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ДИСКУРСИВНЫЕ ПРАКТИКИ КОММУНИКАЦИИ

электронный учебно-методический комплекс
по учебной дисциплине для специальности
1-21 06 01-02 «Современные иностранные языки (перевод)»

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1 ТЕОРЕТИЧЕСКИЙ РАЗДЕЛ

1.1 Дисциплина «Дискурсивные практики коммуникации» в системе образовательной программы высшего образования I ступени, обеспечивающей получение квалификации специалиста с высшим образованием по направлению специальности 1-21 06 01-02 Современные иностранные языки (перевод)

Дискурсивная коммуникация является одним из наиболее активно развивающихся направлений современного лингвистического образования. Понимание дискурса как совокупности речевых действий в социокультурном и историческом контексте, в которых воспроизводятся коллективное знание, мышление, чувства, устремления, обязательства социальных групп и институтов, акцентирует в понятии дискурсивной коммуникации связь использования языка с общественной практикой, социальной деятельностью и культурно детерминированным знанием. Тем самым в основу дискурсивного универсума заложена доминанта интеракции, органически интегрирующая принципы когнитивности, категоризации, социальных институтов, а также принципы конвенциональности и институционализированности речи.

Изучение дисциплины предполагает исследование определенных видов дискурса печатных и устных сообщений, определение речевых стратегий и тактик коммуникатора и адресата в разнообразии речевых практик. На занятиях предполагается знакомство студентов с коммуникативными практиками современного общества, рассматриваются языковые знаки (понимаемые как язык в действии) на любом уровне как результат социальных процессов. Предметно-тематическое содержание дисциплины предполагает рассмотрение особенностей дискурса следующих областей вербального взаимодействия и деятельности в социуме: социально-профессиональная сфера, политическая, правовая и экономическая сферы деятельности, медиа-дискурс и публицистика, духовное развитие общества и экология.

Результатом изучения курса должна стать система знаний, обеспечивающих понимание дискурса как формы социальных взаимодействий и отношений, зависящей от ценностей и норм общества, условностей и социальных практик, всегда ограниченных и находящихся под влиянием структур власти, социальных, политических и культурных процессов, исторического времени и пространства.

Учебный курс «Дискурсивные практики коммуникации» органично завершает комплекс дисциплин, направленных на овладение студентами иностранным языком (английским) как активным средством конструктивного информативного общения в различных сферах социальной и профессиональной деятельности людей, таких как «Практика устной и письменной речи», «Практика иноязычного общения», «Практикум по межкультурной коммуникации».
2 ПРАКТИЧЕСКИЙ РАЗДЕЛ

2.1 Содержание практических занятий

РАЗДЕЛ 1. Materials economy (12 ч. практических занятий)

А. Тематическое наполнение раздела:

1.1 Story of stuff: Materials economy: system in crisis. Life cycle of the stuff: extraction, production, distribution, consumption, disposal. Natural resources exploitation rates. Trashing the planet globally. Government vs. corporations vs. individual.


1.4 Story of stuff: production in modern materials economy. Aspects of industrialization: industrial processes and practices. The notions of industrial piracy, money laundering, black market, copyright infringement, industrial espionage, sweatshops etc. The notions of GDP and GNP.


1.6 Externalizing the true costs of production: ways of externalization. Erosion of local environments.

Б. Ключевые понятия раздела (basic notions):

Materials economy – stuff producing industry system composed of five stages of extraction, production, distribution, consumption, and disposal.

Corporations – large businesses or organizations that under the law have the rights and duties of an individual and follow a specific purpose – generating profit and maximizing value for shareholders, making as much money as possible.

Conscious consuming – careful harvesting in order not to cause harm to the environment.

Absolute poverty is defined according to an absolute minimum standard which is often called the poverty line (or breadline).

Relative poverty means that you are poor in relation to those around you.

Income poverty means that you are poor if you have less than the defined poverty line for your country (less than a dollar a day, for example).
Human poverty takes into account such factors as life expectancy, malnutrition, illiteracy, lack of food or clean water.

Destitute – lacking resources or the means of subsistence; completely impoverished.

Aid budget – some portion of a country’s annual budget which is allocated for overseas aid to the poor.

Resource efficiency means using the Earth’s limited resources in a sustainable manner while minimising impacts on the environment.

Resource intensity – a measure of the resources (e.g. materials, energy and water) required for the provision of a unit of a good or service: e.g. amount of resources necessary to produce one dollar of a country’s GDP.

Resource intensive economic activities – a wide range of activities such as aquaculture, cattle breeding, mining and oil-and-gas-field operation

Net-exporter – a country or territory whose value of exported goods is higher than its value of imported goods over a given period of time.

Net-importer – a country or territory whose value of imported goods is higher than its value of exported goods over a given period of time.

Biocapacity of global ecosystems – the capacity of a given biologically productive area to generate an on-going supply of renewable resources and to absorb its spillover wastes.

Industrial piracy – illegal production of goods using another company’s brand name.

Money laundering – passing money illegally earned through the normal banking system.

Copyright infringement – publishing a book or work of art without the author’s permission.

Industrial espionage – stealing or destroying a rival company’s plans or secrets.

Sweatshops – factories where people work long hours being paid next to nothing.

GDP – the total market value of all final goods and services produced in a country in a given year, equal to total consumer, investment and government spending.

