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Е. В. Ефремов

СОВРЕМЕННЫЕ ТЕХНОЛОГИИ ПЕРЕВОДА

ПОСОБИЕ

**для слушателей специальности
переподготовки 1-21 06 74 «Современный
иностранный язык (английский)»
вечерней формы обучения**

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Введение

Перевод – это преобразование сообщения на исходном языке в сообщение на языке перевода. Данная дефиниция конкретно описывает суть перевода как явления межъязыковой коммуникации, однако под ней есть ряд моментов, которые требуют отдельного пояснения. Имея дело с двумя языками, основной задачей является адекватность и точность перевода. Однако, это не возможно в силу того, что языки имеют под собой различия как в грамматическом составе, количестве слов в предложении, так и культурологических различиях, что уже значительно влияет на способ и результат перевода. Если можно обзавестись сопоставительными словарями, то культурные аспекты переводчику приходится постигать самостоятельно. Предполагается, что переводчик в той или иной степени владеет культурами переводимого и исходного языка, что позволяет ему наиболее адекватно осуществить перевод. Тем не менее, переводчик зачастую полагается на приблизительную оценку и многие моменты конвертирует элементы исходного текста в сопоставительно-культурном плане. Это вполне осуществимо при наличии сопоставимых ценностей, общих и универсальных понятий. Но проблемы создают компоненты стилистические, эмоциональные и оценочные, так как имеют различную интенцию в разных национально-культурных традициях. Переводчик сталкивается как с отдельными непереводаемыми элементами, так и с целым исходным текстом, где сложность варьируется в зависимости от направленности перевода.

Работая с единицами текста, переводчик может столкнуться с совершенно иной окраской при дословном переводе. Некоторые аспекты могут зависеть как от культурных аспектов, так и временных отрезков. Перевод слова «*Товарищ*» закономерно будет переводиться как «*Comrade*», однако в зависимости от ситуации лексическое значение слова будет варьироваться. Если воспринимать термин «*Товарищ*» в контексте человека близкого по виду деятельности или общности взгляда, то смысловая лексическое значение не претерпевает особого значения. Но для этого понятия есть более подходящее «*Companion*». Если воспринимать слово «*Товарищ*» в временном отрезке советского общества, то «*Comrade*» является более естественным вариантом. Однако, учитывая, что термин перешел уже в некую стадию историзма на постсоветском пространстве, обращение «*Товарищ*» несет под собой зачастую оттенок иронии и применяется с негативной окраской.

Таким образом, переводчик имеет пространство для маневра, выбирая более адекватное соответствие, которое допустимо по ситуации.

Разрешение подобных проблем достигается при помощи коммуникативно-посреднической деятельности переводчика, использованию всевозможных справочников и благодаря личному культурному опыту переводчика. Адекватность передачи смысловой составляющей в большей мере зависит от того, насколько правильно переводчик применяет соответствующую технологию перевода и определяет ее единицы.

Исходя из этого, перевод как рассматриваемый акт межкультурной коммуникации представляет собой не просто набором манипуляции текста оригинала, не заменой текста другим, а полным и критическим осмыслением информации оригинального текста, подразумевающую поиск решения переводческих проблем, причиной которой являются лексические и грамматические языковой и культурной эссенции. Переводчик, основываясь на анализе и синтезе, умении выделять необходимое в тексте, делать выводы и давать собственную оценку, добивается максимально адекватного переноса текстовой информации на переводимый язык. Существенные культурные и языковые различия позволяют увидеть, в каких случаях выбор языкового выражения определяется не столько объективными свойствами обозначаемой ими внеязыковой действительности, сколько рамками внутриязыковой конвенции.

Таким образом, данное учебное пособие ориентировано на слушателей, изучающих английский язык на основе повышения квалификации и овладевающих специальностью переводчика.

Однако основные переводческие приемы, отрабатываемые на материале данной тематики, являются обязательным этапом и в овладении мастерством художественного перевода и перевода технических текстов.

Овладение основными переводческими приемами поможет избежать типичной для начального этапа обучения переводу ошибки — буквального перевода

Практический материал пособия включает дополнительные тексты для перевода в конце каждой части и предназначен не только для отработки конкретных переводческих умений и навыков, но и для углубления и расширения культурологических и страноведческих знаний. Отобранные в качестве практического материала отрывки из ведущих англоязычных газет, журналов и учебников стимулируют раз-

вение у слушателей умения пользоваться словарями и справочниками. Тексты содержат переводческие трудности различного характера и могут использоваться как для аудиторной работы, когда поиск наиболее адекватных переводческих решений осуществляется при помощи преподавателя, так и для самостоятельной работы.

Глава 1. Технология перевода: выработка стратегии

Стратегия перевода – это программа осуществления переводческой деятельности, формирующаяся на основе общего подхода переводчика к выполнению перевода в условиях определенной коммуникативной ситуации двуязычной коммуникации, определяемая специфическими особенностями данной ситуации и целью перевода и, в свою очередь, определяющая характер профессионального поведения переводчика в рамках данной коммуникативной ситуации. Исходя из самого определения слова «Стратегия», можно вывести основные составляющие, которые применимы в том числе и в переводческой деятельности:

- ориентирование в ситуации;
- формулирование цели;
- прогнозирование;
- планирование.

Определенная стратегия переводчика и технические приемы, используемые им в процессе перевода, во многом зависят от соотношения иностранного языка и переводимого языка, и вида решаемой переводческой задачи. Выбор "эффективной" стратегии перевода обусловлен как объективными, так и субъективными факторами. К числу первых относятся тип текста и тип коммуникации. Второй вид факторов включает профессиональную компетенцию переводчика, подразумевающую помимо владения иностранным языком умение интерпретировать и понимать исходный текст.

Любое переводческое действие и процесс перевода в целом имеет трехфазовую структуру, свойственную интеллектуальному акту: фазу ориентирования и выработки плана деятельности или действия, фазу реализации выработанного плана и фазу сопоставления результата с намеченной целью. В продукте переводческой деятельности – тексте перевода – опредмечиваются и деятельность адресата, и деятельность переводчика.

Различают два плана переводческих стратегий – макростратегию (способы решения ряда переводческих задач) и микростратегии (спо-

события решения одной задачи). В целях научного описания ученые выделяют лишь базовые элементы в структуре перевода. Наиболее простая схема стратегий включает понимание и переводческие трансформации, более развернутая модель содержит:

- подготовительный этап (предпереводческий анализ);
- перевыражение, или вариативный поиск средств перевода, направленный на воссоздание инварианта содержания в переводе;
- анализ результатов перевода (постпереводческий анализ).

В действительности стратегия перевода может включать множество этапов или, напротив, состоять только из этапа переводческих трансформаций. На каждом этапе перевода, в свою очередь, действуют более частные переводческие стратегии (уяснение жанровости и стилистической принадлежности текста, вероятностное прогнозирование, стратегия проб и ошибок, стратегия передачи временной дистанции, стратегия компенсирующих модификаций и т.д.).

На этапе *предпереводческого анализа* переводчик осознанно формулирует методологические принципы, определяющие характер переводческих трансформаций и результаты перевода в целом. В теории перевода понимание оригинала рассматривается одновременно как условие перевода, его конечный результат и как «частный случай процессов и результатов смыслового восприятия текста и его оценки».

Перевод на этапе *вариативного поиска* представляет собой комплекс осознаваемых и неосознаваемых мыслительных действий переводчика, определяемых макростратегией перевода. Если стратегическое прогнозирование носит аналитический характер, то реализация стратегического замысла переводчика применительно к уникальному текстовому материалу, придает переводу творческий характер. Ранее сформированные навыки анализа и способы решений проблем укореняются в сознании переводчика в форме автоматизированных действий или методологических установок, не вызывающих сомнений в силу эффективности их применений в переводческой практике. Неосознанные действия переводчика являются, таким образом, продолжением осознаваемых когнитивных программ и представляют собой результат ранее проводимых аналитических операций с текстом. Свернутые ментальные процессы переходят в разряд базовых типических операций и определяют подходы к выбору средств репрезентации оригинала в переводе.

На завершающем, *постпереводческом*, этапе осуществляется правка перевода (устранение смысловых неточностей, стилистиче-

ских ошибок т.д.). Независимо от того, в рамках какой переводческой стратегии выполняется перевод, недопустимо появление так называемого «переводческого языка», который возникает в результате интерференции со стороны языка-источника, или же в результате применения стратегий перевода, ориентированных на сохранение в максимальной степени формальных особенностей оригинала («стратегия формы»).

Необходимо учитывать уровень соотношения релевантных для перевода характеристик, полученных на стадии переводческого анализа и их представления в переводе. Сравнительный анализ оригинала и переведенного текста предоставляет необходимые данные, указывающие на ряд частных решений переводческих задач. Эти данные влияют на определение степени адекватности перевода.

1.1. Построение стратегии в зависимости от прагматики первоисточника

Важнейшим фактором при поиске оптимальной стратегии для осуществления перевода, является функциональность текста оригинала, которая представляет собой ключевую информацию в тексте. Прагматическая составляющая играет огромную роль в определении конкретной стратегии, подходящей для текстов различных направлений. Таким образом, тексты рекламного, политического или научно-технического содержания будут иметь под собой различный подход к репрезентации информации. Научно-технический текст будет придерживаться передачи точной информации, в то время как рекламный или политический текст будет играть на эмоциональной составляющей читателя. Таким образом переводчику необходимо проанализировать не только роль информации в том или ином типе текста оригинала, но обратить внимание на речевые приемы, которые используются в прагматических целях.

Возьмем для примера вырезку из газетной статьи, где еще на уровне оригинала происходил подбор необходимых словесных преобразований для достижения необходимой прагматики.

*Children from **low-income families** score 27 points below the average reading level, while students from **wealthy families** score fifteen points above the average.*

*Дети из семей с **низким доходом** не добирают 27 очков до показателей базового уровня по чтению, в то время как дети **состоя-***

тельных родителей оцениваются выше базового уровня на 15 очков.

Эвфемизм «low-income families» является результатом ряда преобразований еще на уровне оригинала первоисточника. Очевидно, что базовое понятие данного эвфемизма опиралось на слово «the poor» (бедные), которое в последствии было заменено на «the ill-provided» (необеспеченные), затем на «unprivileged» (малопривилегированные), переходящее на «the disadvantaged» (попавшие в неблагоприятные обстоятельства), и только затем пришло с социально корректному «low-income» (малообеспеченные). Таким образом, образовалось более приемлемое противопоставление слову «wealthy» (богатые). Применение подобных противопоставлений является необходимым моментом для подбора переводчиком подходящей прагматической нагрузки в переводе текста. Однако, если с эвфемизмом «семьи с низким доходом» решение уже найдено, то прямое лексическое соответствие «wealthy» как «богатые» следует заменить на более корректное «состоятельные семьи».

Таким образом, осуществление перевода представляется в виде сложного комплекса ментальных операций, требующих вовлечение и исследование нередко разноплановых факторов, существенно влияющих на формирование переводческой стратегии. Перед переводчиком возникает ряд задач, касаемых как характера контактирующих языков, так и социальная ситуация, коммуникативная направленность и т.д.

Разные переводческие стратегии базируются на разного рода ментальных процессах. При переводе с иностранного языка на свой у переводчика возникают затруднения в выборе наиболее подходящих средств, то при переводе на иностранный язык, переводчик сталкивается с противоположной проблемой – недостатком средств выражения.

Перевод на родной язык ориентирован на достижение смысловой полноты исходного текста. На этапе трансформации подлинника он протекает как «перебор» и селективный анализ вербальных средств, направленный на нахождение эквивалентов, наиболее полно выражающих смысл оригинала. Характер переводческих стратегий при переводе с иностранного языка определяется преобладанием пассивной лексики и богатством ассоциативных связей слова в памяти переводчика. Когнитивные фреймы родного языка структурированы таким образом, что для нахождения эквивалента в огромном запасе пассивной лексики переводчику обычно требуются лишь доли секунды.

При переводе на иностранный язык переводчику приходится прибегать к намеренному «упрощению» сказанного в тексте подлинника для облегчения поиска эквивалентов в иностранном языке, которым он владеет хуже, чем родным (язык оригинала). Анализ смыслового содержания исходного текста при переводе на иностранный язык в этом случае направлен на сохранение основной мысли и отсеивание нюансов смысла. Наиболее ярко эта тенденция проявляется в устном переводе, где стремление к «упрощению» выражается в синтаксической перестройке предложения и смысловом обеднении сказанного.

Вариативность условий, влияющих на характер переводческой деятельности, а также структурная неоднородность стратегий перевода как объекта исследования, затрудняет создание строгой в научном отношении методики их описания. На данный момент актуален сбалансированный подход к переводу. Он выражается, с одной стороны, в отказе от произвольной интерпретации в переводе (вольный перевод), с другой стороны, от слепого копирования текста оригинала (буквальный перевод). В современном переводоведении можно выделить две основные стратегии перевода:

- перевод, направленный на воссоздание смысловой полноты оригинала;
- перевод, ориентированный на воссоздание формально-стилистических особенностей языка оригинала.

Стратегии перевода учитывают характер переводимых текстов, коммуникативное задание перевода и характер единицы перевода. Так, семантический перевод выполняется для передачи текстов, имеющих высокую научную или культурную ценность, и предназначен главным образом для специалистов. Коммуникативно-прагматический перевод используется для передачи исходных текстов, предназначенных для широкого круга читателей, а функциональный перевод применяется при реферативном переводе научных статей и информационных материалов.

Возьмем для примера техническую инструкцию по эксплуатации. Инструкция по эксплуатации является связующим звеном между представителями завода-изготовителя и его клиентами. Поскольку научно-техническая информация предлагается реципиентам-неспециалистам, одна из целей создания инструкции состоит в том, чтобы максимально облегчить понимание текста для реципиента. Это отражается как в наличии большой доли невербальной информации: схемы, таблицы, символы, так и в вербальной части инструкции: до-

минирование простых предложений. Следует отметить, что инструкция – это пример научно-технической литературы, которая обладает рядом характеристик, с точки зрения прагматики. Язык научно-технической литературы отличается от художественной литературы или, например, разговорной речи, определенными грамматическими, стилистическими и лексическими особенностями.

Одной из таких особенностей является использование нестандартных языковых элементов, специальной лексики, например: профессионализмы (лексические единицы, которые используются людьми одной или смежной профессии), реалии (предметы и явления материальной культуры, которые не имеют аналогов в языке перевода), термины (специальные языковые единицы, которые функционируют в определенной сфере науки и техники). Обратимся к тексту анализируемых инструкций:

- реалии, отражают функции, которые выполняет данный телефон и не имеют аналога в русском языке, например: *Bluetooth* – блютуз, *iPhone* – айфон, *SIM card* – СИМ карта, *Nano-SIM* – мини СИМ карта и т. д.

- термины: *Wireless Keyboard* – беспроводная клавиатура, *add punctuation or format text* – расстановка знаков пунктуации и форматирование текста, и т. д. Данные языковые единицы при условии правильности отражения ее сущности не вызовут трудностей при понимании.

- профессионализмы: *transfer* – передавать, *stream* – скачивать, *convert* – передавать файлы и т. д. Указанные единицы, как правило, присутствуют в речи людей связанных с компьютерными технологиями, именно поэтому, считаем правомерным, отнести их профессионализмам.

В качестве итога еще раз стоит отметить необходимость постановки прагматических задач перевода. Так, переводя отдельно взятое слово, переводчику рекомендуется, по возможности, использовать эквивалентные соответствия переводимого языка, при работе же с цитируемым материалом микростратегия переводчика предполагает иной порядок работы. Цитата, как правило, не переводится, и действия переводчика сводятся к поиску наиболее точного или известного перевода цитаты, ранее выполненного другими переводчиками.

Особо следует подчеркнуть, что правила перевода носят рекомендательный характер и выбор средств перевода (микростратегии) всегда остается за переводчиком.

Глава 2. Основные стратегии перевода

2.1. Установление значения слов. Лексические соответствия

Первое, с чем сталкивается переводчик – установление взаимоотношений между значениями слов в русском и английском языках.

При сопоставлении единиц русского и английского языка обнаруживается несколько типов смысловых отношений между словами этих языков.

1. Значение английского слова полностью соответствует значению слова, т.е. имеется эквивалентность. Проблема выбора как такового тут не поднимается и переводчик пользуется единичным соответствием. К подобным словам относятся: имена собственные, название дней недели, месяцев, имена числительные, научные термины, географические названия и ряд других единиц, например: Wednesday – среда, voltage – напряжение, sun – солнце и т.д.

2. Однозначному или многозначному английскому слову имеется соответствие в русском языке нескольких слов – вариантное соответствие. В данном случае переводчик производит выбор из нескольких вариантов, исходя из контекста. Например, в зависимости от лексического окружения прилагательное *solid* может иметь следующие значения:

solid fuel — твердое топливо;

solid silver — чистое серебро;

a solid line — сплошная линия;

a solid business — солидное дело;

solid arguments — основательные доводы;

a man of solid build — человек крепкого/плотного телосложения.

3. Английское слово не всегда имеет готовое соответствие в русском языке, поскольку нет конкретного слова, передающие все оттенки слова. В данном случае перед переводчиком стоит задача создания собственного соответствия, которое, однако, не является оторванным от потенциальных значений, заложенных в смысловой структуре слов, и которое можно выявить на основе анализа контекста. Подобные соответствия, создаваемые самим переводчиком, принято называть контекстуальными заменами. Например:

The blue-veined Swedish capital has always been a bit like its most famous daughter, Greta Garbo: breathtakingly beautiful, but rather steely

Словарное соответствие слову в русском языке — 'вена', 'жилка',

'прожилка', однако ни одно из этих значений не подходит для передачи поэтического облика шведской столицы. В русском языке образ, передаваемый сложным словом *blue-veined*, ассоциируется со словосочетанием ленты рек. Поэтому данное предложение можно перевести следующим образом:

У шведской столицы, украшенной синими лентами каналов, всегда было что-то от ее самой знаменитой дочери — Греты Гарбо: она потрясающе красива, но несколько холодна.

