**Примерные оценочные материалы, применяемые при проведении**

**Текущего контроля по дисциплине (модулю)**

**«Письменный перевод первого иностранного языка»**

**При проведении текущего контроля обучающемуся предлагается дать письменный перевод предложений.**

**Примерный перечень предложений для текущего контроля**

**Семестр 7**

**Вариант 1**

**Translate into Russian:**

1. A **handsome**, bilingual secretary who types efficiently can always get a good job.
2. He managed to make a **handsome** profit out of the deal.
3. If a student **doodles** in class, he is bored.
4. If you feel angry, **embrace** it.
5. This is due to the disappointing **performance** of the bond market.
6. Thanks to your energy and **commitment**, the fundraiser was a great success.
7. Billboard companies say they will **challenge** the new law in court.
8. She committed herself to the work of God.
9. At the dance, she mixed a vintage Galanos dress with edgy Christian Laboutin heels.
10. Working all day with such snarky jerks is exhausting.

**Translate into English:**

1. Слово не воробей, вылетит – не поймаешь.
2. На всякого мудреца довольно простоты.
3. Не буди лихо, пока оно тихо.
4. Нет худа без добра.
5. Сейчас весьма благоприятный момент, чтобы рассказать ей правду.
6. Не случайно, что при обсуждении этого вопроса все выступающие подчеркивали необходимость перейти к практическим мерам.
7. Ни для кого не секрет, что она его любовница.
8. Нечего греха таить. Это я виноват.
9. Подопечная территория Сомали, находившаяся под управлением Италии, стала независимым государством 1 июля 1960 года.
10. В проекте резолюции содержится призыв созвать заседание Совета безопасности ООН для рассмотрения создавшегося положения на захваченных Израилем арабских землях.

**Вариант 2**

**Translate into Russian:**

1. Boyette had grown weary of the constant small talk and incessant **ass kissing** of aides, and he preferred to drive by himself whenever possible.
2. My parents would have about two **haemorrhages** apiece if I told anything pretty personal about them. (J. Salinger, The Catcher in the Rye)
3. Corporations have also lost the **stomach** for hard-hitting reports.
4. It is also true that, at heart, he did not have the **spine** for leadership.
5. His belligerent manners caused him to lose his friends one by one.
6. The disagreement between Slavophiles and Westerners is predetermined by the very position of Russia.
7. A national inspection of schools by Rospotrebnadzor, the Directorate for Consumer Rights and Health Protection, has found that in 2012-2013 academic year, 223 Russian schools have gravely breached legislative provisions.
8. In Russia problems of the disabled have never been seriously handled.
9. He was always bullied at school; older children harass him asking for money.
10. A meeting between the Attorney-General and the Russian Interior Minister was held yesterday.

**Translate into English:**

1. В этом романе правда и вымысел тесно переплетены.
2. Если бы министерство промышленности и торговли захотело наказать всех бизнесменов, утаивающих информацию о своих доходах, от Сити осталось бы одно название.
3. Большой товар в Кабуле всегда был парадоксальным явлением. Даже в тяжелые времена правления талибов, когда город лежал в руинах, там было полно товаров и покупателей.
4. Благодаря вашей энергии и упорству кампания по сбору средств прошла чрезвычайно успешно.
5. Советник заявил, что Соединенные штаты будут всячески содействовать экономическому развитию африканских стран.
6. Правительство страны надеется получить финансовую помощь в размере 25 миллионов долларов.
7. Очень многие мелкие предприятия закрываются, не проработав и года.
8. Если брак окажется неудачным, Вам, возможно, будет сложно все начать с нуля.
9. Судья приговорил его к шести месяцам тюремного заключения.
10. У этого телефона есть функция, позволяющая оставить сообщение адресату с просьбой перезвонить.

**Примерные оценочные материалы, применяемые при проведении**

**Промежуточной аттестации по дисциплине (модулю)**

**«Письменный перевод первого иностранного языка»**

**При проведении промежуточной аттестации обучающемуся предлагается выполнить письменный перевод текста и ответить на вопрос из нижепреведенного списка.**

**Семестр 7**

**Текст № 1**

Switzerland is one of the few countries in the world that guarantees, by law, the secrecy of its bank accounts. As long as the client of a Swiss bank has not done anything that is considered illegal in Switzerland, the bank will not reveal the client's identity to anyone.

During World War II, for example, many families from war-torn Germany, Italy, and France were able to keep their savings secure by putting them in Swiss banks. Many Europeans still consider having a bank account in Zurich, Basel, Lugano, or Geneva to be a sign of finan­cial security.