GNP – total value of all final goods and services produced within a nation in a particular year, plus income earned by the country’s citizens regardless of their location

Toxins in – toxins out – as long as we keep putting toxics into our production system, we are going to keep getting toxics in the stuff that we bring into our homes, our workplaces, and schools.

Carcinogens – any substances (chemicals, viruses, hormone, ionizing radiation, or solid materials) that are directly involved in causing cancer.

Neurotoxins – any toxin that acts specifically on nervous tissue.

Reproductive toxins – any chemical that may affect the reproductive capabilities including chromosomal damage (mutations) and effects on fetuses.
Toxic contaminated products – stuff that’s poisonous, harmful to the environment and consumers.

Food chain – the sequence of who eats whom in a biological community (an ecosystem) to obtain nutrition.

Erosion of local environments – impoverishment of province that results in thousands of people with no other option moving to cities, often to live in slums and work in poor and dangerous working conditions of some toxic production.

Move factories oversees – switch production to the countries where labor and costs are cheaper.

Sweeteners – money / grants / tax benefits often given to foreign companies to encourage them to open a factory or business.

B. Виды лингводидактической работы:

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) построение монологических высказываний по проблемному вопросу;
5) развитие форм устной речи в ходе проведения ролевой игры;
6) осуществление прямого и обратного перевода (английский – русский) речевых фрагментов различного уровня: предложений, текстов;
7) знакомство со спецификой реферативного перевода; практика осуществления реферативного перевода с русского на английский язык.

Section 2 We are a nation of consumers
(8 ч. практических занятий)

A. Тематическое наполнение раздела:

2.1 Distribution and consumption. Core strategies to keep the inventory moving. Perceived obsolescence and planned obsolescence: designed for the dump. Inequality in natural resources consumption around the globe.


Disposable product – stuff designed for a single use after which it is recycled or destroyed as solid waste. The term often implies short-term convenience rather than long-term durability.

Throw-away mindset – consumerist mentality that involves rapidly increasing purchase, use and throwing out of products, often at economically or environmentally unsustainable rates and in large quantities.

Wasteful consumption – consumer spending on goods and services that are not subsequently consumed.

Designed for the dump – a strategy of stimulating consumer demand by designing products that wear out or become outmoded after a limited use-phase.

Planned obsolescence – making stuff that is designed to be useless as quickly as possible so that we will chuck it and go buy a new one.

Perceived obsolescence – an object may continue to be functional, but it is no longer viewed to be stylish or appropriate, so it is rendered obsolete by perception, rather than by function.

Keep materials flowing / inventory moving – provide the supply of right goods in the right place at reasonable price according to the requirements of consumers.

Product Lifecycle – a business analysis that maps the lifespan of the product such as the stages through which a product goes during its lifespan.

Brominated flame retardants – a group of neurotoxic chemicals added to plastic casings to make them fireproof.

Test for human health impacts – assess for negative effects caused to the health of people.

Externalizing the true costs of production – economic strategy to keep prices down and inventory moving through shoving a whole range of expenditures of stuff production, hauling and distribution onto other people who cover all these expenses by rapid loss of freshwater, fisheries and fertile soils.

Be captured in the price – the process and the result of calculating, including the costs of making some stuff.

Externalized costs – manufacturing expenditures that are never recorded on the balance sheets, costs of the use, loss and damage of the environment, which is reaching crisis proportions in the form of pollution and the rapid loss of freshwater, fisheries and fertile soils.

Live on credit – use the next years’ productivity of our planet: more than the planet can replenish in one year.

Conscious consuming – careful harvesting in order not to cause harm to the environment.

Sustainability – the delicate balancing act of satisfying human needs today while protecting the environment for future generations. This approach requires careful consideration of environmental impact at every stage of the life cycle of a product or process.
‘Local living economies’ – a program aimed at providing worthy economies to local communities, sustaining healthy community life and long-term economic viability.

Zero Waste – sustainable economy strategy that maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.

Closed-Loop production – ethical, economical, efficient and visionary economy aimed at changing people’s lifestyles and practices and providing sustainable natural cycles, where all discarded materials are designed to become resources for others to use.

**В. Виды лингводидактической работы:**

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) построение монологических высказываний по проблемному вопросу;
5) развитие форм устной речи в рамках творческих заданий: организация дискуссий, подготовка проектов, ведение интернет форумов;
6) осуществление прямого и обратного перевода (английский – русский) речевых фрагментов различного уровня: предложений, текстов;
7) практика осуществления реферативного перевода с русского на английский язык.

**Section 3 Taxation and Tax revenue**

(10 ч. практических занятий)

**A. Тематическое наполнение раздела:**


**3.2 Government spending priorities: story of broke.** State budget distribution in the form of annual budget allocations and subsidies. Tax revenue that goes to defense spending and keeping dinosaur industries on life support. Cutting back on things that make the country great —schools, Social Security and Medicare.

**3.3 Types of subsidies.** Spending subsidies. Agricultural subsidies. Tax subsidies. Risk transfer subsidies. Freebie subsidies. How to invest money right?

**3.4 Subsidizing Big Oil globally and in the US in particular.** Obama's bid to end oil subsidies. America’s energy needs and its dependence on other countries. Recent American oil boom. Profits of oil companies. Oil and gas policy and the environment.
3.5 Energy policy of the Obama administration: guiding principles.

Б. Ключевые понятия раздела (basic notions):

**Taxes** – compulsory contributions to state revenue, charged by the government on workers' income and business profits, or added to the cost of some goods, services, and transactions.