Практические задания

1. Найдите соответствие выделенным словам в словосочетаниях.

1. flying

flying saucers, flying weather, flying apparatus, flying Dutchman

2. bad

a bad wound, a bad debt, bad language, a bad mistake, bad cold, bad light, a bad name

3. hard

hard currency, hard life, a hard line, hard drugs, hard sell, a hard drinker

4. regular

a regular visitor, a regular pulse, regular features, a regular procedure, regular army

5. strong

a strong wind, strong language, strong walls, a strong supporter, strong faith, strong drink, strong evidence, strong measures

6. to deliver

to deliver a speech, to deliver a verdict, to deliver a blow, to deliver a parcel

7. to draw

to draw the curtains, to draw breath, to draw a conclusion, to draw inspiration, to draw a line

8. to make

to make sense, to make a film, to make an impression, to make notes, to make a list, to make a scene, to make one's living

9. to keep

to keep promise, to keep an appointment, to keep rules, to keep a family, to keep a diary, to keep one's distance

10. to launch

to launch a rocket/missile, to launch a ship, to launch an offensive, to launch a new company, to launch a new book, to launch a spear

2. Переведите предложения с учетом внутреннего контекста предложения.

A

The duty of the agency is to act in the best interests of the child.

Daniels volunteered for night duty so he could take classes at the University of Arizona.

He said that duty on a bottle of wine in France is equivalent to 2p compared with £1.16 here.

B

Guy looks very smart in his new suit, doesn't he.

I need a smart jacket for my interview.

She works in a very smart new office overlooking the river

Why don't you fix it if you're so smart?

I'm not smart enough to understand computers.

Quitting that job was the smartest move I ever made.

C

Freddy drew/painted a picture of my dog.

We took a picture of the children on their new bicycles.

We can't get a clear picture.

Could this be the first animated movie to win a best picture award?
The picture emerging in reports from the battlefield is one of complete confusion.

Picture the scene - the crowds of people and animals, the noise, the dirt
It's an old set, and the picture is a little fuzzy.

3. Переведите предложения на русский язык.

1. Trade unions have less bargaining power than they used to have. 2. The real attraction of elite education is that it provides access to wealth and power for those who have acquired it. 3. Mr. Chavez is strategic and shrewd and knows he cannot remain in power indefinitely if he has critics in the media. 4. Anyone seeking a gun must get a certificate from the police. Few people seem troubled that cops have the power to make those decisions. 5. The separation of powers means that President and Congress are elected separately. 6. The beginning of the century saw the country at the height of its power. 7. Some functions are automated. Sensors turn off the display to conserve power when a user lifts the phone to his ear. 8. Nuclear power has not been able to compete effectively with other power sources in the United States. 9. The dairy company failed to recognize the threat posed by loss of power at a refrigeration unit. 10. Power and authority are often contrasted. The police have power whereas the Queen Mother has authority (she inspires love and warmth — at least among some). But power and authority are not easy to separate. 11. Because information is power, the more information you control, the better off you are. 12. Burning certain kinds of household rubbish in power stations is preferable to burying it underground. 13. This court was given unprecedented powers to review convictions for errors both of law and of fact. 14. At the beginning of the women's movement we thought that if women had power they would lead differently. They would be more compassionate, inclusive and sensitive. 15. The radio-set is powered by batteries. 16. The government must commit itself to improving healthcare. 17. I think I can come but I won't commit myself till I know for sure. 18. The government claimed that it is committed to withdrawing its troops by the end of the year. 19. Counterterrorism sources claimed that British suicide bombers were within days of blowing up 12 passenger jets above five US cities in an unprecedented terrorist attack designed to commit "mass murder on an unimaginable scale". 20. NATO member states have refused to commit more troops to Afghanistan despite appeals from the organization's leaders for 2500 extra troops to fight Taliban insurgents. 21. A group of mobile manufacturers,

network operators, suppliers, recyclers, consumer and environmental organizations, led by Nokia, has committed to improve the environmental performance of mobile phones and to do more to raise consumer awareness and participation in recycling. 22. George has committed to quit smoking. 23. Like so many men he has problems committing himself to a relationship. 24. Sometimes, conductors have to commit complete scores to memory. 25. They were taught to pray every time they committed even a minor sin

4. Найдите соответствие полисемантическим словам и переведите предложения на русский язык.

1. I began wearing hats as a young lawyer because it helped me to establish my professional identity. Before that, whenever I was at a meeting, someone would ask me to get coffee. 2. Of course, there are advantages to having your kids later. You can establish your career, and may be you're more mature. 3. To solve the problem of organizing world peace we must establish world law and order. 4. Decide what you want, decide what you are willing to exchange it for. Establish your priorities and go to work. 5. The experts haven't established the cause of his death. 6. They decided to establish a museum of modern art where works by contemporary artists would be shown. 7. Journalists should expose secrets, not keep them. 8. The most intense meteor shower on Earth in the last 33 years may expose how life on Earth began. 9. The most obvious way to expose your ignorance is to ask people questions. But at the same time while you are exposing your ignorance, you are also exposing to them your learning ability. 10. Beach and water activities expose our bodies to the sun's rays more than usual. 11. Silk Flower Design offers beautiful and natural looking silk flower arrangements. 12. Why is the keypad arrangement different for a telephone and a calculator? 13. I've made all the necessary travel arrangements and reservations. 14. Poetry does not consist of words alone: there must be sentiment and fancy, combination and arrangement. 15. It's common law that 9 out of 11 new businesses fail in America each year. 16. Three riders failed pre-race blood tests on the first day of the cycling road race world championship. 17. In my life I've failed as much as I have succeeded. 18. Where words fail, music speaks.

5. Проанализируйте значение выделенных слов в контекстах и переведите предложения.

1. Reading endures a reputation as a dormitory for *commuters*. In fact, this town finds itself at the centre of the region's booming service economy. 2. Those who today launch the Parents against Tobacco campaign, supported by 50 national organizations and more than 150 MPs, believe we can meet that *challenge*. 3. Last Thursday, when the first races in the Cup began he crewed with one of the *challengers* while his wife cheered him on from a pleasure boat. 4. Fundamentalism generally emerges out of cultures, which have remained *undisturbed* for many generations and then are *challenged* or *disturbed*. 5. The two countries were expected to confirm the *break-through* today after three days of discussion, ending a five-month freeze in contact. 6. Forces such as xenophobic *passions*, economic *grievances*, and transnational ethnic solidarity can make policymaking far more complex and less predictable. 7. Over the years she has raised the *profile* of her small country and increased her own popularity. 8. I'm worried about *consumerism*, the focus on buying things that by any *survival* standard you don't need, but which American advertising culture promotes like mad. 9. You will receive a course of antibiotics. Then, if this doesn't work, more *aggressive* measures will be tried. 10. This change in the role of the church is *highlighted* in a new collected work on religious conversion. 11. Did Mr. Riddle tell you anything, which *suggested* that he was on particularly bad terms with anybody? 12. There were no houses in sight. The sea on the one side and steeply rising ground on the other had so far *discouraged developers*. 13. Supporters of the measure said it would stop the too-frequent occurrence of criminals getting off on *technicalities*, as in cases in which evidence against them was ruled inadmissible because it was obtained with a *faulty* warrant. 14. A study of 200 magistrates showed that, while there was no deliberate gender discrimination, many, particularly male magistrates, were more likely to see female offenders as *troubled*, rather than *troublesome*.

6. Переведите тексты, обращая особое внимание на выделенные слова.

Текст 1

We must recognize that it is more *cost-effective* to *anticipate* and prevent international problems than to try to solve them *once* they occur.

Often the UN *comes under pressure* to act only when the root causes of a crisis have had time to fester and wreak their havoc. It is often not until conflicts have *escalated* enough to dominate the evening news that countries are seriously ready to provide funds, people, *peacekeepers* and humanitarian assistance.

We need to devote more time and resources to preventive action. We need multilateral efforts that can *contain* conflict, *anticipate* problems and alleviate humanitarian crises in time. If we don't, we may *face* outbreaks of *hostility*, and the disintegration of states, with the consequent migration of millions of people. The international *bill* for restoring peace and providing humanitarian aid will *escalate* as crises worsen.

Текст 2

I had a fairly conventional upbringing and, although I was at grammar school, I *drifted* into street life. In some respects I think it was the consequence of having a *workaholic* father who exercised no supervision. *While* I did not respect his *authority*, I didn't dislike him. My feelings were neutral, and he had no influence on me. But I was brought up in the East End and there was a criminal *element* on the streets and it was easy to *drift* into crime.

I think now that fathers need to work not so much at talking with their sons and trying to understand their problems, but *reclaiming the authority* that well-intentioned but misguided theories on raising children have undermined.

This is nothing *to do* with returning to Victorian values, it is respecting the reality of what has always been and always will be the nature of the parent-child relationship.

2.2. Лексические трансформации

Работа переводчика над словом и словосочетанием не сводится только к нахождению эквивалентного или вариантного соответствия. Она включает в себя также использование лексических преобразований, или трансформаций. Лексические трансформации имеют место в случае замены отдельных конкретных слов или словосочетаний исходного языка словами или словосочетаниями языка перевода, которые не являются их прямым словарным соответствием. Разграничение переводческих трансформаций на лексические и грамматические в значительной степени условно, поскольку они редко встречаются в

чистом виде и, как правило, представляют собой комплексное лексико-грамматическое преобразование. Выделяют три основных типа лексических трансформаций:

- замены;
- добавления;
- опущения.

Самым распространенным видом переводческих трансформаций являются замены. К лексическим заменам принято относить приемы *конкретизации* и *генерализации*.

Конкретизация – замена слова или словосочетания исходного языка с более широким значением словом или словосочетанием языка перевода с более узким значением. В английском языке много слов с общим значением, которые в переводе всегда в той или иной мере конкретизируются: *element, nation, come, say, go, have, be* и др.: *He is at school.* – Он учится в школе. *He is at the army.* – Он служит в армии. *To marry* - жениться и выходить замуж.

При переводе глаголов движения конкретизация происходит как с учетом способа передвижения (идти — ехать — лететь), так и с учетом выражения однократности или многократности движения и однонаправленности или разнонаправленности движения (идти — ходить — пойти и т. д.). Например:

I have to go to Warsaw next week. — На следующей неделе мне придется **поехать** в Варшаву.

I saw him go into the house. He went there every week. — Я видел, как он **входил** в дом. Он **ходил** туда каждую неделю.

Генерализация – явление, обратное конкретизации, – замена единиц исходного языка с более узким значением единицами языка перевода с более широким значением.

When identity crises happen with them, they can make art out of it. Умеют из своих **проблем** сделать искусство.

Иногда соблюдение нормы и традиции русского языка требует изменения отдельных деталей сообщения ради адекватной передачи целого. Например:

Wolfe lifted his shoulders an inch and dropped them. — Вольф **слегка** приподнял и опустил плечи.

Прием генерализации используется при переводе слов-реалий в тех случаях, когда такой перевод оправдывается соображениями доступности текста. Например:

He parked the Lancia at the back of the building. — Он оставил автомобиль во дворе дома.

Практические задания

1. Переведите предложения, обращая особое внимание на глаголы движения *go* и *come*. Укажите предложения, где возможны разные эквиваленты данных глаголов.

1. The path goes nowhere. 2. The signal goes a distance of 100 m. 3. Ruby goes to a private school. 4. His class has gone for an exhibition of Impressionist paintings. 5. July has gone. 6. He will have to go to another bank and get a loan. 7. Bill went to the school to register for the Italian lessons. 8. After work he began to worry. Should he go round to her flat? 9. As she went back to school in the bus she scraped off her lipstick and eye shadow. 10. "And where is he now?" "He went to America," Kathy said. 11. "I really think you'd better leave." "I can't go," he said. 12. They went straight to the room that had been prepared for them. 13. He had even suggested to him that he come home and meet his family. 14. He saw her come into the bar and he felt happier than he had for a long time. 15. Will you come here, please? 16. Perhaps, you would like to come with me? 17. I know I shouldn't have come. 18. Week after week they came to the school, even the amazing woman in the BMW. 19. She came at last, hands in pockets and head down. 20. It wasn't like Lizzi to come to their house. 21. Brenda had come to the airport to wave them off.

2. Переведите предложения, используя приемы конкретизации и генерализации.

1. Do you know, I've never been in a boat before in all my life. 2. The baby, Carl, was the only reality of her life. 3. She took a drag of the coffee and then a deep drag of the cigarette. 4. Jack sat up and stretched out his legs. 5. He wants his dinner. 6. The Prime-Minister spoke a few words from a window in Number 10. 7. Parked by a solicitor's office opposite the cafe was a green Aston-Martin tourer.

3. Переведите предложения, используя прием генерализации при передаче выделенных слов или словосочетаний.

1. To each one he nodded, his usual *eighth-of-an inch* nod, then turned to me and demanded, "The refreshments, Archie?" 2. I didn't see him that evening because mother wanted me to drive down to Wiltshire with her to spend *the Saturday night and Sunday* with my brother. 3. Blair was determined to put *every ounce* of influence and political capital into one more push for a workable two-state solution. 4. She walked up the lane to the place where she had parked *the Yamaha*. 5. What Tale was taking wasn't coffee. He had just grasped the bottle of *Courvoisier* and was about to tip a further measure into the already half-full glass. 6. The Liberal Democrats are disproportionately middle-class. Three quarters work (or before retirement worked) in a *salaried* occupation. Only one in twenty is working class. 7. Local resident Mark Schaffer told the BBC News that he saw the moment *the Cirrus SR20* hit the ground. "I looked up when I heard a low flying plane and saw it as it crashed," Mr. Schaffer said. 8. But particularly noticeable was the yellow and blue Swedish flag, some *9 inches by 6 inches*, stitched across the main back pocket of her rucksack. 9. Even serious *broadsheets* have carried a story about a fly in a boxed lunch.

4. Переведите предложения, обращая внимание на передачу глаголов с широкой семантикой.

A. put, get, make, have

1. Over the past 30 years they have put a lot of money into new ventures. 2. The new constitution will be put to a referendum and followed by elections late next year. 3. Get a move on. 4. Where will it get you? 5. They (bandits) bribe a servant, get inside the flat, clean you out, and kill you if you get in the way. 6. Try and get him on the cell phone. 7. The winner needs to get at least nine of the fifteen votes. 8. Some middle-class folk only come to church because they want to get their children into religious school. 9. Public services have to be made more local with fewer decisions made in Whitehall. 10. We must make the tough decisions necessary to show that we are radical and responsible. 11. To his credit, Mr. Paulson has made a better public impression than some who did his job before. 12. China, however, made it clear that it will not tolerate much meddling. 13. Swithin made his own way and his own fortune. 14. They expect to make money from the spread of investments. 15. He made no secret of

what he was planning to do. 16. You have to make these guys understand that they have no choice. 17. They had trouble in reading his handwriting. 18. "I still have that anger," said Jennifer, now 15

Б. take, run

1. You can stay with me tonight, then tomorrow I'm taking you to my doctor. 2. I'll take what you say as a compliment. 3. It takes two to make a fight and both of the girls were punished. 4. I didn't want to seem inquisitive, so was careful not to ask him what took him there. 5. Take time to choose your business partners carefully. 6. Big utilities are taking the wave-energy seriously. 7. A wave generator known as Aquabuoy, designed by a Canadian firm, takes a different approach. 8. The saltier the water the higher pressure it takes to push water through a membrane in order to leave behind the salt. 9. in a limited and very specified field the Richards brothers had managed to run a thriving little concern. 10. Mrs. Beavers remains in the area and continues to run the corner post-office. 11. He can't help today. He's running a road-safety campaign in the schools. 12. One recently built desalination plant in Perth, Australia, runs on renewable energy from a nearby wind farm. 13. Mrs. Clinton may find it more attractive to run for the governorship of New York. 14. Each Macintosh PC lets you run more than 4,000 programs that all work in the same consistent way. 15. The opposition refuses to participate in more talks and asks for the appointment of a broader team. But time is running short. 16. Paleontology is much like politics: passions run high, and it's easy to draw very different conclusions from the same set of facts. 17. Unemployment remains the single biggest blot on the economy landscape: it still runs at 10 %. 18. The road to the American presidency is long and hard. Someone embarking on it is well advised to run as himself and not invent a new personality for the purpose.

5. Переведите предложения, обращая внимание на передачу существительного с широкой семантикой thing.

1. A poor thing — a wretched poor thing! 2. The general opinion is that things are looking good for Mr. Turner's rival. 3. She let herself out of the side door and turned her face to the wind. It moved softly, and it was full of the smell of growing things. 4. Florrie was occupied in washing up breakfast things. 5. His best things have been translated into more than 50 languages. 6. I haven't a thing to wear for tonight's party. 7. One can't have too much of a good thing. 8. I'll talk to the headmaster first thing in the morning. 9. I like sweet things. 10. I tried to help them, but I think I just made

things worse. 11. Betty realized she'd left all her painting things at home. 12. My new apartment is very small so I've had to leave most of my things at my parents'. 13. Things haven't changed much since I last saw her. 14. I have always thought the Icelanders are daring, which is why they are so good at many things. 15. As I get older I can't really think of killing things. A few years ago I'd have trodden on a spider without a thought. 16. I watched the children edge nearer the wall. Inquisitive little things, I thought to myself. 17. It was Miss Holiday I had in mind. Poor thing! 18. I've got no standing and couldn't do a thing. 18. She had never done such a thing before, and she didn't want to do it now. 19. The spiders were large, and some of them were hairy. Lucy shuddered. Things with more than four legs had that effect on her. 20. The things, which had happened there, were things she never meant to think about again. 21. If we write down every single thing that happened during the last two or three days, we may spot something that will give us a lead. 22. As you learn more programs, you tend to use your PC to do many more things. 23. I can't stand things not being kept in their proper places. 24. When people say things behind your back there's nothing you can refute or deny, and the rumours go on growing and growing.

