses. Although this tells us where the metal is, many questions remain. How does the metal travel from the cytoplasm to the vacuole? What is the metal bound to in the vacuole—and, for that matter, what is it bound to in the cytoplasm? Candidates for the binding role in the vacuole include organic acids and sugar phosphates; in the cytoplasm likely binders are metallothioneins and phytochelatins.

Metallothioneins (MTs) are proteins of low molecular weight containing a large proportion of cysteine. Since their identification in animal cells some 30 years ago, biochemists have suggested a number of roles for MTs in metabolism—including metal detoxification. MTs detoxify metal ions by binding them to cysteinyl residues. However, despite extensive searches, plant biochemists have never found MTs in flowering plants, though they are present in yeasts and some other fungi.

In Japan, Akira Murasugi and his colleagues discovered that a yeast grown in the presence of cadmium, another toxic metal, produced a small peptide which bound the cadmium. They called the peptide cadystin, which belongs to a family of molecules called phytochelatins. Like MTs, phytochelatins bind metals via cysteinyl residues. These peptides are related to glutathione, which probably plays a part in resistance to a range of environmental stresses in both animals and plants. We now know that higher plants grown with high concentrations of several toxic metals produce phytochelatins, and that the peptides protect plant cells from metal poisoning.

Erwin Grill, of the University of Munich, suggests that phytochelatins play the same role in plants that MTs play in animals. But if this were true, why do species with no tolerant strains produce phytochelatins? And why, when these

substances can bind a wide range of metals, are most tolerant plants able to withstand only one metal? Until we can answer these questions we must consider Grill's suggestion as conjecture.

Molecular biology may hold the key to the mechanisms of metal tolerance. Brian Tomsett and his colleagues at the University of Liverpool showed recently that copper-tolerant plants have genes that are turned on in the presence of high concentrations of copper. Tomsett's team is now trying to find out whether these genes code for enzymes involved in the production of phytochelatins or for other molecules involved in copper tolerance.

Daniel Lefebvre and his colleagues at Queen's University in Kingston, Ontario, have used techniques of genetic engineering to transfer the gene that codes for MT in the hamster to oilseed rape plants. The transgenic rape produces MT, and when the plant is subjected to high levels of cadmium, the MT reduces the concentration of the metal in its tissues. Because no one has detected MTs in naturally tolerant plants, it is difficult to evaluate this observation in terms of normal mechanisms of tolerance.

Clearly, we need to do much more research on the nature of the mechanism, rather than on the products of its activity, if we are to find out how it works. We also need more quantitative data to find out if the amount of metal-binding agent in a plant is sufficient to bind all the toxic metal that enters its cells. Eventually, we may be able to regulate tolerance and routinely introduce this ability into normally intolerant species. Such an ability has exciting implications in a world increasingly polluted with heavy metals.

David Thuman and **Keith Hardwick** are in the department of botany at the University of Liverpool.

(New Scientist, 10 March 1988)

32. What can you personally do to protect nature?

33. Read, translate and analyse the text.

I Forgive You, Mother Tells Racists Who Murdered Son

Reports by Nygel Bunyan

THE mother of Anthony Walker drew on her Christian faith to find forgiveness for the two thugs who murdered him with a mountaineering axe because he was black.

Gee Verona Walker, 49, who had endured every day of a harrowing two-week trial at Liverpool Crown Court, made her gesture as the judge ruled that the attack in a Merseyside park by Paul Taylor and Michael Barton had been racially motivated.

Mrs Walker, an evangelist and mother-of-six, had insisted on hearing every piece of evidence, even graphic pathology reports.

She appeared to buckle only once, fleetingly, when the 3ft axe, which had left a 7mm hole in Anthony's skull, was held aloft.

Outside the court, Mrs Walker, with her daughter Dominique, who had gone to school with Taylor, said: "Do I forgive them? At the point of death Jesus said 'I forgive them because they don't know what they did'.

"I've got to forgive them. I still forgive them. My family and I still stand by what we believe: forgiveness." She said that she had never been in doubt about the verdict.

"It's been real hard going, but I feel justice has been done."

She acknowledged that it would be difficult to move on in the aftermath of her son's death, but added: "We have no choice but to live on for Anthony. Each of us will take a piece of him and will carry on his life."

One of Anthony's cousins, David Okoro, described the teenager as "a wonderful young man who had everything to live for". He added: "Anthony was a devout Christian who posed no threat to these people. They chose to kill him because of the colour of his skin."

While the family hoped that Anthony's killers would at last show some remorse, they believed the two cousins were only part of the racist gang that attacked him.

"We must make it clear that this case is not closed. There are other people out there who were involved in Anthony's murder. We hope that they will be brought to justice soon."

The court heard how Anthony, a talented A-level student and basketball player, was ambushed in McGoldrick Park, Huyton, on July 29.