**Tax law** – it covers the rules, policies and laws that oversee the tax process, which involves charges on estates, transactions, property, income, licenses and more by the government.

**Paying taxes** – ensuring the same opportunities we had for the next generation, paying for things that we’ve collectively decided are important: public safety, education of our children, reliable infrastructure, and a range of environmental, health and social protections.

**Tax rate** – the percent of income paid as tax, or the percent of the value of a good, service or asset paid as tax.

**Tax revenue** – income gained by governments through taxation

**Cause pain in our wallets** – something costly and often unreasonable that taxpayers have to foot the bill for that makes no financial sense and violates the principle of equity.

**Take smth at face value** – accept someone or something just as it appears; to believe that the way things appear is the way they really are.

**Subsidy** – a benefit given by the government to groups or individuals usually in the form of a cash payment or tax reduction.

**Tax loophole** – a provision in the laws governing taxation that allows people to reduce their taxes to a point below that intended by the framers of the law.

**Tax subsidy** – a reduction in the amount of tax that a business has to pay, allowed by the government for a particular purpose, for example to deliver jobs.

**Tax break** – a tax deduction granted to the company by the government in order to encourage a particular type of commercial activity for example building costly oil pipelines or an oil platform.

**Risk transfer subsidies** – the government acts as an investment bank and even an insurance company for corporations doing risky things, like building nuclear reactors. If anything goes wrong, we have to cover for them.

**Spending subsidies** – financial costs, when, for example, the government foots the bill for such things as cleaning up toxic chemical spills, building polluting and wasteful garbage incinerators etc. – costs corporations should cover.

**Freebies** – money that is given for free or for cheap, often as part of a promotional scheme.

**Agricultural subsidies** – generally desirable cash payment that helps protect farmers in times of drought and pest, while often encouraging environmentally destructive farming practices.
**Bailout** – an act of giving money to a company or a bank that has very serious financial problems.

**Dinosaur industry** – an old-fashioned industry not willing or able to change and adapt, that eats up a big chunk of the government tax revenue both in the form of annual budget allocations and in the form of subsidies.

**Keep on life support** – provide money to enable a firm, organization, industry to continue doing business the same way without innovative structural change.

**Defense spending** – money spent by a government both in the form of annual budget allocations and in the form of subsidies to provide its military with weapons, equipment, and soldiers.

**Drilling for oil** – the process of perforating the earth's surface and rock layers to extract fossil fuels, or oil, for energy production.

**Financial backers** – individuals who provides monetary support for a venture. They may also be referred to as financiers or money lenders.

**US Energy Independence plan** – increasing domestic oil production through access to Federal on-/offshore oil reserves, and, improving the regulatory review and permitting process to make oil production more efficient.

**Prices at the pump** – costs, drivers pay each time they pull up into a gas station to fill up their gas tank.

**CFOs** – Their duties include financial planning and monitoring cash flow. These specialists analyze the company's financial strengths and weaknesses and suggest plans for improvement.

**Corporate profit** – a summary measure of corporate financial success or failure that serves as an essential indicator of economic performance of a large business or organization.

В. Виды лингвовидактической работы:

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) переводческий практикум;
5) развитие форм устной речи (монологической, диалогической) в рамках творческих заданий: организация дискуссий, подготовка проектов, проведение интернет опросов;
6) написание эссе.
Section 4 Global toxic emergency
(12 ч. практических занятий)

A. Тематическое наполнение раздела:


4.2 Toxins in – toxins out in e-industry. Loads of chemicals (PVC, mercury, lead, solvents, brominated flame retardants, arsenic and heavy metals) in modern gadgets. Lead and mercury exposure in children. The true horror of the high-tech revolution.


Б. Ключевые понятия раздела (basic notions):

Gadgets – small tools often thought of as novelty, sometimes referred to as gizmos.

Designed for the dump – It means to have short-life span, become obsolete quickly, be discarded and substituted.

Planned obsolescence –

Perceived obsolescence – A thing may continue to be perfectly useful, but it is no longer viewed to be stylish or appropriate, so it is rendered obsolete by attitude, rather than by function

Silicon Valley – a region of western California southeast of San Francisco known for its high-technology design and manufacturing industries.

Moore’s Law – prediction that the number of transistors (hence the processing power) that can be squeezed onto a silicon chip of a given size will double every 18 months. Stated by Gordon Moore in 1965, it has proven to be amazingly accurate over the years.

Strategy Maker – someone with the responsibility and authority to make decisions within an organization, especially those that determine future direction and strategy.
Manufacturing demand – intentionally make consumers feel like they need ever more and ever newer clothes, cars, toasters, furniture, shoes…everything.

Brainiac – This term originally means ‘impressive intellectual abilities for evil’.

Shortening the replacement cycle – That means, getting us to buy new stuff faster and faster. And with electronics, it's really tempting. It seems every few months a new version of your phone is out with more features.

Toxics-laden – electronics containing many toxic chemicals.

E-waste – discarded computers, office electronic equipment, entertainment device electronics, mobile phones, television sets and refrigerators.

High-def flat screens – providing a resolution that is substantially higher than that of standard-definition screen.

Cathode Ray Tube – a vacuum tube containing one or more electron guns, and a fluorescent screen used to view images.

Liquid crystal display – super-thin displays comprising of the molecules of a semi-liquid material sandwiched between sheets of a transparent material that are used in laptop computer screens and flat panel monitors.