6. Переведите тексты, обращая особое внимание на значения выделенных глаголов, реализуемые в контексте.

Текст 1

Peter Kelly, a 14-year-old English boy, *made* headlines by running away to Malaysia on his father's passport.

The first time Peter ran off was two years ago, when he *went* to Edinburgh. "We were really worried," says his mother. "We knew he had *gone* but we didn't know where he had *gone*" Every time Peter runs off he calls his mother to let her know he is safe. She then *calls* the police and *arranges* for him to be cared for until he can return home. Each time his journey gets longer and longer. Before Malaysia he *had been* to Paris twice before his parents confiscated his passport. This time he solved the problem by *using* his father's passport. As his mother says, Peter just loves travelling and will *go* to any lengths to plan and execute a trip. Usually when he *goes off* there is a row, but he seems to generate them as an excuse for *going*.

It, of course, provokes the question of where and why it all *went* wrong with the Kelly family. His parents are afraid for him. "I don't want him to become a criminal. I imagine they start in a small way and when

they *find* they *get away* with it they progress," says his mother.

Текст 2

The violent end to the siege in the small mountain town of Bailey *came* after the gunman threatened to *harm* the two female students he was *holding*. Park County Sheriff Fred Wegener said police had decided to storm a second-floor classroom at Platte Canyon High School, where the gunman was *holding* the two girls, after he broke off negotiations.

The local sheriff said he believed the gunman *had shot* the hostage and then himself, but could not confirm this.

The incident began when the man *entered* the school around noon (1800 GMT) with a gun and a rucksack, which he claimed *held* an explosive device, police said. He then *took* six hostages. Negotiators later *arranged* the release of four of them.

Bailey *lies* 56km (35 miles) south-west of the state capital, Denver.

The school *has* nearly 800 students. It was in Jefferson County in 1999 where two students killed 13 people at Columbine High School before *taking* their own lives.

2.3 Добавления и опущения

Добавления представляют собой расширение текста подлинника, вызванное необходимостью полной передачи его содержания, а также различиями в грамматическом строе двух языков.

Причины, вызывающие необходимость добавлений в переводе, могут быть самыми разными, например, переводчику иногда приходится добавить слова, чтобы не нарушить нормы русского языка. Например, сочетание *I began the book* нужно переводить «Я начал читать книгу», если речь идет о читателе, или «Я начал писать книгу», если речь идет об авторе. В других случаях добавления помогают добиться максимального понимания переведенного текста носителями языка перевода, т.е. обусловлены прагматической адаптацией:

I can't wait to be on my way back home in Sasquatch, Oregon.

Мне не терпится уехать домой, в Саскватч, штат Орегон.

В следующем примере добавление вызвано стремлением переводчика указать на игру слов в оригинале, которую непосредственно передать в переводе не удалось.

The exclusiveness, the pride, the form, the ceremony," – exclaimed the general, emphasizing the articles more vigorously at every repetition.

*"The artificial barriers set up between man and man; the division of the human race into court cards and plain cards of every denomination - into clubs, diamonds, spades, **anything but hearts**.*

Эта замкнутость, чопорность, эта надменность, эта церемонность - воскликнул генерал, с каждым повторением все сильнее напирая на словечко «эта», — все какие-то искусственные преграды между людьми; человечество делится на фигурные и простые карты всех мастей - на бубны, пики, трефы, **на все что угодно, кроме червей! То есть кроме сердец!**

Добавления бывают как лексические, так и грамматические.

The workers went on wage strike. - Рабочие объявили забастовку с **требованием повышения** заработной платы (лексическое добавление).

I need help until I find a job. – Мне нужна помощь до тех пор, пока я **не найду работу** (грамматическое добавление)

Конкретизация как переводческий прием может быть связана не только с использованием словарной единицы более конкретного значения, но и с расширением текста подлинника за счет включения в него дополнительных, уточняющих элементов. Например:

The authorities are scared of a leakage. — **Власти опасаются утечки информации.**

*The nero plan will only bring **insecurity** to first-time housebuyers.* — **Новый план только вселит чувство неуверенности в завтрашнем дне в тех, кто покупает дом в первый раз.**

*Like other European carmakers, **Volkswagen** is suffering from the strength of **the euro** against the dollar.* — Как и другие европейские производители автомобилей, **компания «Фольксваген» испытывает трудности из-за усиления курса евро по отношению к доллару**

Опущению при переводе подвергаются чаще всего слова, являющиеся семантически избыточными: *Roads and walls were painted with anti-war slogans **12 inches high**.* -... крупными (огромными) буквами.

Излишним с точки зрения русского языка может быть употребление двух близких по семантике слов (так называемых парных синонимов). В таком случае один из двух синонимов опускается. Например:

*The UN agencies should be **streamlined and tailored** to the present situation.* — **Агентства ООН должны быть приспособлены к нуждам сегодняшнего дня** (лексическое опущение).

Иногда избыточными с точки зрения традиций русского языка могут оказаться и другие части предложения, а также придаточные предложения. Например:

Summer rains in Florida may be violent while they last. — Летом во Флориде бывают слитные дожди.

Практические задания

1. Проанализируйте следующие примеры. Укажите причины добавлений и опущений.

1. "What's the matter with this machine?"

"It's no good. One thing after another".

"What's the matter now?"

"Now rings".

– Что с этой машиной?

– Никуда она не годится. То одно, то другое.

– Сейчас в чем дело?

– Поршневые кольца менять надо.

2. In the bed of the river there were pebbles and boulders, dry and white in the sun, and the water was clear and swiftly moving and blue in the channels.

Русло реки устилало голыши и галька, сухие и белые на солнце, а вода была прозрачная и быстрая и совсем голубая в протоках.

3. The Italian salute never seemed made for export.

Итальянская манера отдавать честь, видимо, не рассчитана на экспорт.

4. "Don't write anything that will bother the censor".

"Don't worry. I only write about what a beautiful place we live in and how brave the Italians are".

"That's why you'll be decorated".

– Не пишите ничего такого, что смутило бы цензора.

– Не беспокойтесь. Я пишу только про то, в каком красивом месте мы живем и какие все итальянцы храбрые.

– Продолжайте в том же роде, и вы получите орден.

2. Переведите предложения, используя прием добавления при передаче выделенных слов и словосочетаний.

1. If convicted, he could face life in prison. 2. Safety and environmental considerations have kept restructuring costs high. 3. It is general knowledge that Susan has already confessed to the crime. 4. Georgine hesitated, then shook her head. 5. He was wearing a velvet jacket with frogged fastening, reminiscent of a Victorian smokingjacket. 6. Do you know what I'd really like now? What I need is a good strong black coffee. There's a chance of any, I suppose? 7. We heard small arms fire, but the resistance fought back. 8. United Airlines was forced to seek new financing after the Government denied its bid for \$1 bn loan guarantee. 9. De Beers yesterday admitted that production problems had left it unable to keep up with raising gem demand. 10. The policeman waved me on. 11. Workbooks for home-schooling were created to accommodate mass education. 12. Titanic was made by Fox which is owned by Rupert Murdoch. 13. Cigarette manufacturers must place health warnings on cigarette packages. 14. The researchers believe that the risk of death is lower in men who jogged for a number of years compared to men who were sedentary over a 20-year period. 15. The police confirmed the device was a battery charger from Argos. 16. Bilateral aid tends to favour allies and ex-colonies. Nordic aid is an exception to this dismal trend.

3. Переведите предложения, используя прием опущения при переводе выделенных слов и словосочетаний.

1. The Liberal Democrats have to fight for each and every seat and about the only weapon they have in that fight is their membership. 2. The Japanese have a strong aesthetic sense: they beautify, embellish, adorn and decorate everything they touch. 3. The present urgency, while not as great to you personally, warrants an equal sacrifice of your comfort, and convenience. 4. Nowadays society is more complex and government listens mainly to specialized opinion, which requires MPs to concentrate on a small number of issues and causes. 5. Even the ebullient Dr. Benson was remote and withdrawn. 6. Dr. Kennedy remained stiff and unbending. 7. Commander David Tucker, the head of the anti-terrorist squads said the bombs were "unjustifiable, dangerous and destined to injure and maim and disrupt London. 8. Despite the chaos and disruption of London's busy streets, thousands of commuters struggled into work. 9. Once I turned back to music I really and truly enjoyed, then a kind of success came. 10. Justin

Vaisse, author of a new book about Muslims in France, told the Guardian that Mr. Redeker's article stemmed from an "anti-Islam agenda" and "was stupid, politically irresponsible and very weak and feeble". 11. He apologized for his wife who was not able to come and call on us. 12. Though he was outdoors only briefly, he was chilled to the bone by the bitter cold. 13. The colleague who came to see her talked at great length about his future in the new institution that was being created. 14. I knew she went for nocturnal walks. Presumably it was because she was foolish enough to venture further that she met the end she did. 15. She greeted Mandy unsmilingly, cast a surprised and rather startled look at her hair and, without introducing herself, invited Mandy to follow her. 16. "He has a good support in Iran, and people really respect him," says Behrooz Norouzi, 36, a theology instructor in the city of Isfahan. 17. After some Kellogg's Corn Flakes and a cup of coffee, he strolled along the edge of the sea once more. 18. Clare parked her car on the rusty-red asphalt in front of the doublefronted guesthouse, built of honey-coloured Cotswold stone. 19. Not a single dentist had come forward to report a young woman coming to him or her with a missing tooth crown. 20. These values of freedom are right and true for every person. 21. The officials still hoped to finish the rescue and salvage operations in a day or two. 22. Renewable energies such as wind, hydro, solar and biomass emit no greenhouse gases, but tend to cost more than coal, oil or gas, which do.

4. Переведите тексты, используя прием опущения и добавления.

Текст 1

Accelerating technology and enterprise in the defence and security sectors

BAE Systems is a leading global defence and security company delivering a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support services. With more than 100,000 employees worldwide, BAE Systems' sales exceeded .22.4 billion (US \$36.2 billion) in 2010. The company is the second largest global defence company, with operations in five home markets: Australia, India, Saudi Arabia, the UK and the US.

Clearly, for companies like BAE Systems, continuous innovation is key to technological development and maintaining competitive edge. The

company recognises, however, that many of the UK's leading technologies are developed by small and medium-sized enterprises (SMEs), but often the full exploitation of these technologies is limited due to lack of supporting capital and resources.

For this reason, BAE Systems created an 'Investment In Innovation' fund which makes monies and resources available to SMEs. As Simon Jewell, Managing Director of Strategic Capability Solutions at BAE Systems, explains, "Small to medium-sized businesses make a vital contribution to the UK's entrepreneurial culture. We aren't looking to take a stake in these companies. Instead, we are working with them to develop their technology for the benefit of both parties, which is an attractive proposition to many small firms."

BAE Systems has invested 5 million in total in seven different companies since the Investment In Innovation fund was established in 2008.

In addition to financial investment under the fund, BAE Systems offers engineering and technology resources, as well as the use of its state-of-the-art test and evaluation facilities.

SMEs can also benefit from advice on intellectual property, business coaching services and direct support from BAE Systems scientists working within their organisations. The current areas of interest for the Investment in Innovation fund include cyber-security, surveillance and biometrics – the analysis of behavioural characteristics specific to each individual. This supports BAE Systems' growing capabilities in the security market and its acquisition of security companies including Detica, which develops, integrates and manages information intelligence solutions to help its clients deliver effective and secure services to citizens and customers.

BAE Systems is working in partnership with Smart Sensors Limited of Bath in the biometrics area and has helped develop iris recognition technology which could be used to combat many of the increasingly sophisticated forms of identity theft or deception.

According to Martin George, Managing Director of Smart Sensors, "We see BAE Systems' investment in us as a true win-win opportunity. Smart Sensors, as an SME, gets stable funding to focus on further building our technology capability in the key area of acquiring iris biometrics from moving subjects. BAE Systems gains access to our technology to deploy in its security solutions".

Another partnership with Ipsotek, a London-based firm, is supporting the development of video analytics which can assist surveillance and security operations by identifying suspicious behaviour in individuals acting

solely or in groups. Through Investment In Innovation, Ipsotek, the University of Kingston and BAE Systems are providing technologies to help CCTV operators get the most out of their systems and address the challenges they face, such as following targets through a network of overlapping and non-overlapping CCTV cameras as they disappear into areas not covered by CCTV and then reappear. The technology can also alert operators when suspected individuals re-enter the field of view of any camera in the system, as well as tracking where suspects have been in the past and will go in the future at the click of a button.

According to Simon Jewell, these types of partnership represent the future in exploiting the innovation and technologies in the UK: “Unfortunately the perception persists that large companies like BAE Systems stifle innovation and slow down the technological route to market. We want to challenge this perception through business models like the Investment in Innovation fund. We believe the fund successfully demonstrates how companies and ultimately the UK economy can benefit from mutual collaboration”

Текст 2

The division of economic systems

There are several basic and unfinished questions that must be answered in order to resolve the problems of economics satisfactorily. The scarcity problem, for example, requires answers to basic questions, such as: what to produce, how to produce it, and who gets what is produced. An economic system is a way of answering these basic questions. Different economic systems answer them differently. There is often a strong correlation between certain ideologies, political systems and certain economic systems (for example, consider the meanings of the term “communism”). Many economic systems overlap each other in various areas (for example, the term “mixed economy” can be argued to include elements from various systems). There are also various mutually exclusive hierarchical categorizations. The basic and general economic systems are: 1) Market economy (the basis for several “hands off” systems, such as capitalism); 2) Mixed economy (a compromise economic system that incorporates some aspects of the market approach as well as some aspects of the planned approach); 3) Planned economy (the basis for several “hands on” systems, such as socialism); 4) Traditional economy (a generic term for the oldest and traditional economic systems); 5) Participatory economics (a recent proposal

for a new economic system). An economic system can be considered a part of the social system and go home hierarchically equal to the law system, political system, cultural system, etc.

Recent economic developments

A booming domestic market continues to drive strong economic growth in Russia. Substantial net capital inflows have now joined receipts from resource exports in fueling domestic demand. In this context, the pace of economic growth has accelerated since the second quarter of the year. Annual GDP growth could reach 7.0 percent. Fixed capital investment and FDI have also exhibited imdivssive growth. The economic expansion continues to be concentrated primarily in nontradable sectors of the economy that have profited from a stronger ruble. Stagnating production, high investment needs, and rapidly-growing domestic demand are raising increasing concerns about the state of the Russian energy sector.

Following the stabilization of oil prices, Russia's large current account surplus has finally begun to contract. Yet a stronger capital account has somewhat compensated for this trend, supporting the continued accumulation of foreign reserves, albeit at a slower pace. Rapid growth in money supply and higher federal expenditures in 2006 have been largely absorbed by higher-than-expected economic growth. Inflation has slowed considerably in the second half of the year. The planned 2007 budget foresees an expansion of federal expenditures of 0.9 percent of GDP, with priorities in additional expenditures going to the state apparatus, investment and social programs. Real incomes of the population, wages, and retail trade have been growing in double digits, significantly outpacing GDP growth. Consistent with this picture, import growth soared to 29 percent for the first three quarters of the year. Recent policy initiatives of the government include a planned package of measures aimed at promoting diversified growth and the innovation economy and new legislative initiatives on migration. A long awaited bilateral agreement with the United States could pave the way for Russia's accession to the WTO in the near future.

2.4. Антонимический перевод

Антонимический перевод представляет собой комплексную лексико-грамматическую замену, которая заключается в трансформации конструкции, содержащей отрицание, в конструкцию, которая не со-

держит отрицания, или наоборот, происходит замена утвердительной конструкции отрицательной. Антонимический перевод позволяет переводчику создать более естественную лексико-грамматическую структуру на языке перевода в тех случаях, когда данная форма приходит в противоречие с правилами лексической сочетаемости. Например:

*His reputation is **not undeserved**, — Он заслужил свою репутацию.*

*It became clear that Patrick meant business and that he was **not without support**. — Стало ясно, что Патрик взялся за дело всерьез и у него была поддержка.*

*The bullet just **missed** him. — Пуля чуть не задела его.*

***Remember to post the letter.** — Не забудь отправить письмо.*

В английском языке существует ряд лексических единиц и грамматических структур, при переводе которых прием антонимического перевода является наиболее приемлемым, например, герундий с предлогом *without* в функции обстоятельства образа действия, конструкция с наречием *hardly* в позиции перед глаголом и некоторые другие.

*He left **without saying a word**. — Он ушел, не сказав ни слова.*

*She fell down and **nearly broke her leg**. — Она упала и чуть не сломала ногу.*

Типичным случаем применения антонимического перевода является перевод на русский язык предложений со структурой *not ... until/till*.

*Marlene stipulated that the book should **not be published until** after her death.*

Марлен поставила условие, что книга будет опубликована только после ее смерти.

В ряде случаев использование приема антонимического перевода не является обязательным и выбор варианта перевода остается за переводчиком. Например:

*He **didn't say anything**. — 1. Он промолчал. 2. Он ничего не сказал.*

Обратите внимание на следующие регулярные соответствия:

Keep off the grass. — По газонам не ходить.

Keep in touch. — Не пропадай. Звони.

Hold on. — Не вешай трубку.

I had to come. — Я не мог не прийти.

Could you tell me the time, please? — Вы не знаете, который час?

Практические задания

1. Переведите предложения, содержащие отрицание, используя прием антонимического перевода.