As he waited at a bus stop with his white girlfriend, Louise Thompson, and cousin, Marcus Binns, both 17, Barton subjected the boys to racist taunts.

The three started to walk to the next bus stop.

But Barton later told police he felt "humiliated" by the confrontation. He ran back to Taylor who suggested they pursue the trio in his car. Barton threw the 3ft axe - the product of an earlier burglary - on to the back seat.

When they sprang their ambush a few minutes later Louise and Marcus ran. Taylor struck the fatal blow as his victim lay on the ground. Thompson recalled how once in the park Anthony told her: "You're safe with me."

She had "just ran" when the killers sprang their ambush. "I just blanked everything while I was running and screaming. All I could hear was me screaming.

Such is the depth of Mrs Walker's grief that four months on from Anthony's murder she will regularly cook meals for her son. The evening meals lie untouched by any other member of the family on the dining table and are then thrown away.

The familiar family rituals - Anthony would do the washing-up on a Tuesday and mow the lawn on a Thursday - have ended.

"Someone has taken a piece of my heart," she said. "How do you mend a broken heart?" She misses going to church with him and the mother and son heart-to-hearts they had with Anthony perched on the end of her bed.

Speaking in her local church, she said: "I brought my children up in this church to love. I taught them to love, to respect themselves and to respect others. We don't just preach forgiveness, we practise it," she said.

"If he hadn't died in the attack I'm sure he would have forgiven the two of them."

Anthony had been a rising star in his community: a prospective lawyer, an England trialist at basketball, and a teenager intent on serving his God as simply and as loyally as he knew how.

Mrs Walker added that she has been overwhelmed by the outpourings of public grief over her son's murder. "Anthony wasn't perfect, but he was nearly perfect. He was such a brilliant role model. We will keep his memory alive."

(The weekly Telegraph, Issue No. 750)

34. Do you agree that violence can do nothing to diminish race prejudice? (see *L.G. Alexander For and Against*)

35. Read, translate and analyse the text.

Why rudeness is making life hell

Andrew Grimes

At the height of the cold war, the Daily Mirror covered its entire front page with a rebuke addressed directly to Nikita Khrushchev, the choleric, tantrum-throwing leader of the Soviet Union. In the largest type it could find, the newspaper roared: "If you'll excuse an old British expression, Mr K, don't be so bloody rude."

The same words should now, I feel, be addressed to the entire British population. They should shout at us from hoardings on busy roads, where motorists are actually getting out of their cars to kill each other, so unable are they to control their savage and manic rage, their determination to be first through the red traffic lights. They should be displayed outside and within all public buildings, on shop counters, on schoolyard gates, at bus and railway stations, above the bars of hotels and local drinking dens. Television stations should start every programme with the slogan: "Don't be so bloody rude." To this could be added, perhaps, the rider: "Rudeness makes life hell."

Most people of all classes have stopped saying please and thank you to each other. Children and adolescents stare at you in astonishment if you mention the omissions. They consider these simple, yet so essential words archaic and obsequious.

But the refusal to thank others for a service supplied or a favour done is the least damaging manifestation of coarse bloody-minded impoliteness. The way people disport themselves in public places is far more menacing, more detrimental to the national culture.

Shoppers queue at supermarket food counters in smelly jogging kits. Pot-bellied oafs in T-shirts guzzle from bottles in fashionable bars.

On trains, the behaviour of passengers is abominable. At one time, it was only oiks and tramps and Tory voters who plonked their muddy boots or shoes on the seating. Today executives in pinstripes, travelling first class, do it. Then there are the pop music fans. They are wearing head-sets, theoretically designed to confine the noise to their own stupid ears. But the wearers always turn up the volume to full blast to ensure that anyone within 20 yards can share the inane and maddening thump and clash from the drum section.

Britain has become, over the past two decades, a land of scowling, uncouth savages, elbowing one another in a social climate of selfishness, aggressiveness and perpetual unease. Can anything whatever be done about it? Dr Digby Anderson, director of a social services unit, is not too optimistic. But he has produced, as an effort to restore civilisation, a useful anthology of essays on the terrible effects of bad manners on British culture. The book is entitled, *Gentility Recalled: Mere Manners And The Making Of Social Order*.

He identifies as one of the causes of Britain's degeneration into barbarism the eagerness of men and women in positions of authority to ape the dress and demeanour and the language of unlettered jobs. The doctor and the headmaster should not comport themselves like the adolescent habitues of discotheques. They should exude authority and — yes, dammit — superiority.

Dr Anderson is, I fear, a Tory. His ideology leads him into attributing the gypsification of manners to the egalitarian agitations of left - wingers 20 years or so

ago. I myself would pin far more of the blame on the ruinous reign of the Thatcherites, on their philosophy of push and kick and shove, and to hell with anyone but oneself.