Modular electronics – designed in such a way that we can upgrade or repair components as needed, rather than chuck the whole thing to buy another.

Extended Producer Responsibility – an environmental policy approach in which a producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle.

Take Back – laws that require manufacturers to take back old electronics and pay to recycle them; it means manufactures are responsible for their products at the end of their useful life.

Guiyu – It is the location of what may be the largest electronic waste (e-waste) site in the world. It is made up of four small villages.

Aqua Regia – a highly corrosive, fuming yellow or red solution, also called nitro-hydrochloric acid.

Basel Convention – an international treaty addressing transportation of hazardous waste between borders.

Protective gear – It may include items such as gloves, safety glasses and shoes, earplugs or muffs, hard hats, respirators, or coveralls, vests and full body suits.

Upgrade – make a piece of machinery more powerful and efficient.

Disposable – a product designed for a single use after which it is recycled or destroyed as solid waste.

В. Виды лингводидактической работы:

1) просмотр и дидактическая работа с аудио и видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) переводческий практикум;
5) развитие форм устной речи (монологической, диалогической) в рамках проведения деловой игры;
6) подготовка публичных выступлений по проблемным вопросам;
7) реферирование и аннотирование письменных текстов
8) редактирование текста.

Section 5 Beauty Industry –
the least regulated branch of material economy
(10 ч. практических занятий)

A. Тематическое наполнение раздела:


5.2 Myths vs. reality in the beauty industry. Common sense laws and precautionary principal in the beauty industry. Moving the industry away from hazardous chemicals towards safer alternatives.

5.3 Food and Drug Administration (The FDA): its overarching objective, scope of application, services. Federal Food, Drug and Cosmetic Act of 1938 (The FDCA): scope of application, limitations on the scope of the FDCA’s coverage in the Beauty industry. How to reinforce the authority of the FDA over personal care products and cosmetics safety.

Б. Ключевые понятия раздела (basic notions):

Personal care products – a wide variety of items that we commonly find in the health and beauty sections of drug and department stores.

Beauty industry Includes production and distribution of a wide range of products dedicated to health and beauty, including perfume, sunscreen, cosmetics, and toothpaste, etc.

Accredited labs – formally recognized competent to carry out specific tests or calibrations or types of tests or calibrations in a permanent, temporary, or remote location.

FDA – consumer protection agency of the U.S. Government which monitors medical devices, foods, drugs, biologics, veterinary medicine, and toxicological research.

Federal Food, Drug, and Cosmetic Act – the law which was passed in 1938 requiring manufacturers to prove the safety of any product that would be marketed over state lines.

Provision of the law A clause in a legal instrument, a law; stipulation (положение) provided for a particular legislative issue.
Loopholes – Mistakes in the way a law, contract, etc. has been written which enables people to legally avoid doing sth that the law, contract, etc. had intended them to do.

Labeling requirements – set of rules made by the government concerning the information displayed on the product container tag or packaging.

Amendment – formal change to the text of the written constitution of a nation or state; modification, deletion, or additions made to the constitution.

Precautionary principal – a strategy to cope with possible risks where scientific understanding is yet incomplete, such as the risks of nano technology, genetically modified organisms and systemic insecticides.

Born pre-polluted – The developing fetus is exposed to a slew of dangerous chemicals – chemicals that might have health effects like cancer, lower IQ or thyroid problems later in life.

Process with oil derivatives – treat raw materials with byproducts of oil industry in order to get a new substance.

Sodium laureth sulfate – related detergent used to make products bubble and foam.

Pinkwashing – the practice of describing products as being targeted at people who are concerned about breast cancer. Companies declare their concern about breast cancer yet continue producing products with ingredients that are linked to cancer or have other serious health implications.

Safety panel – the committee that aims at promoting cosmetics safety and public awareness of it.

Legal definitions – expressions, words, or phrases that have fixed and known meanings in a particular art, science, or profession, permitted by law; lawful.

Hormone disruption – disorder that is manifested in altering normal hormone levels in the body or in changing the way hormones travel through the body, thus affecting the functions that these hormones control.

High-end – appealing to sophisticated and discerning (разборчивый) customers.

В. Виды лингводидактической работы:

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) развитие форм устной речи в ходе проведения ролевой игры;
5) подготовка устных выступлений (презентаций);
6) осуществление прямого и обратного перевода (английский – русский) речевых фрагментов различного уровня: предложений, текстов;
7) осуществления реферативного перевода с русского на английский язык медийных текстов соответствующего тематического содержания.
Section 6 Manufacturing demand vs. meeting consumer demand:
How to open a new mass market and create a new industry
(10 ч. практических занятий)

A. Тематическое наполнение раздела:

6.1 The story of bottled water. Manufacturing demand vs. meeting consumer demand. Manufacturing demand – a core strategy of today’s consumer economy. Advertising as the main tool to promote manufactured demand. Core parts of manufacturing demand: scaring, seducing, and misleading.


6.3 Food and beverage plastic packaging: global toxic hazard. Resign codes for plastic stuff: 1-7: PET, LDPE, PVC, HDPE, PP, PS, other (bisphenol A). Safe plastic numbers, most dangerous plastics. Discarding plastic water bottles. Recycling vs. downcycling vs. upcycling.