1. He suffered from anorexia, an eating disorder, which is rare in young men but not unknown. 2. The lieutenant was known as a stickler for discipline and a bit pompous with it; but he was not an unpopular officer. 3. His appearance was never less than dignified. He was tall with a face of surprising asceticism. 4. He was not unenthusiastic about science and technology. 5. They were not unhelpful but seemed to take it axiomatic that he was stupid and idle. 6. I remember when Sarah was no more than a school-girl she could swim across the lake. 7. He took the cake to the bird table, not without an uneasy glance back to see if anyone was watching him. 8. Young women are not invulnerable, but heart disease typically strikes women in their late 50s or 60s. That's about ten years later than it does men. 9. Dealing with football fans required different methods. But it cannot be impossible to devise ways of dealing with them. 10. Exhausted though I was, I had never felt less like sleep in my life. 11. Such observations reported by visitors to the US are not uncommon. 12. "See here, Jonathan," said his father, not unkindly. "Winter isn't far away". 13. England is talking of nothing else but the forthcoming big fight tonight at Burlington house. 14. He was coming to the meeting with few expectations but he was not coming totally unprepared. 15. This place looked like a show flat, carefully furnished to attract a purchaser. But it would be a rich purchaser; nothing in this apartment had been inexpensive. 16. Everyone was sorry for Mabel and could not do enough to make up for the unjust suspicions they had had. 17. She didn't dislike the village. But for twenty-seven years the centre of her life had been elsewhere. 18. She doesn't always let people know what her real feelings are. 19. Anyone looking around the tasteful and expensive decor of her flat would have guessed that Miss Baker was a

young woman of not unsubstantial means. 20. It's not uncommon for me to be called in to operate on an emergency.

2. Переведите предложения с конструкцией not ... until/till, используя прием антонимического перевода.

1. Science fiction as a genre did not exist until 1926 when Hugo Gernback started Amazing Stories as a monthly magazine. 2. It was not until she was out in the corridor that it occurred to Ellie that he was probably looking for the diary. 3. The teacher didn't know the boy was homeless until a reporter asked her for an interview. 4. It wasn't until he joined the Air Force in 1985, that his life began to deteriorate. 5. As early as the fifth century, the great Christian theologian warned against taking the six days of Genesis literally. He argued that the days of creation were not successive, ordinary days — the sun, after all, according to Genesis, was not created until the fourth "day" — and had nothing to do with time. 6. I didn't think about what she'd said to me until years later, after I moved to New York. 7. It was not until 1930 that an American scientist won a Nobel Prize in medicine. 8. You've Got Mail was the first time IV4eg Ryan and Tom Hanks worked together. In Sleepless in Seattle their characters didn't meet until the last scene. 9. Electric washing machines didn't take off until the 1960s. 10. It wasn't until the early 1990s that phones with moving pictures became a practical reality, the key development being digital image processing. 11. It wasn't until he died and his son came on from New Jersey for the funeral that I found out he had never been in the Far West in his life. He had been born in Brooklyn. 12. It is often not until conflicts have escalated enough to dominate the evening news that countries are seriously ready to provide funds, people, peacekeepers and humanitarian assistance. 13. I did not meet Matty until after lunch when I joined the infant class.

3. Переведите предложения, используя прием антонимического перевода.

1. Our bus just missed a car in the thick fog. 2. It seems they are in danger of missing the point. 3. The potato crop has failed this year. 4. He failed in his second attempt to pass a driving test. 5. Rules prevent any college athlete from accepting money. 6. He could hardly wait to tell them his good news. 7. He withdrew into his own little sitting room all the time and hardly ever came out. 8. There was a macaroni cheese on the kitchen table but hardly anyone was eating. 9. Feel free to do whatever you need here, but

please remember to lock up when you leave. 10. His father hardly said anything at all. 11. Sometimes I don't think she knows who I am and what position I hold at County Hall. 12. She hardly ever saw her daughter, couldn't she stay in Dublin for another day? 13. I fail to understand how people can fail to be moved by art. 14. It is tomorrow that I see her and I can hardly wait to watch the hours go by. 15. I confirm that I am ignorant of Rachel's current whereabouts. 16. Some analysts believe that the ECB (European Central Bank) is reluctant to take new members. 17. All the countries but Poland miss the test for low inflation by a mile. This could prove a barrier to euro entry. 18. All that time he was a little reluctant to join one of the city's prestigious bridge clubs. 19. She's looking a bit off colour this morning. 20. The local firms failed to take advantage of the situation. 21. Because the Baltic countries fail the inflation criterion, the chances of their joining soon are slim. 22. It did not matter that he failed to influence the outcome. 23. If you see anyone hanging about the bus stop without catching a bus, let me know, will you? 24. Twice during the week he picked up the phone to call her, and twice he put it down without dialing.

4. Переведите тексты.

Текст 1

Vancouver

Vancouver is my favourite city — clean, attractive, thoroughly modern, with a stunning location on an inlet where the Fraser River meets the Pacific Ocean. The combination of high-rise architecture and views across the water to the mountains (which rise to 1,723 m) is hard to beat. Very few cities have a more dramatic position.

Vancouver's rapid growth in the last few decades is, of course, no different from that of many other cities. It now surely ranks as one of the world's great cities and indeed, situation apart, its modern cityscape could almost be anywhere on the globe.

So, are all modern cities the same? Are there no geographical variations? Has globalization produced a series of city-clones, each indistinguishable from the next? Let's think about how Vancouver has developed during its relatively brief history, and how its place in the world has involved.

People have been living along this part of the coast for 10,000 years.

In the past they lived off the ocean and the land, both abundant in natural resources, especially in salmon. It is easy to forget this element of Vancouver's history, but today, native influence permeates the city and is one part of its appeal.

Текст 2

A Shortage of Sirs

Trying to teach quadratic equations to a bunch of unruly teenagers is hardly the cushiest of jobs. So as unemployment continues to fall, it is not surprising that teacher-training colleges are finding it hard to recruit prospective maths teachers. But there are growing worries that the supply of teachers may be dwindling just as the number of school-age children is growing.

The government asked teacher-training colleges in England and Wales to recruit about 2,000 people to train as maths teachers this autumn. John Howson of Brookes University in Oxford, who has just been appointed as the government's adviser on the supply of teachers, reckons they will end up with only 1,500, a shortfall of 25 per cent. He also predicts shortfalls in other secondary-school subjects: 15 per cent in science and 10 per cent in languages. So far, though, there is no lack of people wanting to become primary-school teachers or to teach history or games.

Teaching is not the best-paid job, especially for those with degrees in maths and science. But it is not badly paid either. Between 1980 and 1992, teachers' pay grew faster than that of nurses, hospital doctors, police officers and most other non-manual workers, although their pay has been squeezed slightly since. Mary Russell, secretary of the Universities Council for the Education of Teachers, says that it is not starting salaries (at least £12,400 a year) nor (the pay of head teachers (up to £55,600 a year) that pose the problem: it is a lack of mid-level jobs which discourages people from joining and staying in the profession.

Текст 3

Sleep Tight

President Clinton gets by on five or six hours of it a night, Rolling Stones Keith Richards is said to have gone for 13 days without any, and ex-Prime Minister Margaret Thatcher made do with just four hours a night. Albert Einstein, on the other hand, insisted on a full 10 hours. For most of us, however, seven to eight hours sleep each night is about right.

Recent research conducted by Professor James Maas of Cornell University, New York, suggests that we live in a society suffering from chronic sleep deprivation, with the majority of us getting 60 to 90 minutes less sleep each night than we need.

Sleep is vital to health and wellbeing. A good night's sleep keeps our immune system strong, to fight against illness, so if you think you're not getting enough, try following these tips from The Sleep Council to help you get a better night's sleep.

1. Keep regular hours. Going to bed and getting up in the morning at the same time every day will help your body programme itself to sleep better.

2. Create a restful environment for sleep. Make sure your bedroom is not too hot or too cold and is as quiet and dark as possible.

3. Relax in the hours before going to bed. A good way to do this may be to read a good book or magazine or listen to some restful music in a nice warm bath. Watching television may seem like a good way to relax, but it can act as a stimulant on the brain and sleep may not come easily if you get into the habit of switching off just before nodding off.

4. Above all, if you can't sleep, don't worry about it, Get up and do something you find relaxing until you feel sleepy again — then go back to bed.

Также стоит отметить еще два варианта лексической трансформации – то смысловое развитие и целостное преобразование.

Смысловое развитие заключается в том, что в переводе используется слово или словосочетание, значение которого является логическим развитием значения переводимой единицы. Чаще всего в таких случаях происходит замена причины явления его следствием (или наоборот). Это не нарушает точности перевода, а является наилучшим, а порой и единственным способом адекватной передачи содержания подлинника:

I bite down on one pesky little chunk of eggshell.

Раздается противный хруст кусочка скорлупы.

Смысловое развитие всегда относится не к одному отдельно взятому слову, а к словосочетанию или смысловой группе. Наиболее часто значения таких слов и словосочетаний в подлиннике бывают связаны причинно-следственными отношениями. При этом замена причи-

ны явления его следствием (или наоборот), не нарушает точности перевода, а является наилучшим, а порой и единственным способом адекватной передачи содержания подлинника:

And he noticed with sour disfavour that June had left her wine-glass full of wine.

И он с раздражением заметил, что Джун не прикоснулись к вину.

Перевод *оставила свои бокал полным вина* был бы неприемлемым по стилистическим соображениям. Переводчик заменяет следствие причиной. Предложение переведено адекватно. В процессе перевода, если это диктуется контекстом, могут заменяться предмет, процесс или признак, выраженный определенным английским словом, другим предметом, процессом или признаком, логически связанным с заменяемым. Вполне закономерно заменять при переводе слово, обозначающее предмет, словом, обозначающим его признак, предмет – процессом, процесс – предметом или признаком и т.д. Этот прием перевода иногда называют метонимическим.

Целостное преобразование применяется, когда при переводе необходимо понять смысл всего выражения в целом и выразить его по-русски словами, иногда очень далекими от слов подлинника.

Help yourself, please – угощайтесь (но не «помогайте себе»).

Good riddance! – скатертью дорожка! (но не «счастливое избавление»).

В приеме целостного переосмысления можно выделить две стадии: сначала смысл английского выражения уясняется посредством истолкования, описательно, а затем путем нахождения русского образного соответствия.

Практические задания

1. В чем заключается лингвистическая сущность переводческих приемов опущения и добавления? Какой прием следует использовать при переводе следующих предложений?

1. Then the loneliness overwhelmed her. 3. Dinner began in silence, the women facing one another, and the men. 4. What difference does it make? 5. It was a dreadful thing that she had just said. 5. The neighbors are very friendly.

2. Переведите следующие предложения, используя указанные приемы.

Генерализация

1. He was a thin, stoop-shouldered man not much under *six feet tall*.
2. At this moment O'Brien glanced at his *wrist-watch*.

Конкретизация

1. It's sweet for you to see my patients *go wrong* and yours recover.
2. The painting was called 'Napoleon on his *mount* visiting the plague stricken in the streets of Jaffa'.

Смысловое развитие

1. The Liverpool by-election was *an acid test* for the Labour candidate.
2. At last he *found his voice*.
3. I don't think she's living here at the moment. *Her bed wasn't slept in*.

Антонимический перевод

1. The woman at the other end asked him to *hang on*.
2. I *don't dislike you*, Mr. Mont, but Fleur is everything to me.
3. Shut the window *to keep cold air out*.

Целостное преобразование

1. Here's to you.
2. Hear, hear!
3. Bother!

3. Переведите предложения, используя указанные трансформации.

А. Добавление.

1. The flowers carpeted the hills and fields.
2. They watched the criminal out of the court room.
3. Professionally, he can be completely relied on.
4. There were no villagers nearby to ask the way.

Б. Опущение.

1. He jumped to his feet and ran after them.
2. The invaders came to kill and murder civil population.

3. Working men and women deserve a better life.
4. We were sick and tired of waiting for hours and hours.

В. Конкретизация.

1. Things look promising.
2. The meal was served at 6 p.m.
3. It will take me about an hour to drive there.
4. All the hotels in the city provide parking facilities.

Г. Генерализация.

1. Two persons were reported shot.
2. The dog sniffed every inch of the ground.
3. A 120-voice choir was performing in the open air.
4. The five-minute meeting with reporters was over.

Д. Антонимический перевод.

1. Their attitude was not unfriendly.
2. She had not left the reception until after her driver came to pick her up.
3. They had little to say to each other.
4. The permission is not given unless authorized by the dean.
5. Her name does not sound unfamiliar to me

2.5. Транслитерация, транскрипция, калькирование.

Прямых соответствий иногда не оказывается у неологизмов, слов, выражающих специфические понятия и реалии, а также у малоизвестных имен и названий. Для их перевода имеется ряд специальных приемов.

Транслитерация представляет собой передачу английского слова на русский язык путем воспроизведения его графической формы (буквенного состава) с помощью алфавита русского языка. Используя прием транслитерации, переводчик создает слово русского языка, которое представляет собой буквенную имитацию английского слова. Например:

Washington Post (название газеты) — *Вашингтон Пост*;
Jersey (название острова) — *Джерси*.

Транскрипция представляет собой передачу английского слова на русский язык путем воспроизведения с помощью русских букв его

звукового облика (фонемного состава). Например:

Times (название газеты) — Таймс;

City (район Лондона) — Сити.

Приемы транслитерации и транскрипции используются для передачи собственных имен и названий, при этом преобладающей тенденцией в настоящее время является использование приема *транскрибирования*.

Discovery (космический аппарат) — Дискавери;

OptimaNumerics Company — компания «Оптиманьюмерикс»;

Trident Capital firm — фирма «Трайидент Кэпитал».

В устоявшихся написаниях англоязычных имен и названий часто сочетаются элементы транслитерации и транскрипции. Например:

Herald Tribune (название газеты) — Геральд Трибюн.

Правила переводческой транскрипции с английского языка на русский разработаны достаточно полно и отражены в ряде словарей и публикаций. Данные правила регулярно применяются в отношении собственных имен, названий газет, журналов, кораблей, фирм и компаний, гостиниц и т. д., а также лексических единиц, заимствуемых по принципу внешней формы (некоторых реалий, терминов, товарных знаков и т. д.).

Правила практической транскрипции не распространяются на исторически сложившиеся (традиционные) имена и названия, которые зафиксированы в географических атласах, энциклопедиях, словарях и других источниках. Например:

Dorsetshire (название графства в Великобритании) — Дорсетшир;

Texas (название штата) — Техас;

George V (король Великобритании) — Георг V;

но: *George* (мужское имя) — Джордж.

Калькирование используется для перевода слов или словосочетаний, которые не имеют непосредственного соответствия в языке перевода. Данный прием заключается в переводе по частям слова или словосочетания с последующим соединением переведенных частей.

С помощью калькирования на русский язык переведены многие заимствования из области политики, науки и культуры. Например:

shuttle diplomacy — челночная дипломатия;
hot-house effect — парниковый эффект;
non-confidence vote — вотум недоверия.

Калькирование используется также для перевода названий исторических документов, организаций, историко-культурных событий и объектов, названий учебных заведений, государственных учреждений и т. д.

Рекомендуемые правила переводческой транскрипции/транслитерации

1. Транскрипции/транслитерации подлежат практически все имена собственные, включая имена людей, географические названия, именованья компаний (когда они носят характер личного имени), периодических изданий, фольклорных персонажей, названия стран и народов, именованья национально-культурных реалий и т. п.

2. Транскрипции/транслитерации подлежит большинство вновь вводимых терминов в специальных областях. Здесь следует, однако, помнить, что во многих случаях нет необходимости в транслитерации чужого слова, если этому слову в переводящем языке имеется однозначное соответствие, которое либо употреблялось раньше в аналогичном значении, либо применимо в качестве вновь вводимого термина.

3. Применение транскрипции к переводу встречающихся в тексте имен требует предварительного культурологического анализа, призванного определить наличие возможных традиционных форм того или иного имени, уже утвердившихся в мировой или переводящей культуре и требующих воспроизведения именно в той форме, в какой они существуют: *The English Channel* – Ла-Манш

Правила калькирования

1. Калькирование применяется в тех случаях, когда требуется создать осмысленную единицу в переводном тексте и при этом сохра-

нить элементы формы или функции исходной единицы.

2. Калькирование используется для передачи части географических названий, именовании историко-культурных событий и объектов, титулов и званий, названий учебных заведений, государственных учреждений, музеев, терминов и т.п. *Ivory Coast – Берег Слоновой Кости, back-bencher – заднекамеечник*

Приемы передачи реалий

Реалии – это названия присущих только определенным нациям и народам предметов материальной культуры, фактов истории, государственных институтов, имена национальных и фольклорных героев, мифологических существ и т.п. При сопоставлении языков обозначающие эти явления слова относят к безэквивалентной лексике.

Безэквивалентными являются слова, служащие для выражения понятий, которые отсутствуют в иной культуре и, как правило, не переводятся на другой язык одним словом, не имеют эквивалентов за пределами языка, к которому они принадлежат. Приемы передачи реалий: транскрипция; транслитерация; перевод (или замена).

Перевод (или замена) как прием передачи реалии на язык перевода применяют обычно в тех случаях, когда транскрипция по тем или иным причинам нежелательна. Существуют способы перевода реалий:

- 1) введение неологизма (в виде кальки или полукальки):
 - а) калька – заимствование путем буквального перевода (обычно по частям) слова или оборота;
 - б) полукалька — новое слово или (устойчивое) словосочетание, являющееся частичным заимствованием;
- 2) приблизительный перевод:
 - а) принцип родовидовой замены (позволяет передать содержание реалии единицей с более широким, очень редко – более узким значением, подставляя родовое понятие вместо видового: прием генерализации);
 - б) функциональный аналог (удобен для передачи реалий-мер, в частности, когда они предназначены для создания у читателя каких-то качественных представлений);
 - в) описание, объяснение, толкование как прием приблизительного перевода (используется в тех случаях, когда нет иного пути: понятие, не передаваемое транскрипцией, приходится просто его объяснить).

3) контекстуальный перевод — передача содержания при помощи трансформированного соответствующим образом контекста.

Перевод реалий-мер, обладающих ярким историческим и национальным колоритом, чаще всего осуществляется путем транскрипции или функционального аналога. Перевод советизмов и русизмов, как правило, осуществляется путем обычной транскрипции или калькирования. Перевод реалий-денег (названий валют) осуществляется с помощью:

- 1) транскрипции,
- 2) функционального аналога

Практические задания

1. Переведите на русский язык следующие словосочетания, при необходимости применяя прием калькирования.