However, Anderson is not entirely wrong about the bad effects of egalitarianism. By far the most socially ruinous practitioners of egalitarianism are the feminists.

Feminists have no time for good manners. I would go further. They strive day and night to practise bad manners. I was trying to interview in a reception room at Salford University the other day Ann Oakley, the distinguished social scientist and feminist. Professor Oakley, attractive, attentive and friendly in spite of the terrifying, ball-crunching ideology that permeates her best-selling novel, *The Men's Room*, was doing her utmost to answer my critical questions patiently and politely, point by point. Unfortunately, every two minutes or so, we were interrupted by some woman, or a group of women, coming up to her to congratulate her on the lecture she had just given. These interuptresses, invariably clad in dingy jeans or baggy dungarees, must have seen from the red light twinkling on my tape-recorder that I was recording an interview. They affected not to notice either the machine or me, butting into our conversation without pause or apology. One of them was a female parson in unfetching tartan trews. Her scriptural Master has surely taught her better.

(Manchester Evening, Friday, May 31, 1996)

36. Are you always polite? Can you describe the situation in countries you've been to? Are people polite and friendly there?

37. Read, translate and analyse the text.

YOU'RE HIRED

Trump's tips for playing the career game – and winning

By Donald J. Tump with Meredith Mciver *From "Trump: How to get rich"*

I THINK IT'S FUNNY that the phrase so closely associated with me these days is my line from "The Apprentice"—*You're fired*. The truth is, although I've had to fire employees from time to time, I much prefer keeping loyal and hard-working people around. At The Trump Organization, which has some 20,000 members at this point, Helen Rakotz has worked for me since I first moved to Manhattan, and she still puts in long hours. She's in her 80s. There's also a wonderful woman in her 90s, Amy Luerssen, who worked for my father, Fred, and still reports to work every day. Unless your boss is a total sadist, he or she doesn't want to fire you or cause hardship to your family. If you think you're in danger of losing your job, take control of the situation and ask for a meeting. Tell your boss you want to make sure you're communicating and doing your job to everyone's satisfaction.

Of course, if your boss is a sadist— or just a lousy communicator—you've got a problem. In that case, fire your boss and get a better job. There's no sense trying to cope with a bad situation that will never improve.

I never try to dissuade people from quitting. If they don't want to be here, I don't want them here either. People see how it works at The Trump Organization, and if it doesn't suit them, they move on. An experienced receptionist once worked here for a grand total of six hours. She realized right away that the pace just wasn't right for her, and she told us so and left. I appreciated her quick thinking and her ability to make a decision. She'll have a successful career somewhere else.

More Advice You Shouldn't Ignore

Fine-Tune Your Timing. When it comes to your career, certain moves shouldn't be made without careful consideration of the old and very apt saying "Timing is everything."

Jason Greenblatt, a brilliant young lawyer who works for me, is terrific at everything he does, but one time, I swear, he must have been wearing a blindfold—and earplugs. I was having an especially tough, vicious, terrible day that seemed never-ending to me and everyone around me. It was a grand-slam rotten day.

Late in the afternoon, I heard a polite knock on my door. I yelled out, "What?" Nonchalantly Jason entered my office and proceeded to ask me for a raise.

I could not believe a lawyer as smart as Jason could make such a dumb move. I use his real name because Jason knows how much I like and respect him, despite this incredible faux pas. But I have to tell you, I was ready to kill him. Was he joking? It's amazing, but he wasn't. Did he get a raise? Not that day. He almost got fired for his stupidity. I told him that although he might be brilliant, his timing on certain things needed work—and that maybe he ought to pay more attention to what was going on around him.

Jason is still with me, and he gets lots of raises because he's great at what he does. But now he waits for sunny days and blue skies before approaching me. I told you he was smart.

The best way to ask for a raise is to wait for the right time. It indicates that you have a certain amount of discernment and appreciation for what your boss might be going through. If you knew your company was scheduled to give a major client presentation at 3 p.m., would you approach your boss at 2:45 to ask for a raise? Money, like comedy, is all about timing.

Toot Your Own Horn. I was originally going to call Trump Tower by another name—Tiffany Tower, for the famous jewelry store next door. I asked a friend, "Do you think it should be Trump Tower or Tiffany Tower?" He told me, "When you change your name to Tiffany, call it Tiffany Tower."

We've all seen the power of a brand name, especially quality brand names. Coco Chanel became world famous some 80 years ago by naming her perfume Chanel No. 5, and it's still going strong in a competitive market. Her fragrance, as well as her name, has become timeless. She proved the right ingredients can create a legend.