Б. Ключевые понятия раздела (basic notions):

Process with oil derivatives – treat raw materials with byproducts of oil industry in order to get a new substance.
Manufacturing demand – intentionally make consumers feel like they need ever more and ever newer clothes, cars, toasters, furniture, shoes…everything.
Underfunding – a situation in which something is given less money than it needs.
Disposability – designed for or capable of being thrown away after being used
Dumbest (advertisement) – lacking intelligence or good judgment; stupid; dull-witted.
City utilities – a large firm that owns and / or operates facilities used for generation and transmission or distribution of electricity, gas, or water to general public.
To be buying into – to start to do something that a lot of other people are doing, or to believe something that a lot of other people believe.
Underlying message – a hidden message or image found in text, music or film.
Meet consumer demand – provide the supply of right goods in the right place at reasonable price according to the requirements of consumers.
Profit motive – the goal of most businesses, to generate revenue or have more money coming into the business than spent by the business.
To be hooked on something – addicted – compulsively or physiologically dependent on something habit-forming.
EPA – an independent federal agency with jurisdiction over existing and under-development chemicals (such as pesticides) that affect the environment. It coordinates programs aimed at protecting the environment.

FDA – consumer protection agency of the U.S. Government which monitors medical devices, foods, drugs, biologics, veterinary medicine, and toxicological research.

PETE – Polyethylene Terephthalate – plastic which is considered to be generally safe; is used to produce plastic bottles for soft drinks, water, juice, sports drinks, beer. In addition to packaging, PET’s major uses are textiles, carpet, films, and engineering moldings.

HDPE – High density Polyethylene – is used to make many types of bottles (plastic bottles for milk, water, juice, cosmetics, shampoo, dish and laundry detergents and household cleaners). Because HDPE has good chemical resistance, it is used for packaging many household and industrial chemicals such as detergents and bleach. This plastic is considered safe and has low risk of leaching.

PVC – Polyvinyl Chloride – is used to make food wrap, bottles for cooking oil, and the highly common plumbing pipes. PVC, although tough in terms of strength, it is not considered safe to cook food near it. PVC contains softening chemicals called phthalates that interfere with hormonal development. This plastic is rarely accepted by recycling programs.

LDPE – Low-density Polyethylene – is used predominately in film applications due to its toughness, flexibility and relative transparency. While considered safe it is unfortunately not often accepted by curbside recycling programs.

PP – Polypropylene – common items produced with it include yogurt cups, medicine bottles, ketchup, bottles, wide-necked containers, as well as water bottles. This plastic is also considered safe, and is increasingly being accepted by curbside recycling programs.

PS – Polystyrene – is a versatile plastic that can be rigid or foamed. It has a relatively low melting point. Typical applications include protective packaging, food packaging, bottles, and food containers. These items may be made with foamed or non-foamed PS. This type of plastic leaches potentially toxic chemicals, especially when heated. It is difficult to recycle and most recycling programs won’t accept it.

Polycarbonate – type of plastic which is known to contain the highly toxic BPA (Bisphenol A). Products produced include baby and water bottles, sports equipment, medical and dental devices, CD’s, DVD’s, and even iPods. It is difficult to recycle polycarbonate and most curbside recycling programs won’t accept it.

Downcycling – making lower quality products than the originals, and requiring the addition of virgin plastics and toxic chemicals in the process.

В. Виды лингводидактической работы:

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) построение монологических высказываний по проблемному вопросу;
5) осуществление прямого и обратного перевода (английский – русский) речевых фрагментов различного уровня: предложений, текстов;
6) знакомство со спецификой реферативного перевода; практика осуществления реферативного перевода с русского на английский язык;
7) информационный поиск и подготовка проектов.

Section 7 Carbon Stock market:
a real solution or a financial scam
(12 ч. практических занятий)

А. Тематическое наполнение раздела:


7.4 A critical look at carbon trading: views of specialists. Market-based system to trade carbon is fraught with dishonesty, cheating and abuse. Free permits vs. auctioning the permits. Carbon stock market vs. carbon tax.


Б. Ключевые понятия раздела (basic notions):

Cap and trade is an environmental policy tool that delivers results with a mandatory cap on emissions while providing sources flexibility in how they comply. Successful cap and trade programs reward innovation, efficiency, and early action and provide strict environmental accountability without inhibiting economic growth.

Carbon stock market – a market that is created from the trading of carbon emission allowances to encourage or help countries and companies to limit their carbon dioxide emissions.
Kyoto Protocol – a legally binding which was negotiated in December 1997 at the city of Kyoto, Japan, and came into force February 16th, 2005, under which industrialized countries will reduce their collective emissions of greenhouse gases by 5.2% by 2012 compared to the year 1990. The goal is to lower overall emissions from six greenhouse gases. National targets range from 8% reductions for the European Union and some others to 7% for the US, 6% for Japan, 0% for Russia, and permitted increases of 8% for Australia and 10% for Iceland. The Kyoto Protocol’s first commitment period ran from 2008 to 2012. At the 18th Conference of the Parties, held in Qatar, in 2012, delegates agreed to extend the Kyoto Protocol until 2020.

European Union's Emissions Trading System (ETS) – the world's biggest scheme for trading greenhouse gas emissions allowances. Launched in 2005, it covers some 11,000 power stations and industrial plants in 30 countries, whose carbon emissions make up almost 50% of Europe's total. The current cap is set to fall by 1.74% annually to achieve a target of reducing emissions in 2020 to 21% below their level in 2005.

Waxman-Markey Bill Energy concept program aimed at establishing globally a variant of an emissions trading plan similar to the European Union Emission Trading Scheme.