Energy Department spokesman; mountain war; perfect murder; perfect stranger; Freedom Support Act; a new space satellite communications system; business communication workshop; Statistics and Analysis State Committee; non-taxable income.

2. Приведите соответствия реалиям.

Whisky, drugstore, businessman, skinheads, franc, blues, ale, road company, kitchen-cabinet, the Gordian knot, official family, squatter, stars and stripes, Yellow Pages, hot dog, beatnik, Oval Cabinet, wigwam, denims, Levis, shrimp cocktail, yellow vegetables, boatel, cent store, Pullman car, Black Monday, ounce, pound, inch, foot, yard, gallon, what will Mrs. Grundy say?, Очfords, a sit-down dinner, whodunit.

3. Дайте русские соответствия следующим именам.

Claire Osborne, David Parker, Agatha Wooster, Herbert Wigmore, James Mackenzie, Harris Peckham, Edith Wharton, Edward Dowling, Francis Bellingham, Arthur Whitby, Gerald Warren, Alice Curtis, William Douglas, Elizabeth Barrington, Stephen O'Brian, Walter MacAlpine.

4. Дайте русские соответствия именам и географическим названиям с учетом существующей традиции в передаче данных имен.

A

Walt Disney, Thomas Moore, John Galsworthy, Ronald Reagan, Jane Eire, Margaret Thatcher, Somerset Maugham, Gabriel Fahrenheit, Oscar Wilde, Alexander the Great, Thomas Gainsborough, Hippocrates,

Б

Ulster, Middle East, Rivera, Pearl Harbour, New Jersey, Rhode Island, Edinburgh, Canary Isles, Devonshire, Persian Gulf, Canaveral Cape, Suez Canal North Cape, Gaza Strip

5. Дайте русские соответствия следующим названиям.

A

Park Lane, Fleet Street, Weston Road, Whitehall, Western Way, Leicester Square, West Row, Trafalgar Square, Benton Avenue, Piccadilly Circus, Ash Grove, Greater London, Hemlock Close, Westminster Abbey

Б

Jones Bros., Motorola, Inc., Singapore Airlines, Toshiba Corp., Thomson Consumer Electronics, Samsung Electronics Co., Ltd., Miramax, Nikon Corp., Caterpillar, Texas Instruments, Inc., SabMiller, Ltd., Hewlett-Packard Company

6. Переведите слова и словосочетания, относящиеся к сфере политики и дипломатии. Прокомментируйте прием, использованный при переводе.

cold war, global warming, iron curtain, nuclear umbrella, civil rights, collective security, political settlement, sustainable development, silent majority, arms race, developing nations, military presence, superpower, strategic partnership, backbencher, partnership for peace, weapons of mass destruction, neutral and non-aligned countries

7. Переведите предложения, обращая внимание на передачу названий и имен собственных.

1. John Harris, a Republican, and heir to the Standard Oil fortune, donated to the environmental causes. 2. Linda Pritzker, a Tibetan Buddhist, is heiress to the Pritzker family fortune, the founder of Slimfast. 3. The French Trade Minister said France would urge other EU countries to reject the WTO draft at a meeting of European foreign ministers in Brussels on Monday. 4. The five richest states (Connecticut, Massachusetts, New Jersey, New York and Maryland) all voted for Mr. Gore. Mr. Bush won the 14

poorest states, except New Mexico. 5. Mr. Dahlan was arrested 11 times by the Israelis and served five years in Israeli jails, picking up fluent Hebrew in the process. He was expelled from Gaza in 1988 and made his way to Mr. Arafat's headquarters in Tunis from where he helped direct the first intifada. 6. De Beers recently signed a deal with African Diamonds, a Dublin-based diamond exploration company that also has projects in Sierra Leone, Lesotho and Guinea. 7. Miramax movie mogul Harvey Weinstein was so impressed by the Christian Dior hante-couture show in Paris that he has asked their flamboyant designer John Galliano if he'll direct one of his films. 8. The US Marines arrived in Somalia last week to orchestrate the evacuation of the last of the UN's peacekeepers. 9. Tour de France winner Floyd Landis was sacked by his team after the back-up doping sample taken during the race confirmed that he had excessive levels of testosterone in his body. 10. In September 2003, an International Atomic Energy Agency team said it had found traces of weapon-grade uranium in Iran. 11. Research from Boston College's Centre on Retirement suggests that no more than 10 per cent of those drawing benefits at 62 are genuinely unable to work. 12. All but one member of the commercial alliance is owned by American media giants: Turner is part of the world's largest media company, Time Warner — AOL, and owns CNN and Cartoon Network. Viacom owns MTV and Nickelodeon, and Discovery and Telewest are also American-owned conglomerates.

8. Переведите тексты, обращая внимание на передачу названий и имен собственных.

Текст 1

Grand Canyon

It's universally agreed that no one has ever been able to do justice to the Grand Canyon, the crown jewel of natural wonders and America's number-one beauty spot. Located 60 miles north of Williams and 80 miles north of Flagstaff, it lies inside the state of Arizona. For convenience's sake, it is divided into four areas, the South, West, North and East Rims, with most of the activity centred on the South Rim

The course of history can be tracked through the Canyon's layers. The upper layers of rock, the Kaibab and Toroweap formations of the Permian Age, were formed around 250 million years ago. At the foot of the Inner Corge are some of the oldest exposed rocks on earth — the hard

black rocks of the Precambrian Age. The Colorado River began curving its way through the rock between 6 and 25 million years ago

The Canyon was first sighted by white people in 1540, when a group of Spanish soldiers led by Captain Garcia Lopez de Cardenas stumbled across it. But the Captain had been sent on an expedition by Vasquez de Coronado to find settlements described by Hopi Indians; he had embarked on a treasure hunt for the legendary Cities of Gold and was not in the least impressed by the canyon, which to him was an obstacle and an irritation.

Текст 2

Royal Academy Wins Battle over Botticellis

London has beaten New York in a battle to show one of the best kept secrets of the Italian Renaissance — a spectacular collection of 92 drawings by Sandro Botticelli illustrating Dante's Divine Comedy.

They disappeared for 250 years and became separated. They have rarely been seen in public and have never been exhibited together. The Royal Academy will display the 500-year-old drawings next March.

The drawings were commissioned by Lorenzo Medici between 1480 and 1495. Botticelli, the most influential artist in Florence at the time, was asked to illustrate the Divine Comedy, written by Dante Alighieri 200 years earlier. Many drawings show Dante accompanied by Virgil, or Beatrice, his love, or with Lucifer. They show the poet's journey through the circles of hell.

For unknown reasons, Botticelli never completed the enormous task but it is likely that the incomplete work left Florence when the Medicis were banished from the city in 1494.

The drawings vanished and have had a chequered history, passing through some of the greatest houses of Europe. They first resurfaced in the mid-17th century in France in the ownership of a Parisian bibliophile. Queen Christina of Sweden bought some or all of them and when she died in 1689 her nephew, a cardinal, passed eight of them to the Vatican library where they have been ever since. Eight drawings have been lost but the bulk of the collection passed to the Dukes of Hamilton at the start of 19th century. They kept them in Scotland but put them up for sale, then bound in a volume, at Sotheby's in 1882.

Текст 3

In their book *When Illness Strikes the Leader* Jerrold Post and Robert Robins show that the medical advisers to heads of state have a difficult task. It is no longer true that the royal physician who lets his illustrious patient die will suffer the same fate, but professional ruin and notoriety will follow any physician who by his mistakes allows his most important client to die, and so changes the course of history.

Sir Morrell MacKenzie was the most famous ear, nose and throat surgeon of Victorian England, and would have been commemorated as such but for one mistake. He was called to Berlin to examine the crown prince, the future Frederick III of Prussia. A pleasant, liberal Anglophile, the prince had begun to lose his voice. Cancer was suspected, but MacKenzie was adamant there was no malignancy. By the time he had changed his mind Frederick was terminally ill. He was succeeded by his son, William II, the infamous Kaiser Bill, who did more than any other man to bring about the First World war.

2.6. Изменение порядка слов в предложении

Синтаксическая структура предложения часто претерпевает изменения при переводе с одного языка на другой. Одним из часто встречающихся случаев изменения структуры предложения при переводе с английского языка на русский является изменение порядка слов (перестановка). Для английского предложения типичен так называемый прямой порядок слов: подлежащее + сказуемое + дополнение + обстоятельство. Для русского предложения характерен относительно свободный порядок слов. Общей тенденцией для обоих языков является тяготение логического центра высказывания (нового в сообщении) к концу предложения. Однако нередко логический центр высказывания в английском предложении находится в начале предложения, и в таких случаях при переводе с английского языка на русский осуществляется перемещение логического центра в конец предложения путем изменения порядка слов. Например:

Radical changes have taken place over the last decade. — За последнее десятилетие произошли радикальные изменения.

Определить место логического центра в предложении и соответственно выбрать правильную стратегию перевода помогает контекст.

Одним из главных средств выделения логического центра в предложении в английском языке является артикль.

An agreement was reached after three days of talks. — После трехдневных переговоров было достигнуто соглашение.

The agreement was reached after three days of talks. — Соглашение было достигнуто после трехдневных переговоров.

Изменение порядка слов осуществляется, как правило, при переводе на русский язык эмфатической конструкции *it is/ was ... that*. Например:

It was a decade ago that historians discovered her existence. - Историки узнали о ее существовании десять лет назад.

В английском языке обстоятельства времени и причины тяготеют к конечной позиции в предложении, а в русском языке — к начальной позиции (за исключением случаев, где обстоятельство в русском предложении является его логическим центром). Соответственно, при переводе с английского языка на русский осуществляется, как правило, перестановка группы обстоятельства в начальную позицию в предложении. Например:

When H.G.Wells published "The Time Machine" 100 years ago, he laid the foundations of modern science fiction. — Когда 100 лет назад Герберт Уэллс опубликовал «Машину времени», он положил начало современной научной фантастике.

The train may be late due to the maintenance work on the line. — Из-за ремонтных работ на линии поезд может опоздать.

Но: *The train was late due to the maintenance work on the line. — Поезд опоздал из-за ремонтных работ на линии*

Очевидно, что в последнем примере выбор порядка слов будет определяться контекстом. Аналогичные перестановки имеют место при переводе простых и сложных предложений с вводными конструкциями.

Births outside marriage continue to rise, according to a Government report. — По данным правительственного отчета количество детей, рожденных вне брака, продолжает расти.

The surge in the number of asthma cases may be linked to rising levels of obesity, doctors say. — По мнению врачей, рост случаев заболевания астмой может быть связан с увеличением числа людей с избыточным весом.

Жесткий порядок следования компонентов предложения в английском языке компенсируется более широкой сочетаемостью имен существительных, выступающих в роли подлежащего, с глаголами, которые используются в качестве сказуемого.

Отличительной чертой английского языка является возможность выражения английским подлежащим причины, способа действия, местонахождения или времени событий, т. е., по сути дела, обстоятельство выступает в роли агента действия при сказуемом, выраженном глаголом, который по своему значению обычно относится к одушевленному лицу. Например:

The economic boom has produced a big group of well-off people.

Буквальный перевод в данном случае будет нарушением Норм русского языка. По-русски нельзя сказать: *Экономический подъем произвел большую группу состоятельных людей.* Естественным для русского языка будет выражение мысли следующим образом: *В результате экономического подъема появилась большая группа обеспеченных людей.*

Практические задания

1. Переведите предложения. Обратите внимание на то, каким образом позиция логического центра определяет порядок слов в предложении.

1. A lecture followed on the inadequacies of modern policemen and the immorality of modern youth. 2. He clicked on the Word 95 icon and almost instantly a blank document page appeared, with the word toolbars across the top. 3. Suddenly a gate opened in the fence of the last house in the pathway and a man came out. 4. A tall bespectacled man in his mid-thirties joined them. "Ah, Anthony! Let me introduce you to Dr. Williams." 5. A door at the opposite end of the room opened and a man came out in a very hurried way. 6. Very little attention is being paid to all of this. 7. Spring came, and summer. The swimming pool was opened. An opening swim-

ming tournament was arranged. 8. A month went by, or something like that, and Jonathan learned at a tremendous rate. 9. A pause followed this apparently pointless remark. 10. As I headed for the hut, the door opened and there appeared a small, spherical individual with a smile visible from fifty yards. 11. It takes a month to get deliveries from China, so fast changing fashion tastes can be satisfied only by clothes made in Japan. 12. It's against the law to trade on inside information about an imminent merger. 13. She dialed 34 Parkview Avenue and waited. There was no reply. 14. A call came through eventually explaining the situation and she was disappointed and upset.

2. Переведите предложения, делая необходимые перестановки

1. It's not my choice. It's what you think that matters. 2. She decided to sell the house. It wasn't the money she wanted, though the upkeep must have been considerable. It was London she missed. 3. It is not because they love foxes that they want to abolish hunting: it is because they detest foxhunters. 4. It's the seventh year that Elton has hosted an Oscar-night party and it's now become an annual event. 5. It was after a thorough investigation that the owner of the car was traced. 6. It was for Philip's thirteenth birthday that George bought an air-gun. 7. It was the digital camera that had claimed most of Davidson's attention. He'd promised a camera to his son. 8. It was quite incidentally that they found the letters away inside one of the local newspapers. 9. It was on such expeditions that her faith in life was based.

3. Переведите предложения, обращая особое внимание на позицию группы обстоятельства и вводных конструкций.

1. Women in most countries are choosing to have fewer children than ever before, according to a report on world population trends released yesterday. The average number of children in families in developing countries has fallen from six to three in 25 years. 2. The Jersey Zoo that Durrell founded in 1959 lurched from one financial crisis to another in the initial years. 3. Young children who sleep with the light on are much more likely to be short-sighted when they grow up, according to new research published yesterday. 4. Black-cab fares in London are to rise so that taxis can meet strict standards on pollution by 2007, the Mayor said. 5. Jesse Jackson discussed an Izrael-Hezbollah prisoner swap with Syrian president on Sunday in

Damascus. 6. They are not allowed to own more than 49 per cent of a fishing boat under Lebanese law, or even to join fishermen's unions; so they are even more vulnerable than many of their peers. 7. "There is no statistical correlation between stars and success," said Abraham Ravid, a professor of economics and finance at Rutgers University in New Jersey. Yet there is a bedrock belief that the winning formula consists of the right star in the right movie. 8. Several of the plotters had travelled to Pakistan within weeks of the arrests, according to an American counterterrorism official. 9. Several of the suspects met through their involvement in the charity, a friend of one of the suspects said. 10. Iran took in \$45 billion in oil revenue last year, the Council on Foreign Relations in New York says. 11. A new book by Pulitzer Prize-winning author Norman Mailer — his first novel in 10 years — will be released in January, publisher Random Mouse announced. 12. There had been a boy among Fred's fellow pupils in the sixth form who possessed a virtually photographic memory.

4. Переведите предложения, производя необходимые грамматико-синтаксические преобразования.

1. At ten to five it was already dark and pockets of fog made very slow, cautious driving essential. 2. Although the official story states that Ludwig killed himself, the circumstances of his death have never been satisfactorily explained. 3. She was the direct target of an attempt that killed four people and injured a further fourteen. 4. The train hit the bridge and the impact killed the driver and a passenger. 5. After the Normans, Malta saw troubled times, attacks by Saracens and pirates, falling by marriage and inheritance into various hands, including those of Spain. 6. Yesterday saw the publication of not one set of crime but two. The first, the police figures, tells of crimes reported to local police stations. The other, the British Crime Survey, records the public's experience of crime. 7. The Renaissance saw the beginning of the great writing rift, the splitting away of literature from everyday speech. 8. Several things explain these differences. 9. This century has seen a long and tortuous journey towards today's liberties. 10. The Santiago summit launched talks aimed at creating a 34-country Free-Trade Area of the Americas (FTAA). 11. The headlines of Saturday, 6 June 1970 drew parallels with another case that took place less than a year earlier. 12. The news that evening was bleak. London felt ominous, even leaderless. 13. Last week, Britain froze the charity's bank accounts and opened an investigation into possible terrorist abuse of charitable funds. 14. Bomb-

ings in Iraq left at least 18 people dead and dozens wounded. In the worst of the attacks, a bomb blew apart a minivan used as a public bus in Baghdad, killing at least nine people and injuring 16, police said. 15. A survey published today finds that of the 1346 motorists questioned, 29 per cent claimed that partners criticizing their performance at the wheel was the biggest source of friction. 16. This type of cancer kills 4,000 a year and a trial suggests that screening could extend the lives of those who develop it by two and a half years. 17. The raid killed four civilians and a soldier. 18. Last week saw Hezbollah's guerilla force inflict further casualties on one of the world's most powerful armies in Southern Lebanon. 19. The up-dated, fictionalized version of the story will see the women of a Yorkshire farming community take the place of the Hungarian villagers. 20. Some estimates suggest that the trial process has already cost close to €20 million, money that Dusseldorf's tax payers can ill afford. 21. The following Saturday morning found me at the Staff Development Centre. 22. This week sees the announcement of a significant advance in the science of cloning animals

5. Переведите тексты.

Текст 1

To advertisers, life is just an endless quest for somewhere to rest our eyes. Research done for London Transport Advertising has just revealed that passengers on the Underground prefer advertisements with a lot of print in them.

Reading the adverts, says LTA, provides "a safe entertainment in an environment where eye contact is virtually prohibited". Perhaps what Procter and Gamble now need is a lot of wordy ways to sell soap powder

Текст 2

Comet Caused Dark Ages, Says Tree Ring Expert

A comet exploding in the Earth's atmosphere contributed to the collapse of the Roman Empire in the West and ushered in the Dark Ages, it was claimed yesterday.

Studies of tree rings going back thousands of years have shown that the world experienced a sudden and catastrophic drop in temperatures in 540 AD. The disaster led to repeated crop failures, famines and the spread of bubonic plague that may have wiped out around a third of the

population of Europe, according to Professor Mike Baillie, a tree ring expert at Queen's University, Belfast.