I've worked hard for decades to accomplish the same thing in my business. My buildings are among the finest in the world, and that's not just bragging. Last year, an article by *Chicago Tribune* columnist Mary Umberger attributed the sales

for Trump International Hotel and Tower in Chicago to "the Trump factor." She reported: "The sales velocity surprises even experienced real-estate players, who told me at the sales inaugural that they doubted Trump would gain enough momentum, because Chicago's luxury market was—and is—in a lull." And in an article by Herbert Muschamp, architecture critic for *The New York Times*, the Trump World Tower was described as "a handsome hunk of a glass tower." I was honored.

If you're devoting your life to creating something, and you believe in what you do, and what you do is excellent, then you'd better damn well tell people you think so. Subtlety and modesty are appropriate for nuns and therapists, but if you're in business, you'd better learn to speak up and announce your contributions to the world. Nobody else will.

Go With Your Gut. To be a success at anything, you have to trust yourself. You may have superb academic credentials, but without instincts you'll have a hard time reaching—and staying at—the top. This is one of those gray areas that remain an enigma even to those who have finely honed business instincts. There are inexplicable signs that can guide you to or away from certain deals and certain people.

For example, within a few seconds of meeting Mark Burnett, the creator of "The Apprentice," I knew he was 100 percent solid, both as a person and a professional, which is a remarkable accomplishment in the entertainment industry. On the other hand, I've met people I have an aversion to, and while I try not to be judgmental, I have reason by now to trust my instincts.

Keep Critics in Perspective. In any job, you'll be criticized at some point. While nobody wants criticism, there is a smart way to assess it. First, consider the source. Should this person's opinion matter to you? If it does, take a few minutes to consider if you can learn anything helpful from the criticism. Others can often see things that you've overlooked. Use their observations to your advantage if you can.

Second, remember that critics serve their purpose. "American Idol" judge Simon Cowell can be critical of the performers on the program, but he's fair and he's honest, and I don't think the show would work without him.

Third, understand everyone has an opinion. In most cases, it's not worth the paper it's written on. But if it is, and if it's in a paper people are buying and reading, then realize that if people didn't find you interesting enough, they wouldn't be taking the time to criticize you in the first place.

Practice Straight Talk. If you equivocate, it's an indication that you're unsure of yourself and what you're doing. It's also what politicians do all the time, and I find it inappropriate, insulting and condescending.

I try not to do it. Fortunately, I don't have to try too hard at this one, because I've been known to be on the blunt (and fast) side, which is good.

When I need to know something about my Atlantic City casinos and hotels, I can call Mark Brown, my CEO, and get a fast, informed answer. If I call Laura Cordovano at Trump Park Avenue and ask about sales, she'll give it to me exactly as it is. Allen Weisselberg, my CFO, will tell me what I need in 20 words or less. My senior counsel and "Apprentice" advisor, George Ross, can do it in 10 words or less.

Once I asked an executive with my organization to give me a synopsis of a new development we were considering. He'd been to the city in question, spent time there, done careful investigation. He described the pros and cons of the site in great detail. He must've talked for ten minutes straight. There seemed to be as many reasons to drop the project as there were reasons to jump in and get going.

I asked more questions, and we ended up exactly where we were before. This guy had a good track record, so finally I asked him to tell me what he really thought—in ten words or less. "It stinks," he said. He had eight words left, but he didn't need them.

All Ideas Are Welcome. If you're going to be bold enough to present an idea, make it as clear as possible and don't take it casually. Think of it as a presentation that could cost your company money if you were to lose the client. Your boss's time is important; you won't win points by wasting it.

Also, remember this: The boss has the big picture; you don't. If your idea doesn't meet with hurrahs, it could be that a similar idea is already in development, or your idea is not in step with plans that have already been made. This shouldn't discourage you, because your initiative will always be noticed.

I like people who don't give up. But being merely a pest is detrimental to everyone. Know when to ease up. Keep your eyes open for another idea and a more appropriate opportunity.

There was one former employee I liked a lot, but he reminded me of a jumping bean. He couldn't keep still for more than three seconds. Riding in the car with him became an ordeal, because being in an enclosed space seemed to warm him up even more. I finally learned to avoid him, and that's too bad, because he was a great guy. But enough is enough. Going on and on will cause people to tune you out— or wish that you would move to another state. Last I heard, the jumping bean was living in Montana. I only hope they have enough space there to contain him, and every time I hear about UFO sightings in Montana, I have to laugh. I know just who it is.

One more thing: No one ignores a terrific idea. If your boss says no to an idea of yours, it might not be the right terrific idea for the company you're with. Maybe you're meant to go off on your own as an entrepreneur. Let that be an indication to you. It could be the beginning of your career, rather than the end of it.

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(Reader's Digest, August 2004)

38. Are there many idioms in the text "You're hired"? How did you translate them? Explain where and why you have employed particular transformations (concretization, generalization, semantic development, etc.).

39. Have you ever been interviewed for a job? Were you hired? What would you advise to the applicants seeking for a job?

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Read, Translate, Discuss

(на материале английского языка)

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