Offsetting – Under Cap and Trade program innovative companies can reduce emissions and save pollution offset credits which can be sold to a polluter who wants permission to emit more carbon.

Carbon offset projects – For example, reforestation, renewable energy investment, cleaning toxic spills – all these friendly schemes can help a company get carbon offsets.

Distraction – A thing that takes your attention away from that you are doing or thinking about

Devil is always in the details – Small things in plans and schemes that are often overlooked and can cause serious problems later on

Free Permits – Under Cap and Trade program industrial polluters get the vast majority of valuable credits to emit greenhouse gases for free

Put the cart before the horse – Reverse the accepted or logical order of things, have things confused and mixed up

Pyramid scheme – Some financial backers develop a brand new market, stake their claims, enroll other people promising payments or services, and then make off with huge amounts of money declaring their insolvency.

EPA – an independent federal agency with jurisdiction over existing and under-development chemicals (such as pesticides) that affect the environment. It coordinates programs aimed at protecting the environment.

‘Cap and dividend’ idea – Instead of just giving companies pollution permits for free why not auction carbon emissions permits and use the money to help citizens who are already having a tough enough time paying the bills and filling up their gas tank.

Mortgage crisis – It is a nationwide banking emergency triggered by a large decline in home prices, leading to mortgage delinquencies and foreclosures and the devaluation of housing-related securities.
Financial scam – Any attempt to deceive another for financial gain. For example, some company can collect money from investors and, rather than use it to finance operations, pocket the money and do nothing.

B. Виды лингводидактической работы:

1) просмотр и дидактическая работа с аудио и видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) переводческий практикум;
5) развитие форм устной речи (монологической, диалогической) в рамках проведения деловой игры;
6) подготовка публичных выступлений по проблемным вопросам;
7) реферирование и аннотирование письменных текстов
8) устный реферативный перевод юридических документов соответствующей проблематики.

Section 8 Campaign finance legislation
(16 ч. практических занятий)

A. Тематическое наполнение раздела:


8.4 Political power of Corporations. Corporations gaining 1st Amendment Speech Right. Corporate political expenditures: how to tilt the playing field, buy elections, run the lawmakers, handpick the laws, get subsidies and enjoy unprecedented tax breaks. Corporate political jigs: corporate spending on lobbying, grassroots lobbying, PR campaigns, donations to think tanks and advocacy groups. The problem of unlimited power of corporations and unlimited corporate political expenditures.
8.5 Democracy in trouble vs. democracy in action. Human motivations vs. corporate single-minded profit motive. How to protect human right to free speech? How to put people back in charge of their democracy? A new constitutional amendment, public financing system for elections.

Б. Ключевые понятия раздела (basic notions):

**Corporations** – large businesses or organizations that under the law have the rights and duties of an individual and follow a specific purpose – generating profit and maximizing value for shareholders, making as much money as possible.

**Non-profit organization** – legally constituted organization whose objective is to support or engage in activities of public or private interest without any commercial or monetary profit.

**Publicly traded corporation** – a company whose shares of common stock are held by the public and are available for purchase by investors.

**Multinational corporation** – generally, any company or group that derives a quarter of its revenue from operations outside of its home.

**Limited liability** – where a person's financial responsibility is limited to a fixed sum, most commonly the value of a person's investment in a company or partnership.

**The Supreme Court** – the highest court in the United States, which has the ultimate power to decide constitutional questions and other appeals based on the jurisdiction granted by the Constitution.

**FEC** – independent regulatory agency founded by the US Congress to regulate the campaign finance legislation in the US, enforce the provisions of the law and oversee the public funding of Presidential elections.

**Entities** – organization, businesses or persons that have legal and separately identifiable existence.

**Trade Union** – an organization in a particular industry, that exists to protect employees’ interests, improve working conditions, etc.

**Freedom of speech** – the concept that any person can communicate with any other person, or persons, without fear of unwarranted governmental restriction or censorship.

**Constitutional amendment** – formal change to the text of the written constitution of a nation or state; modification, deletion, or additions made to the constitution.

**First Amendment** – part of the US Bill of Rights that protects freedom of speech, freedom of religion, of assembly, of the press, and right to petition.

**Commercial speech right** – advertising as a form of speech protected by the First Amendment.

**Sign into law** – officially make a bill part of the system of laws.

**Enforcement Mechanisms** – special regulatory tools that ensure that the policy or the law is implemented and provide consequences for non-compliance.

**Electioneering communications** – broadcast ads (television or radio) airing within 30 days of a primary election or 60 days of a general election that refer to a
federal candidate and are aimed at all members of the electorate of the office the candidate is seeking.

City council – city board or board of aldermen, a legislative body that governs a city, town, municipality or local government area.

State legislatures – in the United States of America, it is a generic term referring to the legislative body of any of the country's 50 states.

Lobbying – an act of attempting to influence decisions made by officials in the government, most often through legislators or members of regulatory agencies.

Direct lobbying – attempts to influence a legislative body through communication with a member or employee of a legislative body.

Grassroots lobbying – lobbying with the intention of reaching the legislature and making a difference in the decision-making process through the act of asking the general public to contact legislators and government officials concerning the issue at hand.

Advocacy group – a group of persons working on behalf of or strongly supporting a particular cause, such as an item of legislation, an industry, or a special segment of society.