The plague of 542, triggered by two years of famines and bad harvests, also may have hindered the attempts of the Roman Emperor Justinian I to re-conquer Western Europe, altering the political make-up of Europe.

Tree rings can provide valuable clues about historical climate changes. A cold year, for instance, appears in the tree record as a narrow ring. Professor Baillie told the British Association that 540 had been shown to be a catastrophic year in Siberia, Scandinavia, North America, South America and Northern Europe. "It very probably started the Dark Ages," he said.

He believes that the drop in temperature was caused by fragments of a comet exploding in the atmosphere, surrounding the world with a cloud of dust and water vapour.

Contemporary accounts from China and the Mediterranean reveal high meteorite activity in the 530s.

Professor Baillie called for historians to help to fill the gaps and look again at mythology from the Dark Ages for clues to the comet's existence.

Other scientists have suggested that a super volcano in the 530s triggered a global climate shift. But Professor Baillie said there was no geological or historical evidence for such a massive explosion.

Текст 3

Sleeping with Light on "Risks Children's Sight"

Young children who sleep with the light on are much more likely to be shortsighted when they grow up, according to new research published yesterday.

The study says that long periods of darkness may be essential for the healthy development of the eye.

Sleeping in a lit room during the first two years could leave a child five times more likely to have to wear glasses for short sight in later life.

The research may also have solved the mystery of why shortsightedness has become so widespread over the past two centuries. The increase in artificial lighting that accompanies urban development may be the answer.

Doctors questioned the parents of 480 children aged between two and 16. Of those children who had slept in darkness before they were two, 10 per cent were short-sighted; a third of those who had had a night light

became short-sighted. But the figure for shortsightedness among those who had slept with a full room light on was 55 per cent.

The researchers, who published their findings in the journal *Nature*, emphasized that they have demonstrated only a link, not a cause.

But experiments with chicken have shown that the proportions of light and darkness to which they are exposed greatly affects the growth of their eyes and the development of focusing.

Professor Richard Stone, of the Scheie Eye Institute at Pennsylvania University, Philadelphia, said: "It would seem advisable for infants and young children to sleep at night without artificial lighting in the bedroom until further research can evaluate all the implications of our results."

Gill Adams, a consultant ophthalmic surgeon at Moor-fields Eye Hospital, London, urged parents not to worry about night lights.

"The most important factor in a child later becoming shortsighted is whether the parents are short-sighted," she said. "Environmental factors may play an additional role. In the meantime, I would not deny any child who is frightened of the dark the comfort of a low luminescence night light."

2.7. Грамматические замены при переводе

Грамматические единицы языка могут преобразовываться в иные грамматические единицы в языке перевода. Таким заменам могут подвергаться словоформы, части речи, члены предложения.

А. Формы единственного и множественного числа имен существительных существуют как в английском, так и в русском языке. Как правило, при переводе существительные употребляются в том же числе, что и в оригинале. Однако существует ряд имен существительных, которые не совпадают в двух языках по форме множественного и единственного числа. Например:

outskirts — окраина; *evidence* — показания;
weapons — оружие; *wallpaper* — обои

Соответственно, при переводе происходит замена одной формы числа на другую.

В некоторых случаях замена формы числа существительных диктуется соображениями контекста и нормы языка перевода

His activities were severely criticized. — Его деятельность под-

верглась жесткой критике.

*We are searching for **talent** everywhere.* — Мы ищем **таланты** повсюду.

Б. Распространенным видом грамматических замен в процессе перевода является замена частей речи. Например, для английского языка характерен глагольный способ выражения предикативных отношений, в то время как в русском языке преобладает имя существительное. Соответственно, при переводе с английского языка на русский часто производится замена глагола на существительное. Например:

*They did their best **to prevent** the disaster.* — Они сделали все возможное для **предотвращения** катастрофы.

При переводе с английского языка на русский отмечаются и другие случаи замены частей речи. Сопоставьте следующие англо-русские соответствия:

*She is a **good cook**.* — Она хорошо **готовит** (замена существительного на глагол; замена прилагательного на наречие).

*The blonde waved a **graceful** hand.* — Блондинка **грациозно** помахала рукой (замена прилагательного на наречие).

*The government had to permit the sale of products, which cannot be grown **locally**.* — Правительству пришлось разрешить продажу продуктов, которые невозможно вырастить в местных условиях (замена наречия на номинативную структуру).

В. В некоторых случаях замена частей речи при переводе происходит вследствие различий в словообразовательных средствах английского и русского языков. Типичным случаем такого преобразования является замена существительных с суффиксом *-er*, обозначающих имена деятелей, на глагольное сочетание в случаях, когда в русском языке у данного глагола отсутствует производное имя, обозначающее лицо. Например:

*He is a fine **performer** on the flute.* — Он прекрасно **играет** на флейте

Практические задания

2. Переведите словосочетания.

А

UNO headquarters, activities of foreign companies, diplomatic immunities, executive powers, political realities, office premises, activities of a commission, for appearances sake, the customs, the works of a watch, in one's elements.

Б

to ban nuclear weapons, to give testimony, to carry on polemics, to reduce tensions, to take minutes, to paint the future in bright colours.

3. Переведите предложения, обращая внимание на передачу числа выделенных имен существительных.

1. One of the exceptions was Stephen Spielberg's Close Encounters of the Third Kind, in which a benevolent species from another planet communicated with human beings to promote peace. 2. This was a good opportunity for me to assess the children's confidence and proficiency as speakers. I could also test them on their knowledge of words and spellings. 3. The pressures of the job, the late nights, the increasing workload were getting him down so he had tendered his resignation. 4. She was a blunt, hard-working and down-to-earth Yorkshire woman and she kept the premises spotless. 5. I felt depressed. My report had been the means to end a teacher's career. 6. A lot of scientists chose to concentrate their energies in one particular direction, but Burton excelled at practically everything. He journeyed in search of the origins of the Nile. He was an outstanding explorer and traveller. 7. Modern science forces us to make some changes in our thinking. Our institutions may sometimes turn out to be unhelpful. Seeing things is important to us. 8. Over dinner we exchanged gossip and she told me that Sean was getting married. 9. There was a great deal of speculation about the possibility of an alliance between the two parties. 10. Gossip and scandal is what sells newspapers. 11. The police did not have enough evidence to charge anybody with the crime. 12. If we are unhappy, we're expected to suck it up for the kids' sake or our reputations. We worry what our parents will think, even if they are halfway around the world and we are middle-aged adults. 13. He may give the impression of being the clown prince of world politics, but there is often calculation behind Hugo

Chávez's verbal fireworks. 14. The builders of 1912 believed they could conquer the elements with an unsinkable ship. 15. The whereabouts of the temple have long been a historic mystery. 16. Bad tactics on the part of the management made a strike inevitable. 17. I'm sure he'll win every prize. 18. A further threat to Lada is that the dynamics of the used-car business are about to change again.

4. Переведите предложения, производя необходимые грамматические преобразования.

А

1. I am a good swimmer. I can say without false modesty. 2. I'm afraid his wife is a big spender. 3. I banged and banged on his bedroom door. He must be a really heavy sleeper, I thought to myself. 4. I have never been an early riser. 5. As a young man, when he had more spare time and less responsibility, he had been a great reader. 6. They were both pleased to see him, after all those years, but, as they soon remembered, he was a great talker. 7. Those had been some of the happiest times, the combination of schoolteacher and father, explainer and entertainer. 8. He liked a drop of Scotch, as most of us do, but he wasn't a big drinker. 9. The Messengers are experienced party-givers, and everyone knows their function and how to perform it. 10. There were the frighteners, the timid and insecure, who needed constant reassurance before they could utter even one word on a BBC chat-show. 11. That isn't how James operates. He's a doer not a talker. 12. The modern MP is required increasingly to be the town's public relations booster. 13. In 1998 the two biggest spenders were two tobacco companies which increased their lobbying activities and persuaded legislators to block the bill in the Senate. 14. Now he realized how far better a choice was Tony O'Brien, a man, not evil incarnate as he had once believed, but a genuine achiever. 15. He wasn't a very good whistler, but nobody could remember when he had last even attempted it. 16. I am a visual thinker. I think in photorealistic pictures.

Б

1. The Inspector gave a soft little laugh. 2. She took immediate fright at the mention of the police. 3. Mrs. Stoner gave him a suspicious glare. 4. She gave a nervous laugh. 5. Miss Marple gave a small prim smile. 6. She always keeps a sharp eye on what is happening in other parts of the world. 7. Valerie walked down the short front path, turned in the direction of the school, and waved a cheery farewell to her mother. 8. "Come on,

Hawks, come and have a pint." "Alright, but just one. I've got an early start in the morning." 9. He showed no interest in having a beer. Instead he said his goodbyes and took off in his black BMW.

5. Переведите предложения, производя замену выделенных глаголов на имена существительные.

1. In her capacity as First Lady she has developed programmes to help preserve the national parks and protect, the ecological diversity of the country. 2. It was the right time to reassess priorities. 3. The Stamp case was one chapter in a long book that took over a year to write. 4. The party is still struggling to find a strategy to overcome its humiliating defeat in the 2002 elections. 5. The office of Monika Harms, the chief federal prosecutor, said Saturday that the Syrian, together with the two Lebanese suspects, used his computer to research bombmaking instructions in the Internet. 6. The standard way to produce colonies of stem cells is to let an early human embryo grow to a size of about 150 cells. 7. Some politicians oppose Item's decision to use part of its oil windfall to support Hezbollah in Lebanon. 8. Hard-line Iranian President opened a heavy-water production plant that could be used to make nuclear weapons. 9. The study reports that 62 per cent of GPs would encourage their patients to use garlic to maintain a healthy heart and blood circulation. 10. Edison's primary goal was the adaptation of science to benefit people. 11. A classic example of applying abstract scientific principles to create a new field of technology was provided by three American physicists in the 20th century. 12. Modern fire brigades have many specialist vehicles to fight fires in all sorts of circumstances. 13. There is not much stone in the delta of the Nile so they often use old buildings to create new ones. 14. Although the Egyptian government has brought in new measures to prevent the destruction of ancient historical cities, it is too late to save some of them. 15. In those days, my grandfather regarded me as his companion to go hunting and fishing with. 16. There are essentially seven methods which pressure groups use to influence government. 17. Action groups have urged the government to take action to protect poor countries from the effects of climate change.

6. Переведите предложения, производя замену выделенных наречий на номинативные структуры.

1. The result nationally was the worst for the Conservatives in mod-

ern times. 2. He wondered if the old woman was using the phrase literally or conventionally. 3. Although musically Neil Young is most conspicuous for his high-pitched voice, he is also renowned for being a ferocious guitarist. 4. Although the island is perennially popular and crowded in summer, it is still possible, even in the height of the tourist season, to explore the island's lesser-known beaches with only one or two other people around. 5. To think sociologically about education requires you to consider the effects upon individuals of class, income, gender, race and the possible efforts of schools themselves. 6. Europeans are less prepared than Americans to buy electronically. They are more conservative in their shopping habits. 7. Public sports facilities have always been available in great number for participants. This may explain why Americans have traditionally done well internationally in a lot of sports. 8. Georgina was waiting for them in the living room, sitting apathetically, staring at the wall. 9. One of the most important aspects of doing business internationally is being able to speak other languages. 10. What remains to be seen is whether her methods and ideas will spread nationwide, or even be applied internationally. 11. The young man was frying sausages over a gas burner while his friends sat cross-legged beside him, entertaining him vocally and on a guitar. 12. She said bitterly, "That would be a neat way out of our troubles, wouldn't it?" 13. He has unhesitatingly thrust open the double mahogany door and, striding confidently into the room, had taken his seat in Henry Peverell's old chair. 14. Sonia wouldn't have known to do that. She wasn't mechanically minded. 15. The verdict of the inquest was correct. Legally that is the end of it. 16. But privately, Blair was said to be more cautious. 17. "He's just amazing physically," coach Bob Stoops says. 18. Medicinally, rosemary infusions have been recommended for giddiness, tiredness and toothache.

7. Переведите тексты

Текст 1

"I'll have a Big Mac and fries, please," I said to the uniformed girl behind the till.

Yes, I'm afraid it had come to that. My search for nightlife and culture had led me to McDonald's.

I made my way over to a characterless synthetic table and planted myself on the standard McDonald's plastic seat, designed in such a way as to provide adequate comfort for the consumption of a meal but not to nur-

ture any desire to sit back and relax after its completion. You can imagine some ambitious American go-getter standing up to speak at the "Profit Maximization" meeting. "Every second that a table is occupied by a non-eater costs us dollars and cents. Remember — time is money."

I walked home, as unsatisfied with my meal as by what it had come to signify for me. I found it upsetting that however hideously wrong their previous economic system had been, countries like Moldova were so eager to replace it with one which was also so manifestly flawed.

Текст 2

Channel Hoppers Zap Television Commercials

Thanks to the remote-control channel-changer, it is now easy to avoid the commercial "messages" stuck in and around television programmes. You simply click away — "zap", in the jargon of the advertising industry — to something more interesting until the sales pitch is over.

Between four and 15 per cent of us, according to industry research, are regular zappers. My own guess, based on research in a single household, is that the heaviest rappers are those with advertising-laden satellite television.

Trying to watch the news on CNN on Monday evening, I counted six advertisements for hotels in Nagoya, Japan, before zapping to Sky News, to land in the midst of a family extolling the virtues of Domestos multi-purpose cleaner. The prospect of a zapping epidemic terrifies advertisers. In the United States recently, the head of the soap-powder giant, Procter and Gamble, recently uttered the dire warning that the conventional TV commercial will disappear. The company is afraid that the advent of digital technology and the proliferation of subscription channels, on which little or no advertising appears, will take away the willingness of viewers to sit through any commercials at all.

Philip Bird, British marketing manager for the international publishing group G&J, agrees. "The writing is surely on the wall for television advertising," he says. "Avoiding ads will be child's play, albeit rich child's play." It's only the chattering classes, he believes, who like clever commercials; the great mass of the audience is fed up with being bombarded with them and will pay a premium to avoid them.

Therefore, Procter and Gamble is probably right to suspect that the days of the old-fashioned commercial break are numbered. The betting is that in the future such big advertisers will try to slide away from hard-

edged television commercials into the far more flattering role of sponsor.

2.8. Перевод неологизмов

Проблема правильного понимания и перевода неологизмов связана с тем, что при современном стремительном развитии науки и техники никакой словарь не в состоянии поспеть за возникновением новых слов и терминов в различных областях знания. Поэтому, если в тексте встречается неологизм, отсутствующий в словаре, переводчик обязан самостоятельно определить его значение, учитывая словообразовательные элементы данного слова и опираясь на контекст, например:

Jet propelled planes consume enormous quantities of propellant.

В данном предложении мы встречаем новое слово *propellant*, которого нет в общем словаре и значение которого требуется установить. Отделяем в слове суффикс *-ant* и находим исходную форму *propel*, отбросив вторую букву.

Отыскиваем в словаре значение слова *propel* в качестве глагола: «*продвигать вперед*», «*приводить в движение*», «*двигать*». Учитывая, что суффикс *-ant* образует имена существительные от глагола, определяем примерное значение слова *propellant* как «*то, что приводит в движение*». Исходя из контекста, подбираем наиболее подходящее значение: «*горючее*». После этого производим перевод всего предложения: *Реактивные самолеты поглощают огромное количество горючего.*

Если неологизм представляет собой обычное слово, но употребленное в специальном терминологическом смысле, то, очевидно, единственным способом установления его значения остается опора на контекст, на общее содержание переводимого отрывка.

В предложении *This turned out to be an Arab film, but as it was dubbed into English we were able to enjoy the smartness and vividness of its dialogues* мы встречаем неологизм *dubbed*, значение которого («*дублировать фильм*») легко устанавливается из контекста, после чего перевод предложения не вызывает затруднений: *Этот фильм оказался арабским, но так как он был дублирован на английский, мы смогли насладиться остроумием и живостью его диалогов.* При переводе неологизмов-заимствований основным средством раскрытия значения слова является контекст и, конечно, словарь того языка, из которого

заимствовано данное слово.

Способы перевода неологизмов

В переводческой практике, в тех многочисленных случаях, когда отсутствует эквивалент перевода, при передаче неологизмов с английского языка на русский используется ряд приемов. К ним относятся: транслитерация, транскрибирование; калькирование; описательный перевод; прямое включение.

1. Передача неологизмов при помощи переводческой транслитерации и транскрипции. Способ транслитерации заключается в том, что при помощи русских букв передаются буквы, составляющие английское слово, например, *blog* — *блог*. Применение транскрипции в переводе заключается в передаче русскими буквами не орфографической формы, а звучания английского слова, например, *interface* — *интерфейс*, *notebook* — *ноутбук* и др.

2. Перевод неологизмов при помощи калькирования заключается в замене составных частей, морфем или слов (в случае устойчивых словосочетаний) единицы оригинала их лексическими соответствиями в языке перевода, например, *cyber store* — *интернет-магазин*.

Часто переводчики прибегают к комбинированным способам и наряду с калькированием применяют транскрибирование или транслитерацию, как, например, при переводе слова *web-page* — *веб-страница*.

3. Описательный перевод используется в случае, когда затруднительно передать значение неологизма при помощи описанных ранее способов. Чаще всего это происходит в тех случаях, когда предмет, явление или понятие, которые называет неологизм, отсутствуют в заимствующей культуре, например, *carsharing (car-pooling AmE)* — *совместное пользование автомобилем (например, соседями) с целью сокращения количества транспортных средств на дорогах и уменьшения, таким образом, отрицательного воздействия на окружающую среду*.

Довольно часто наблюдается параллельное использование транскрипции, транслитерации или кальки и описания значения нового слова, которое дается либо в самом тексте, либо в сноске или примечании. Такой способ предоставляет возможность сочетать краткость и экономность средств выражения, присущих транслитерации или транскрипции и калькированию, с точной и полной передачей

смысла соответствия. Разъяснив однажды значение переводимой единицы, переводчик может в дальнейшем использовать транслитерацию, транскрипцию или кальку без объяснений.