Opening a legal, numbered Swiss bank account is still relatively easy to do, usually involving nothing more than going to Switzerland, filling out a few forms, and making a deposit. Swiss bankers are known to be dependable, trustworthy, and, above all, discreet. These qualities have made Switzerland one of the world's banking centers. But they have also made Switzerland a center for money laundering.

Swiss bank accounts are useful for money-laundering schemes be­cause once money passes through a respectable Swiss bank, it is accepted anywhere in the world. When several Swiss banks were found to be facil­itating the activities of international drag traffickers in the 1980s, the Swiss authorities finally decided to break open several secret accounts that were linked to illegal activities abroad.

Most people holding Swiss bank accounts, however, do not use them to launder illegally earned money. They merely want their legally earned funds to be safe and free from government control and taxes at home. Swiss bankers do not reveal the accounts of clients accused of avoiding taxes in their home country, since tax evasion is not considered to be "illegal" in Switzerland: it is only a civil, not a criminal offense.

**Текст № 2**

The capital of a business consists of the funds used to start and run the business. The funds may be either the *owner's* (equity capital) or *creditor's* (debt capital) **Equity capital** consists of those funds provided to the business by the owner(s). These funds come from the personal savings of the owner. **Debt capital** consists of borrowed funds that the business owner owes to the lender. With debt capital the entrepreneur doesn't have to share ownership, but has a *legal obligation* to repay the borrowed money (principal) plus interest at a future data even if the busi­ness does not make profit.

Capital is also classified, depending on it use, as fixed or working. **Fixed capital** refers to items bought once and used for a long period of time. These items include *real estate, fixtures, equipment.* With a grocery, for example, the real estate consists of the store itself and the land on which it is built. The fixtures include such objective as counters, refriger­ators, shelves. Equipment covers such articles as cutting machines, knives, scales. **Working capital** refers to the funds used to keep a business working or operating. It pays for merchandise, *inventory* and *operating expenses* such as *rent, utilities* (light and heat), *taxes, wages.* Cash on hand and accounts receivable are also considered working capital. There­fore, working capital is cash, or anything that can easily and quickly be turned into cash.

Equity financing (obtaining owner funds) can be exemplified by the sale of **corporate stock.** In this type of transaction, the corporation sells units of ownership known as shares of **stock.** Each share entitles pur­chaser to a certain amount of ownership. For example, if someone buys 100 shares of stock from Ford Motor Company, that person has pur­chased 100 shares worth of Ford resources, material, plants, production and profits. The person who purchases shares of stock is known as **a stockholder** or **shareholder.**

**Текст № 3**

Direct-mail advertising often attempts to personalize the message by inserting the receiver's name one or more times in the letter. But direct mail is still nonpersonal; a computer inserted the name. And the signature on the direct-mail advertisement is produced electronically.

Most advertising *is**paid for* by sponsors. General Motors, Kmart, Coca-Cola, and the local supermarket pay money to the media to carry the advertisements we read, hear, and see. But some ads are not paid for by their sponsors. The American Red Cross, United Way, and the American Cancer Society are only three of hundreds of organizations whose mes­sages are customarily presented by the media at no charge as a public service.

Most advertising is intended to *be persuasive* — to win converts to a good, service, or idea. A company usually sponsors advertising to convince people its product will benefit them. Some ads, though, such as legal announcements, are intended merely to inform, not to persuade.

In addition to promoting tangible **goods** such as suits, soap, and soft drinks, advertising also helps sell the intangible **services** of bankers, beauticians, and bike repair shops. And increasingly, advertising is used to sell a wide variety of **ideas** – economic, political, religious, and social. It’s important to note here that, for the sake of simplicity, in this text the term **product** refers to both goods and services.

For a message to be considered an advertisement, the sponsor must be *identified.* This seems obvious. Naturally, the sponsor usually wants to be identified – or else why pay to advertise? But a distinguishing characteristic between advertising and *public relations* is that certain public relations activities like *publicity* are normally not openly sponsored.

Advertising reaches us through various channels of communication referred to as the **media**. In addition to the traditional mass media – radio, television, newspapers, magazines, and billboards – advertising also uses direct mail, shopping carts, and videocassettes.

**Текст № 4**

Many companies find themselves with little room for growth in their domestic market. Competition may increase and leave a smaller portion of the pie to enjoy, or demand may shift to a newer, better product. The economic environment in the home country may be undesirable because of higher taxes or a recession. It would seem logical to turn to other markets in any of these cases. So foreign markets may offer an opportunity for growth. A product that is mature and facing dwindling sales at home may be new and exciting in other countries.

Among the conditions that influence the success of international marketing are economic, political, legal and cultural ones.