Candidate for office – a person who is seen as suitable for a position, or who has been chosen by a political party to run for office.

Corporate political spending – any direct or indirect contributions or expenditures of large businesses or organizations on behalf of a candidate for public office.

Campaign finance – the term refers to all funds that are raised and spent in order to promote candidates, parties or policies in some sort of electoral contest.

Hard money – money given directly to a candidate in an election to assist his or her campaign.

Soft money – political donations made in such a way as to avoid federal regulations or limits as by donating to a party organization rather than to a particular candidate or campaign.

Tilt the playing field – favor one side over another in election race often through granting campaign funds.

McCain-Feingold Act – the law limiting the amount of soft money that can be given to a political party and how much can be spent on political advertising.

Presidential public financing system – It isn't just designed to stop corruption. It is also designed to increase competition for candidates and free up time to allow them to get their message out to voters instead of being busy raising funds.

File a lawsuit (against) – present a complaint so that it can be officially dealt with.

Independent expenditure – any spending by a person for communication (e.g., newspaper or other media advertisements, phone banks, etc.) that expressly advocates the election or defeat of a certain candidate.

Wrongdoing – an act or an instance of doing something immoral or illegal.
В. Виды лингводидактической работы:

1) просмотр и дидактическая работа с видеоматериалами;
2) чтение и дидактическая работа с аутентичными текстами, анализ статистических данных, документальных источников, медийных материалов;
3) выполнение комплекса лексических упражнений: овладение понятийным аппаратом проблемной области;
4) переводческий практикум;
5) развитие форм устной речи (монологической, диалогической) в рамках творческих заданий: организация дискуссий, подготовка проектов, проведение интернет опросов;
7) написание эссе;
8) реферативный перевод масс-медийных материалов, юридических документов соответствующей проблематики.

2.2 Темы для написания эссе

Writing essays: Give your opinion on the following problem. Use specific reasons and examples to explain your position (Typically, an effective essay should contain a minimum of 260 words)

1. Cap and Trade: good or evil
2. Devils in details of Cap and Trade programs
3. The core idea of Cap and Trade system
4. Cap and Trade programs: incentive for innovation
5. Paying taxes is our civic duty
6. Subsidies are a useful instrument to prop up a country’s economy
7. Government subsidies: good or evil
8. It’s time to invest money right
9. Government’s view of the economy could be summed up in a few short phrases: If it moves, tax it. If it keeps moving, regulate it. And if it stops moving, subsidize it
10. Good subsidies vs. bad subsidises
11. Extended producer responsibility and Take Back laws in the Electronics industry
12. E-waste disposal: how to prevent global toxic emergency
14. Planned obsolescence and perceived obsolescence in the Electronics industry
15. Electronics industry: the threat of global toxic emergency
17. Toxins in – toxins out: side-effects of stuff production
18. Toxins in – toxins out: putting chemicals into production system
19. Materials economy: the life cycle of stuff
20. Manufacturing demand – the key strategy to keep the inventory moving
21. Planned obsolescence and perceived obsolescence: key strategies to keep money floating and inventory moving
22. How to get on in life and be a success?
23. Animal testing in the Beauty Industry
24. Pinkwashing – a market strategy of stuff-pushers
25. Hormones in personal care products and cosmetics
26. Beauty industry – the least regulated sphere of production
27. Beauty industry: precautionary principal in action
28. Myths vs. reality in the Beauty industry
29. Modern corporations: profit motive and limited liability
30. Democracy in crisis vs. democracy in action: American experience
31. Campaign finance legislation in the US: democracy in trouble
32. Democracy in crisis, growing political influence of corporations in the US
33. How financial backers lobby their interests in the government
34. Bottled water industry is lacking safety control
35. Myths vs. reality in the Bottled water industry
36. Bottled water is the most environmentally responsible product
37. We live in oil dependent society
38. Advertising jigs of stuff-pushers to keep the consumers hooked
39. Petrochemicals in personal care products and cosmetics
40. How to get people back in charge of their democracy?
3 КОНТРОЛЬ ЗНАНИЙ

Формой итогового контроля является экзамен в конце семестра. Текущий контроль знаний студентов реализуется в комплексе разнообразных форм и методов: фронтальный, индивидуальный, комбинированный опрос; контрольная работа, тест, коллоквиум, доклад, реферат, проект, переводческий практикум (реферативный перевод).