4. В последнее время при передаче неологизмов применяется также прием прямого включения, который представляет собой использование оригинального написания английского слова в русском тексте. Такой способ представляет собой путь наименьшего сопротивления и минимальных трудозатрат. Чаще всего на страницах периодической печати можно встретить слова, состоящие из двух частей: английской, с сохранением оригинального написания, и русской: *web-страница*, *on-line-доступ* и др.

Использование способа прямого включения может быть оправданно в тех случаях, когда неологизм невозможно передать ни одним из рассмотренных способов перевода в связи со специфичностью его звучания или написания. Например:

Bluetooth is useful when transferring information between two or more devices that are near each other. — Технологию Bluetooth удобно использовать для осуществления связи между двумя или более устройствами, находящимися на небольшом расстоянии друг от друга.

Как правило, один и тот же неологизм можно перевести различными способами, однако спустя некоторое время один из вариантов вытесняет другие. Основными критериями, которые должны быть приняты во внимание переводчиком при поиске соответствия английскому неологизму в русском языке, являются краткость и однозначность толкования. Предложенный переводчиком вариант должен быть понятен получателю перевода.

Практические задания

1. Проанализируйте способы образования неологизмов, найдите примеры их употребления и предложите свои варианты перевода.

ADSL, valley girl, apitherapy, ashtanga, at sign, outsourcing, FOAF, G8, to genotype, to burn (a CD), Bushism, C2C (transactions), domain name, dot-com (also dot.com), Wi-Fi, to surf (the Internet), ATM, secret

shopper, Segway, hybrid car, in-box (letters), intranet, keypad, nanotechnology, must-have, hightism

2. Переведите следующие предложения на русский язык, обращая особое внимание на выбор адекватного способа для передачи неологизмов.

1. The property also included an elaborate doghouse that was a stunning example of pampered pooch barkitecture.

2. Doctors fear the problem will lead to a bed-blocking crisis in Birmingham as elderly flu victims take up hospital spaces.

3. An Indian swami sat in a corner, near an enigmatic Haitian "breatharian" who is admired by all because he lives, supposedly, on air alone.

4. He scoops up business donations by the bucketload.

5. In this restaurant one can select from enchiladas, chalupas, quesadillas, burritos as well as exotic tropical sea foods.

6. Because on-line drug stores bypass doctors to deliver drugs, medical professionals are beginning to take alarm at cyberchondriac behaviour.

7. A typical example would be shopping in a cybermall, where a user might move from store to store and acquire various merchandise along the way.

8. Physicians are being threatened, impoverished, delicensed, and imprisoned for prescribing this drug in good faith with the intention of relieving pain. 9. Statistics show that the community disappears about 200 pounds of cabbage a year.

10. These capsules were labelled as an "extremely effective fat burner, working especially well for conditions of obesity and reducing problematic areas of fat (cellulite)".

11. Their readers are generation D, the digital generation, which adapts very easily to new technology.

12. He spent the afternoon googling aimlessly.

13. Don't drink that milk — it went south a few days ago.

14. In a modest way, hoteling has been around for a while, but it's specific to each company.

15. Michael is a "hyperflyer", a relatively new species whose members spend more time aloft than aground.

16. Your headaches may be related to job spill so try to reduce your workload.

17. The recent news is that in Japan karoshi — death from overwork

— is now the second leading cause of death after cancer.

18. The industrial sector is largely organized into great families of companies — keiretsu — each of which consists of 20 to 40 big corporations.

19. Linguistic profiling revealed that the bomber was probably an uneducated southerner.

20. We've added features that make our site much easier to navigate.

21. A century before scientists researched the nocebo effect — the phenomenon of negative, fearful thoughts causing harm.

22. It's basically a huge database where users identify themselves by name and school graduation date. To see classmates' e-mail addresses, nostalgics pay \$36 a year.

23. Companies find their absenteeism rates dwindle to virtually nothing for homeworkers. Working at home is presented as expanding, progressive and even fashionable.

24. From 2008, eco-driving is set to become a standard feature of the UK driving test.

25. Calcuholism has increased in recent years and will continue to increase due to advances in technology. To avoid dependency, we must do mathematics with our minds from time to time rather than with a machine.

26. Information and communications technologies have made possible the emergence of the teleworker seen by many pundits as the figure of the future. With a laptop and a mobile phone the teleworker can, in principle, work almost anywhere.

27. It is fairly bold to spend \$40 million filming an approximately 2 700-year old classic that many channel-surfers will associate with the drudgery of compulsory education.

28. As they try to sell higher-end electronics and add-ons, including customer warranty plans, such companies will also want to control staffing costs.

29. One of the renewable energy technologies that has received the most hype in the past few years has been fuel cells.

30. Headhunters say at least 300 high-tech companies are looking for seasoned chief executive officers who can take them to the next level.

4. Переведите следующие тексты.

Текст 1

Slang Gets Seal of Approval

Language purists may fume but any "dipstick" can tell them to "chill out" with the approval of Penguin, the publisher, when its new dictionary is published on Thursday.

Hundreds of words, classified as slang when the last edition was published 14 years ago, are now classified as "informal English". They include "freebie" and "dosh" and phrases such as "on the take" and "brewer's droop".

Nigel Wilcockson, editor of The New Penguin English Dictionary, said: "When Penguin last published a dictionary, all these words were listed as slang. This warned people not to use them when they wanted to be taken seriously in mainstream society. These words are now classified as informal, which shows a major shift in our attitudes.

You might still be unwise to use these words in a business report or a lawyer's brief, but essentially they're now part of general English."

Television, cinema, newspapers and magazines have helped popularise slang vocabulary, especially among the young. The frequency with which each word appeared in print or on screen determined its status, compilers said. Other promotions to the dictionary's hallowed pages include "blubber" to describe a fat person and "crumpet" in its Carry On sense.

John Lister, of the Plain English Campaign, said: "A lot of the time you do find that dictionaries can be a little hasty in adding new words, especially when you consider language changes so quickly now that words risk becoming passe before the end of the print run."

Perhaps Penguin would say that was "fad-surfing", meaning "the persistent and often meaningless following of the latest trends".

Текст 2

The Rebirth of Web Analytics

The largest online seller of bags is betting Web analytics will help it keep up with the latest consumer buying trends and help it choose the right advertising schemes over the holiday season. Using Web analytics, eBags has identified the colours that consumers are looking for, as well as deter-

mined other baggage-related trends.

For example, Chris Seahorn, director of business development for eBags told the E-Commerce Times that Web analytics clued the vendor that iPod cases would be a hot item this shopping season. Based on that information, eBags quickly built out a "digital lifestyle" page that features cases for all types of electronics. That's not the only way analytics have helped.

"The search terms help us scale," Seahorn said. "By knowing what the trends are ahead of time and by adding new key categories, we've literally generated thousands of new dollars per week. I think those would have been lost sales otherwise. I think going into the holiday season, it will be tens of thousands of dollars."

John Mellor, vice president of marketing for Omniture, the software vendor that provides Web analytics tools to these and other top Internet brands, told the E-Commerce Times that Web analytics is becoming mainstream in the online retailing community.

"Some of our sophisticated customers are using Web analytics 10 optimize their sites all the way through the final days of the buying cycle," Mellor said. "Web analytics is becoming more of a have-to-have technology because you can't improve what you can't measure."

Текст 3

Online Shopping Sites Fight Customer Bailouts

During the latest year-end holiday season, both TJMaxx.com and HomeGoods.com tested a checkout system in which customers used a single page for all shipping and billing information. Fifty per cent more customers completed the checkout process than had finished the multipage process.

For many e-commerce sites, the shopping cart is where transactions go to die. More than half of all prospective customers bail out of their purchases sometime after selecting products and before hitting the "buy" button, according to Forrester Research, a technology consulting firm.

That predicament has prompted sites like Macys.com, TJMaxx.com and HomeGoods.com to seek new ways to shepherd customers diligently through the checkout process. As traditional retailers sharpen their online operations, those kinds of improvements could be critical in winning business.

Take TJX, which owns T.J. Maxx, Marshalls and HomeGoods, among other retail chains. Last autumn, the company opened online stores for T.J. Maxx and HomeGoods, using a traditional checkout method in which users clicked through multiple screens while typing in shipping information, credit card numbers and the like.

Ease of Access

"We make it as easy as possible to get in and out of our stores easily, so when we went to the Web, this seemed like a natural progression," Sherry Lang, a TJX spokeswoman, said.

The technology is known as a "rich Internet application" in industry circles.

Such applications work by loading a small, temporary software application onto the user's computer when he or she clicks on a particular Web page. The Web site feeds information instantly to that software program in the background so that when someone, say, types in an invalid postal code while checking out, the computer flags it and requests a correction.

The technology itself is not new. Tech-savvy companies like Kayak.com, a travel search site, have deemed such applications important enough in recent months to build onto their own technology. As Kayak's site presents search results, it also loads into the computer's temporary memory the details of hundreds of fares. Then, when visitors use the control panel to select different target prices or flight dates, the relevant fares instantly replace the previous set.

Глава 3. Тексты для перевода

Text 1

Nuclear Power

The problem with nuclear power is not that it kills people; it kills very few. Its problem is that humans have a fear of something they cannot see, hear, feel and smell. Humans are used to the idea that a rock can fall on your head and kill you. They have not. been able to get used to the idea that an invisible particle they cannot sense can kill them. Nuclear radiation is the ultimate ghost

But there is another, perhaps more important, dirty little reality about nuclear power that the green movement would rather not talk about. Most

of us know with certainty that we will not be the ones killed in a coal mining accident. We don't work in the world's coal mines. Someone else does. They are the ones risking their lives to give us electricity. We don't want to risk our own lives with nuclear power to give ourselves electricity — no matter how small the probabilities may be.

Having spent a few college summers working in an underground copper mine in Montana, my sympathies are with the coal miners. But for most Americans, it swings the other way: It is OK for them to risk their lives to give me the electricity that I want. My death and his death are not equivalent.

Text 2

Sea Water Contaminated by Sewage

One in ten British beaches is polluted by sewage and is a health risk to holiday-makers, according to a report published today.

The Good Beach Guide, compiled by the marine Conservancy Society on behalf of Readers Digest, also shows that 66 per cent of monitored beaches fall below society guidelines for water quality standards.

The North-west was the region that pioneered the British seaside resort, but not a single beach between Cumbria and the Wirral is judged to have good water quality.

Morecambe North and Blackpool have water "heavily contaminated by sewage".

Other resorts that failed to meet mandatory standards include Scarborough South Beach and Brighton.

But the number of beaches recommended as safe for bathing is up 25 per cent on last year.

The society said that although it welcomed work by water service companies to improve the situation, this was "of little comfort to bathers who fall ill because improvements in sewage treatment will not be completed until the next century".

The society's conservation director Guy Linley-Adams added: "Despite what the water industry may tell us, the truth is that many UK beaches are still unacceptably polluted by the water company sewage works and sewage overflows."

A spokesman for the Water Services Association, which represents the big water and sewage companies, said: "The water companies have in

place a £2 billion programme aimed at achieving full compliance with the European Commission directive.

"As a result, beach quality has improved year-on-year since 1992."

The society will now be lobbying for a commitment from the Government to ensure full compliance with the existing directive, the adoption of stricter standards, high quality sewage treatment, and the designation of all recreational waters under a new directive.

Text 3

Thousands of Species "Threatened by Warming"

Global warming could destroy or fundamentally alter a third of the world's plant and animal habitats by the end of this century, scientists said yesterday. They warned it could cause the extinction of thousands of species.

The study, commissioned by the World Wide Fund for Nature, said that the most vulnerable plant and animal species would be in Arctic and mountain areas, where up to 20 per cent could be driven to extinction.

In the north of Canada, Russia and Scandinavia, where warming was predicted to be most rapid, up to 70 per cent of habitat could be lost.

Species identified as most at risk included the rare Gelada baboon in Ethiopia, the mountain pygmy possum of Australia, the monarch butterfly in its Mexican wintering grounds and the snowy owl of Canada and Alaska. Also under threat were the spectacled bear of the Andes and the spoon-billed sandpiper, of which only 4,000 remained, in its breeding sites in Russia's Arctic Far East. In Britain, the report said the ptarmigan, dotterel and snow bunting, birds of the high Cairngorms, would also come under severe pressure.

The report, *Global Warming and Terrestrial Biodiversity Decline*, was written by Jay Malcolm, professor of forestry at Toronto University, and Adam Markham, the British-born director of the North American pressure group, Clean Air — Cool Planet.

The authors calculated required migration rates for species in all terrestrial areas for a doubling of carbon dioxide from pre-industrial levels, which was expected to take place around 2050.

By comparing these with fossil and historical records, they found that the rate for plant species appeared to be 10 times higher than those recorded after the last Ice Age. It was common for plants and animals to have

to move at a rate of a kilometre a year to keep up with the climate they were used to, the report said. But they were unlikely to be able to do so in future because of the barriers placed by oceans and lakes, cities and agricultural zones.

Pests and weedy species would fare best, the report predicted. These included the Japanese honeysuckle and the Canada goose.

But many tropical species, which had never been forced to move by the Ice Age could become extinct.

The report said: "If past fastest rates of migration are a good proxy for what can be attained in a warming world, then radical reductions in greenhouse gas emissions are urgently required to reduce the threat of biodiversity loss." Ute Collier, of the World Wide Fund for Nature UK, said: "The rates at which species will have to move are much faster than for 10,000 years, so many species and habitats will probably be unable to adjust."

Ruud Lubbers, the former Dutch prime minister and now president of WWF International, expressed some hope: "There is evidence that society at large, including transnational companies, is beginning to understand the problem."

Text 4

Bite is Worse than Bark

One of the most frightening things that can happen when travelling is to be attacked and bitten by a stray dog. Worse than the pain, is the fear that you might contract rabies.

It is a dreadful illness, invariably fatal once symptoms begin and the symptoms are acutely distressing. Its onset is often heralded by a sense of apprehension, headache and fever. As the disease progresses, it causes weakness or paralysis. Spasms of the swallowing muscles lead to a total fear of water. In the final stages, come delirium and convulsions.

The virus that causes rabies is present in the saliva of a rabid animal and may be introduced when the animal bites or scratches.

In Bangkok, between four per cent and seven per cent of stray dogs are reported to be rabid and more than 100,000 people a year are treated after being bitten. I always advise travellers to avoid any contact with animals as far as possible, but particularly to avoid contact with an animal that is behaving oddly. Unfortunately, despite this advice, people do get bitten.

It is not uncommon to receive calls from panicking travellers who are terrified that they will develop rabies. If you are unlucky enough to be bitten, you should thoroughly cleanse the wound with soap and water and encourage limited bleeding. Dirt and suchlike should be removed and the wound bathed with an antiseptic. If you do not have any antiseptic, gin or whisky will do the trick. The next step is to seek medical attention as soon as possible. You should try to obtain human diploid-cell rabies vaccine.

If you were immunised against rabies before your trip, you will need only two doses of the vaccine, given three to seven days apart, to boost your antibodies. If you have not been immunised, you will need a course of five injections of rabies vaccine over 30 days, but you should also try to obtain human rabies immunoglobulin (HRIG) for immediate injection as this will provide protection until the vaccine acts.

HRIG can be difficult to obtain, so if you are planning to spend long in rabies-infected countries, it is a good idea to be immunised before you go.

Text 5

UK "Tops Energy Wasters League"

Britons are the worst energy wasters in Europe with bad habits, which could cost £11 bn by 2010, a survey of Europe's five most populous nations suggests.

Leaving mobile phone chargers plugged in, appliances on standby and lights on are among their most common failings.

If the levels of wastage continue, an extra 43m tons of carbon dioxide will be pumped into the atmosphere by then, the Energy Saving trust said.

It interviewed 5,000 people in the UK, France, Germany, Spain and Italy. Figures in the Habits of a Lifetime report, commissioned to mark the start of Energy Saving Week, said 71 per cent of UK consumers admit to leaving standby buttons on once a week.

Meanwhile, 65 per cent of UK consumers leave chargers on once a week and 63 per cent forget to switch the lights off when leaving the room. The comparison with German consumers, who top the energy efficiency league, reveals major differences. Britons leave chargers on three times as much as Germans, they leave standby buttons on twice as much and forget to switch off lights four times as much. Almost half (48 per cent) of Britons

admit to using the car for short journeys rather than public transport, walking or cycling. The Spanish were said to be the next most efficient users of energy after Germany, followed by France and Italy.

Text 6

Team Players Wanted

Only team players will succeed in Japan's group-oriented culture.

Japan has a very formal, hierarchical culture. When addressing a Japanese associate, use their surname or job title followed by "san". If speaking to a much more senior colleague, use Mr. or Ms. with their surname. Never use first names unless invited to do so. The Japanese will traditionally greet each other with a bow, though western counterparts are more likely to be greeted with a simple nod followed by a light handshake. If someone does bow to you, respond by bowing to the same level, with eyes lowered.

The key to establishing credentials, business cards should be written in both English and Japanese. Present your card with both hands with the Japanese side facing up. Similarly, receive a card with both hands and take a few moments to read it. A first meeting tends to be very formal. Be careful not to display negative emotions or be too abrupt, which might cause loss of face. Be especially deferential to older associates, who will usually be the most senior in rank.

In Japanese business culture, the group identity always prevails and all decisions are made within the group. Do not single anyone out, either for praise or criticism. Expect every aspect of your proposal to be reviewed in minute detail — the Japanese will gather as much information as possible to avoid potential problems later on.

Once outside the structured office environment, the Japanese are much more informal. Business entertaining might take place at a golf course, karaoke bar or a private room at a restaurant. If uncertain of the intricate dining etiquette, simply follow the lead of your counterparts and remain humble, polite and modest.

Text 7

Information Overload

In India, much information is needed before a deal is struck. India's two official languages are Hindi and English, with English widely used in business. Translators are not required, but it is useful to have an intermediary to help navigate local bureaucracy.