**Economic conditions.** There are several important rules to international marketing in light of a country's economic conditions: the product must fit the needs of the country's consumers and the product must be sold where there is the income to buy it and effective means of distributing, using, and servicing it. Five aspects of these considerations are (1) the country's stage of economic development, (2) multination trade groups, (3) the country's economic infrastructure, (4) consumer income, and (5) currency exchange rates.

There are over 200 countries in the world today, each of which is at a slightly different point interms of its stage of economic development. However, they can be classified into two major groupings that will help the international marketer better understand their needs:

* *Developed* countries have somewhat mixed economies. Private enterprise dominates, although they have substantial public sectors as well.
* *Developing* countries are in the process of moving from an agricultural to an industrial economy. There are two subgroups within the developing category: (1) those that have already made the move and (2) those that remain locked in the preindustrial economy.

**Текст № 5**

A brand is a name given by a business to one or more of its products. Branding gives products an identity that distinguishes them from similar products produced by rival firms. It helps to generate brand loyalty, encouraging customers to regularly purchase particular products. The demand for a product with strong brand loyalty tends to become less price sensitive, meaning that price can be increased without losing much demand. Selecting a brand name is therefore a very important part of a firm's marketing strategy.

Organizations can use a number of different approaches to branding:

* **Individual** or **multiple branding,** where business uses a range of brand names for a variety of products. For example, Procter & Gamble relies on this branding policy for its range of fragrances, including Hugo Boss, Old Spice and Giorgio Beverley Hills. Such branding allows the firm to develop brands for particular market segments.
* **Corporate** or **overall family branding,** where all the firm'sproducts are branded with the same name. Virgin, Kraft, Heinz, Microsoft and Ford employ this approach. This type of branding means that the promotion of one item will promote other products within the family. It can increase consumer confidence in the entire range, so increasing sales and profits.
* **A mixture of corporate and individual branding,** where products are given individual brand names but the corporate brand name is also prominent, e.g. Nestle and Walls.

A brand name should be snappy, easy to remember, unique and convey appropriate images or values. In addition, popular brands are often supported by advertising catch phrases, such as "A Mars a day helps you work, rest and play".

Most organizations employ specialist identity and naming consultants to handle this creative process. The name is the first and greatest expression of the brand. It is vital you get it right and they carry out extensive consumer research. For a food launch they might ask for a description of the product, and get people to be wishful and say what they would like it to do for them. Once they have a shortlist they go through the linguistic, cultural and legal trademark checking stages.

**Текст № 6**

Itis impossible to speak about marketingwithout understanding what "needs and wants" mean. So let's begin with the definition of needs and wants. A needoccurs when a person feels physiologically deprived of basic necessities like food, clothing, and shelter. A wantis a felt need that is shaped by a person's knowledge, culture, and personality. So if you feel hungry, you have developed a basic need and desire to eat something. Let's say you then want to eat an apple or a candy bar because, based on your past experience and personality, you know these will satisfy your hunger need. Effective marketing, in the form of creating an awareness of good product at convenient locations, can clearly shape a person's wants.

The American Marketing Association, representing marketing professionals in the United States and Canada, states that "marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."Many people incorrectly believe that marketing is the same thing as advertising or personal selling. This definition shows marketing to be a far broader activity. Further, this definition stresses the importance of beneficial exchanges that satisfy the objectives of both those who buy and those who sell ideas, goods, and services—whether they be individuals or organizations.

To serve both buyers and sellers, marketing seeks (1) to discover the needsand wantsof*prospective customers* and (2) to satisfy them. Theseprospectivecustomers include both individuals buying for themselves and their households and organizations that buy for their own use (such as manufacturers) or for *resale* (such as wholesalers and retailers.Thekey to achieving these two objectives is the idea of exchange, which is the trade of things of value between buyer and sellerso thateach is better off after the trade.

Formarketing to occur, at least four factors are required: (1) two or moreparties (individuals or organizations) with unsatisfied needs, (2) desire and ability ontheir part to be satisfied, (3) a way for the parties to communicate,and (4) something to exchange.

**Вопросы к устному ответу для зачёта**

1. Лексические трансформации: генерализация.
2. Лексические трансформации: конкретизация.
3. Лексические трансформации: смысловая модуляция.
4. Перевод интернациональной и псевдоинтернациональной лексики
5. Ложные друзья переводчика
6. Перевод фразеологизмов
7. Перевод неологизмов
8. Грамматические трансформации: перестановки
9. Грамматические трансформации: добавления
10. Грамматические трансформации: опущения
11. Замена частей речи при переводе
12. Передача модальных глаголов
13. Передача инфинитива и инфинитивных конструкций
14. Перевод метафоры
15. Перевод имен собственных
16. Перевод реалий