The traditional greeting is the *narnaste*, (hold your hands in prayer position at chest level and bend your head towards your fingertips). Westerners are likely to be greeted with a handshake (women should not initiate a handshake with a man). In formal situations, you may be welcomed with a garland of flowers.

Meetings usually start with tea and small talk. Building personal relationships is vital as subjective feelings weigh heavily in the decision-making process. Bring plenty of business cards and be flexible about timing — itineraries often change at short notice.

Indian society is very hierarchical and everyone is aware of their rank in relation to others. Foreign businessmen should aim to gain access to associates at the highest level in order to advance rapidly. Those in positions of authority are generally decisive and willing to take risks, whilst subordinates are reluctant to get involved in decision making and expect to follow directives.

Business negotiations can be protracted. You might have to provide the same information several times to different people but this is usually an indication that you are making progress.

A deal is often sealed with a meal. Most business meals are lunches, although you may be invited to an associate's home for dinner. Indians enjoy entertaining — "Serving a guest is like serving God" is a commonly held belief. Leave a little food on your plate to avoid offending your host (an empty plate may suggest you are still hungry).

Text 8

United Arab Emirates

The United Arab Emirates (UAE) is a federation of seven Emirates located on the Arabian Peninsula. Considered the most liberal country in the Gulf, the UAE is still relatively conservative by Western standards.

Less than half of the UAE's inhabitants are Arabs, though over 70 per cent are Muslim. Arabic is the official language but English is widely used and understood.

People are relaxed about time in the UAE. Meetings generally begin with small talk and an offer of tea, Arabic coffee or soft drink (it would be thought rude to get straight to business). In the same way, discussions should not be brought to a sudden close even if you are pressed for time (impatience is regarded as bad manners). Arabs look badly on displays of ill-temper or annoyance, and negotiations are generally good humored and informal.

Shaking hands on arrival and departure is the norm, although Arab men do not usually shake hands with women. Women should wear a conservative skirt or trousers and jacket and ensure that necklines are modest.

Business entertaining is usually lavish and in the Western style. An authentic feast may feature a whole sheep served on a bed of rice. This should be eaten with the right hand only as the left hand is considered unclean. Most Muslims do not drink and visitors should consult their host before ordering alcohol. Wait for your host to signal that the evening has come to an end — indicating that you are ready to leave would be taken as an insult.

Text 9

What's on the Air Pollutes as Much as What's in It

Among the academics who study the TV-violence link, the effect isn't even controversial. Study after study has shown that television robs families, schools and churches of their ability to show the young how the world is supposed to work. TV and movies do the job now, and teach that violent solutions to everyday problems are fast, fun and often unpunished. TV is the main culprit because it is routinely watched by young children.

George Gerbner of Temple University calls this "cultural pollution". Instead of having their values cultivated by stories and examples from parents and teachers, children are turned over to the TV set for babysitting. The statistical link between TV and violent actions is found at every level: in studies that follow individuals and those that follow nations.

Children watching television grow up confusing TV's world with the real one. Even as adults they carry a picture of the world inside their heads that remains closer to TV's version of reality than to actual reality.

TV advocates say violent content is a problem of parental control. But even if parents can control their own children's viewing, the kids will pick up violence-friendly attitudes from their peers just like nonsmokers sucking second-hand tobacco fumes.

Text 10

Electronic Commerce

Throughout history, international trade has been helped by all manner of technical advances, from the development of the tea clipper to the invention of powered flight and the telecommunications revolution. The last of these, and especially the Internet, could have a huge effect on trade in the next few years. Electronic commerce should boost trade in goods: hard-to-find books or music recordings, for example, have become easier to track down on the Internet. But trade in services should benefit even more. Anything that can be put into digital form will be tradable. For example, architects will be able to send and amend designs electronically. Doctors may be able to diagnose and dispense to patients abroad whom they never meet.

One of the best things about electronic commerce is that it is fairly free from interference by governments. America wants to keep it that way. It has called for a WTO accord on electronic commerce that would keep the electronic transmission of digitized information free of customs duties.

This looks like a trade diplomat's dream. In the absence of any barriers at present, nothing needs to be negotiated away. The WHO's agreement on trade in telecommunications services already guarantees the freedom of some aspects of electronic commerce.

Despite all these plus points, electronic commerce raises two difficulties for the WTO. First, it blurs the distinction between a good and a service. This matters because WTO rules treat goods and services differently. Goods tend to be subject to tariffs; services are not, but trade in services is limited by restrictions on "national treatment" or quantitative controls on access to foreign markets. So the rules that will be devised for electronic commerce may affect the choice between physical and digital methods of trade.

For example, a compact disc sent from one country to another is clearly a good, and will incur a tariff as it crosses the border. But if the music on the disc is sent electronically from a computer in one country to a

computer in another, is it still a good, even though it can no longer be dropped on your foot? Customised data and software, which can also be put on CD, are usually treated as services. Who can tell?

Second, electronic commerce poses a headache for national regulators, especially in service industries such as medicine and financial advice where suppliers are much better informed than their customers. Watchdogs may be helpless to stop the electronic sale of quack treatments or dodgy investment schemes.

They could impose trade restrictions, insisting, for example, that financial firms selling on the Internet to residents of their country must also have an office there; or they could work more closely together, with officials in the seller's country monitoring cross-border sales on behalf of regulators in the buyer's country. But such invigilation would take away some of the Internet's free-wheeling charms. More sensibly, they might decide to leave well alone and let the buyer beware.

Text 11

Fundamentalism

Fundamentalism is a product of modernity, it is born out of the clash between modernity and traditional cultures. As we have become more uncertain about the inevitability of progress, religion can be seen to take on a new role. Fundamentalism is one response to an uncertainty born of social change.

An important question to ask about the Islamic faith is why it is seemingly so resistant to secularization. There are several possible reasons. First, the central doctrines of Islam contain an emphatic monotheism which produces both doctrine and law. This has profound implications for Muslim life as the leaders of the faith become givers of the law. Second, it is pre-industrial faith, a founded, doctrinal world religion, which is effectively challenging the secularization thesis.

Things may yet change in the future. But on the evidence available so far, the world of Islam demonstrates that it is possible to run a modern, or at any rate modernizing, economy, reasonably permeated by the appropriate technological, educational, organizational principles, and combine it with a strong, pervasive, powerfully internalized Muslim conviction and identification.

Fundamentalism thus poses problems of understanding. Some scien-

tists see it as demanding special skills on the part of the sociologist. As western sociologists we must be wary of potential oriental xenophobia in examining Islamic fundamentalism. For feminists especially, Islamic fundamentalism challenges so many of the hardwon victories of women against patriarchy and its ideologies.

Sociology. 2000. Vol. 10, №1 September

Text 12

Planet Hunting

Planets are not, as a rule, very bright. That is only fair, because they do not produce any light by themselves; they just reflect light from the stars they orbit. They also affect the light from their parent star in other ways, first by causing the parent star to wobble (which affects the light's frequency) and second by dimming that light when they pass between star and observer. Up until now, astronomers have relied on these indirect effects to infer the existence of so-called extrasolar planets, which orbit stars other than the sun. They have been very successful in this, for 152 such planets have been found to date. But it would be nice to see some directly, rather than having to infer their existence, and two teams of astronomers have done just that.

Both teams relied on NASA's Spitzer space telescope to observe their planets. Spitzer observes in the infra-red. This is light with a wavelength longer than that at the red end of the visible spectrum. Because infra-red light has this long wavelength, it is less energetic. And that means that cooler things (like planets) are comparatively brighter, and hot things (like stars) comparatively dimmer, in this bit of the spectrum. With a little electronic jiggery-pokery it is thus possible to subtract the light from the star alone from that of starplus-planet, leaving behind only the image of the planet.

For now, directly imaging Earth-sized planets will be difficult. That is why NASA is planning to launch a purpose-built mission, called the Terrestrial Planet Finder (TPF), in 2016. The TPF will rely on a suite of satellites flying in formation, in order to make high-resolution images.

Text 13

Exploding the Myths of "Segregated Britain"

Far from heading towards deeper segregation, Britain is becoming increasingly racially and ethnically mixed, according to a new study released this week. The analysis by Dr. Ludi Simpson of Manchester University is based on the 2001 census. It flies in the face of claims by many politicians that Britain is "sleepwalking" towards greater segregation, as the head of the Commission for Racial Equality, Trevor Phillips, said this summer. Phillips claimed, "Residentially, some districts are on their way to becoming fully fledged ghettos — black holes into which no one goes without fear and trepidation, and from which no one ever escapes undamaged."

What that census data shows is that black and Asian families, just like white families, move out of the inner city to the suburbs when they have the money to do so. The other thing it shows is that the populations are growing and there is a limit to housing. So if people haven't got much money to move to more expensive areas they are going to move to the next-door neighbourhood. The study challenges the idea of "white flight" — white people flooding out of inner city areas in order to get away from nonwhites.

Text 14

Chicago

Chicago is the city that best captures the can-do spirit of the American Midwest. Known throughout the years for its industrial might, iron-fisted politicians, notorious criminals, and fiery political protest, the City of Big Shoulders has emerged in the twenty-first century as a world metropolis. Now the third largest city in the United States, it is recognized for its financial district, spectacular skyline, renowned architecture, and internationally acclaimed parks, museums, and cultural institutions.

Once famous mainly for stockyards and steel mills, Chicago now boasts more top-rated five-star restaurants than any other city in the United States and has been voted by various publications as one of the "Top 10 US Destinations", one of the "Best Walking Cities" in the United States, and one of the "Ten Best Places to Live".

The single cataclysmic event that shaped the future of the city was the Great Chicago Fire of 1871, which started in the barn of an Irish immigrant family named O'Leary. According to legend, the conflagration started when Mrs. O'Leary's cow kicked over a lantern. The real cause of the fire remains a mystery, but its toll is all too well known. Fueled by strong winds and the city's abundant wooden structure, it raged for three days and consumed much of the city. At least 300 people died, and 100,000 people — a third of the city's population — lost their homes.

Amid the devastation and despair, Chicagoans saw an opportunity to redesign and expand the city. Prominent architects drawn to the city in the aftermath of the fire pioneered new steel-frame construction that led to the invention of the skyscraper. The first such structure, the 10-storey Home Insurance Building, was erected in 1885. Today Chicago is home to some of the tallest buildings in the world

Text 15

Birds of Pray

The peregrine is our most charismatic bird of prey. Sadly, it suffered a rapid demise in the 1950s and 60s due to the use of persistent pesticides, and by the 1970s, peregrines were so scarce that in some years not a single bird was seen in the county (Derbyshire).

In 2004, one or two peregrines began to adopt Derby Cathedral's tower as a roosting site. The vergers found avian "body parts" at the foot of the tower, causing the local paper to proclaim that the cathedral was under attack from Satanists! Soon after, the birds themselves were spotted when the vergers went up the tower to change the flag.

In March last year, Philip Precey and I were invited to go to the top of the tower to search for "evidence". We were not disappointed, finding beaks, feet and feathers from birds such as woodcock, teal and snipe as well as from feral pigeons and thrushes. Since then, we have collected 'body parts' for identification, with help from Nick Moves and Bill Grange at the museum and of course the long-suffering vergers.

Catholic Diet

We now have a list of 26 species on which the peregrines have been feeding. These birds show very little respect for biodiversity since the list includes seven species of wader, five ducks as well as locally rare species like waxwing and common tern! It also includes birds that rarely fly by day

such as jack snipe, little grebe and even a quail! It has become clear that our urban peregrines are taking advantage of the floodlights to catch nocturnal migrants at night. This remarkable new behaviour has also been reported in France, Taiwan, Poland and in the States.

Whether the birds will stay at the cathedral this summer remains to be seen. If they do, they won't breed on the tower because there's no suitable ledge. Putting up a nest tray for them is under consideration but will require permission from many agencies first.

Text 16

Empire of Fun

Satellites, cables, personal stereos, video recorders, CDs and other entertainment technology have created the arteries through which companies are now homogenising global culture. With the fall of the Berlin Wall and the embrace of free-market ideologies, the entire planet is being wired into music, movies, news, television and other cultural products that originate primarily in the film and recording studios of the United States. The impact on the rich cultural diversity of communities all around the world is immense.

Reruns of Dallas and the Bill Cosby Show now fill the television screens on every continent. Disneyland is now a global empire; its Japanese incarnation outside Tokyo draws 300 000 visitors a week, and Euro Disneyland draws more tourists than the Eiffel Tower, Sistine Chapel, British Museum and the Alps combined.

All over the world people are listening to Western pop music and watching videos that offer a feeling of connectedness to a larger world. Most of the consumers of these global cultural products are young. As governments, families and tribal structures are thrown into crisis by the sweeping changes of late 20th century society, pop artists have emerged as global authority figures. Thanks to the microphone and the camera, a few megastars can communicate the appearance of power and commitment at great distance.

The competition to hook millions of new fans at increasingly early ages is intense. Sony has expanded into the children's market with its toy-like radios, its new music label and an expanding library of videos.

The impact of the global music industry on the character of local music has been significant. The Indian pop star Babydoll Alisha sings Madon-

na songs in Hindi. Tunisian artists now routinely use synthesisers to accompany the traditional bagpipes at live concerts. The need for financing for expensive electronic instruments and the dependence on access to electricity is changing local music cultures.

However, the globalisation of the music market and the technology of multiple-channel recording have made it possible to create fresh sounds from all over the world. Everything from zouk, rhi and jit from Africa to salsa from the Caribbean to Indian bhangra are now mixed with a variety of American pop genres to produce a blend that is promoted around the world as "world beat".

Local musicians are, of course, excited by the audiences, fame and money that the international record companies can provide, but some are concerned that their rich cultural traditions are being mined to make an international product. The companies, though much agitated about protecting their own intellectual property from pirates, feel no compunction about uprooting the music of indigenous peoples and treating it as a free commodity.

The role of technology clearly has been important in the growth of commercial entertainment. The transmission of pictures, talk and music by satellite greatly accelerated the spread of a global market for movies, videos and television programmes. The VCR turned homes, bars, daycare centres, buses, waiting rooms and nursing homes into a global chain of movie theatres.

On the remote island of Siquijor in the Philippines the inhabitants still gather at "the hangout" and watch Rambo on videotape. In Colombia long-distance buses show Robocop. Hours once written off as commercially irrelevant were suddenly transformed into marketable time.

Popular culture now acts as a sponge to soak up spare time and energy that in earlier times might well have been devoted to nurturing and instructing children or to participating in political, religious, civic or community activities, or to crafts, reading and continuing self-education. Political theory rests on the assumption that these activities are central to the functioning of a democratic society. Yet, increasingly, vicarious experience via film, video and music is a substitute for civic life and community. As it becomes harder for young people in many parts of the world to carve out satisfying roles, the rush of commercial sounds and images offers escape.

Television is the most powerful tool of mass education in poor countries. Cultural nationalists in Latin America and Asia are enraged that the most influential teachers of the next generation are Hollywood film studios

and global advertising agencies. But advances in intrusive technologies are making it increasingly difficult for families and teachers to compete with the global media for the attention of the next generation.

Text 17

Offices Ban Facebook as Staff Threatened with Sack

Increasing numbers of employers are banning or restricting the use of Facebook and similar social networking sites over fears that staff are wasting time on them when they should be working.

In London, more than two-thirds of employers have put a ban on the websites and several companies have also warned that accessing the site during office hours is a sackable offence.

Some of the city's biggest firms, including Credit Suisse and Dresdner Kleinwort, are taking the lead by stopping employees from social networking during office hours.

The Metropolitan police, British Gas and Lloyds TSB are even using internet filters that prevent sites such as Facebook, MySpace, Bebo and Hotmail from being viewed at work.

What is Facebook? Facebook is a social networking site on which people search for friends and share information. Users join, by creating an account at facebook.com. They can then view their friends' profiles, send messages and upload photographs, music and videos for others to see.

Facebook has several time-wasting functions, from food fights to an application that turns users into zombies, who can then bite other users and turn them into zombies.

More than 70 per cent of businesses, including banks and law firms, are "Facebooking", according to a survey by the Evening Standard.

A spokesman for the Metropolitan police said staff were not allowed to use social networking sites at work.

"Access to some websites is blocked as there is no business need for employees to access them. Facebook is one of those sites," he said.

"Access to blocked sites is granted when required for business needs only."

A spokesman for British Gas said the company's firewall blocked Facebook and other similar sites, but employees could access the internet freely in the company's cafes.

"Like most other large companies we have a firewall which stops

things like spam and porn and Facebook is caught up in that," said the spokesman. "We do have special rest areas where people can go to and do whatever they like in terms of surfing the net."

London has recently overtaken Toronto as the city with the most Facebook users in the world. More than 826,000 Londoners are registered on the site, a figure that has doubled since May.

A study found British users spend on average 191 minutes a month on Facebook and dozens of people have admitted being addicted to the site, where they can send messages, check up on friends, colleagues, and often former boyfriends or girlfriends.

The site was first banned by several companies in America and Canada who noticed the large amounts of time employees were spending on it.

Peter Mooney, a spokesman for the law consultants ELAS, said the growing popularity of sites such as Facebook and MySpace was bound to lead to problems for bosses.

"Most contracts have a clause which restricts internet use to business use only," he said.

"Unless you can argue it is an important work tool, people should not be accessing these sites during work time."

"A manager could quite easily sack someone if they caught them using these social networking sites during office hours."

СОДЕРЖАНИЕ

Введение.....	3
Глава 1. Технология перевода: выработка стратегии	5
1.1. Построение стратегии в зависимости от прагматики перво- источника.....	7
Глава 2. Основные стратегии перевода.....	11
2.1. Установление значения слов. Лексические соответствия.....	11
2.2. Лексические трансформации.....	17
2.3. Добавления и опущения.....	23
2.4. Антонимический перевод.....	30
2.5. Транслитерация, транскрипция, калькирование.....	39
2.6. Изменение порядка слов в предложении.....	47
2.7. Грамматические замены при переводе.....	54
2.8. Перевод неологизмов.....	61
Глава 3. Тексты для перевода.....	68

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