3.1 Образцы тестовых заданий для текущего контроля знаний

**TEST 1 (with answers)**

1. Define the meanings of the following words and expressions. Match the numbers to the letters

<table>
<thead>
<tr>
<th>1</th>
<th>Nonprofit organization</th>
<th>A</th>
<th>Generally, any company or group that derives a quarter of its revenue from operations outside of its home</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>For-profit corporations</td>
<td>B</td>
<td>Collection of taxes from those who benefit from the provision of public goods by the government, and the use of those tax funds toward production and distribution of the public goods.</td>
</tr>
<tr>
<td>3</td>
<td>Public finance</td>
<td>C</td>
<td>Careful harvesting in order not to cause harm to the environment</td>
</tr>
<tr>
<td>4</td>
<td>Downcycling</td>
<td>D</td>
<td>A business or other organization expressly developed for the purpose of making money</td>
</tr>
<tr>
<td>5</td>
<td>Conscious consuming</td>
<td>E</td>
<td>Something costly and often unreasonable that taxpayers have to foot the bill for that makes no financial sense and violates the principle of equity</td>
</tr>
<tr>
<td>6</td>
<td>Multinational corporation</td>
<td>F</td>
<td>Any spending for communication (e.g., newspaper or other media advertisements, phone banks, etc.) that expressly advocates the election or defeat of a certain candidate</td>
</tr>
<tr>
<td>7</td>
<td>Independent expenditure</td>
<td>G</td>
<td>Focuses on a goal such as helping the community and is concerned with money only as much as necessary to keep the organization operating</td>
</tr>
<tr>
<td>8</td>
<td>Wasteful consumption</td>
<td>H</td>
<td>Stuff designed for a single use after which it is recycled or destroyed as solid waste. The term often implies short-term convenience rather than long-term durability</td>
</tr>
<tr>
<td>9</td>
<td>Disposable product</td>
<td>I</td>
<td>Turning discarded stuff into lower quality products that would just be chucked later</td>
</tr>
<tr>
<td>10</td>
<td>Cause pain in our wallets</td>
<td>J</td>
<td>Consumer spending on goods and services that are not subsequently consumed</td>
</tr>
</tbody>
</table>

Answers:

<table>
<thead>
<tr>
<th>Expression</th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<th>10</th>
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</thead>
<tbody>
<tr>
<td>Definition</td>
<td>G</td>
<td>D</td>
<td>B</td>
<td>I</td>
<td>C</td>
<td>A</td>
<td>F</td>
<td>J</td>
<td>H</td>
<td>E</td>
</tr>
</tbody>
</table>
2. Complete the text filling in the gaps with proper English words and expressions

Driven by profit motive (1) ___________ _________ (толстосумы / финансовые олигархи) furiously challenge (2) ___________ _______ (разумные законы) and a (3) ___________ ________ (принцип справедливости) trying to legally arrogate exclusively human right to free speech.

Over time (4) ___________ ________ _______ (право на коммерческие выступления) granted to corporations in 1978 (with a number of restrictions) somehow (5) ___________ _______ (трансформировалось в…) an affirmative right and exclusive privilege of corporations to get out their message often political in nature to voters.

Thus they (6) ___________ _______ (проникают в…) our democracy and can easily (7) ___________ _______ (заглушить…) voices of fair taxpayers simply because they have more money to spend on private favors and are likely to be heard. What people want – (8) ___________ _______ (первоклассное / первосортное) public education, good jobs, Medicare and Social security – will (9) ___________ ________ (будет отложено в долгий ящик / уйдут на второй план).

So, American democracy is (10) ___________ ________ (на кону / под угрозой).

Answers:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>deep-pocketed donors / financial backers</td>
</tr>
<tr>
<td>2.</td>
<td>common-sense / smart laws (допустим синонимичный вариант)</td>
</tr>
<tr>
<td>3.</td>
<td>principle of equity</td>
</tr>
<tr>
<td>4.</td>
<td>commercial speech right</td>
</tr>
<tr>
<td>5.</td>
<td>morphed into</td>
</tr>
<tr>
<td>6.</td>
<td>sneak into</td>
</tr>
<tr>
<td>7.</td>
<td>drown out</td>
</tr>
<tr>
<td>8.</td>
<td>top-notch</td>
</tr>
<tr>
<td>9.</td>
<td>take a backseat</td>
</tr>
<tr>
<td>10.</td>
<td>at stake / on the line</td>
</tr>
</tbody>
</table>

3. Give your opinion on the problem. Give specific reasons and details to support your choice (Typically, an effective essay should contain a minimum of 260 words)

*Government subsidies: good or evil*

TEST 2 (with answers)

1. Define the meanings of the following words and expressions. Match the numbers to the letters

1. Waxman-Markey Bill  A. Related detergent used to make products bubble and foam
2. Complete the text filling in the gaps with proper English words and expressions

Major (1) ___________ (ловки) in U.S. federal law allow the $50 billion (2) ___________ ___________ (индустрия красоты) to put unlimited amounts of chemicals into (3) ___________ ___________ ___________ (средства личной гигиены) without (4) ___________ ___________ (тестирования на безопасность), no monitoring of health effects.

Lack of strict laws, (5) ___________ ___________ (требований к маркировке) and (6) ___________ ___________ (юридических определений) for ‘organic’ and ‘natural’ makes cosmetics among the least-regulated consumer products on the market.
All this (7) ____ ____ ____ _________ (толкает нас в пропасть) to (8) __________ ____________ _____________ (глобальной катастрофе токсического заражения) that can only be prevented through (9) __________ _____________ (разумные законы) based on the (10) __________ ____________ (принцип предосторожности).

Answers:

1. loopholes
2. beauty industry
3. personal care products
4. safety testing (допустим синонимичный вариант)
5. labeling requirements
6. legal definitions
7. drives us off a cliff
8. global toxic emergency
9. common-sense laws (допустим синонимичный вариант)
10. precautionary principle

3. Give your opinion and provide reasons and examples (Typically, an effective essay should contain a minimum of 260 words)

Dump electronics vs. good electronics

3.2 Содержание экзамена по дисциплине

Экзаменационные испытания предполагают выполнение студентами трех заданий: первое – изложение в устной форме материала по заранее указанной проблематике, предполагающее демонстрацию умения порождать монологическую речь в контексте изученной дискурсивной практики, умений логического изложения, аргументирования, вербального убеждения, анализа, смыслоформулирования.

Второе задание предполагает осуществление устного реферирования русскоязычного текста на английском языке (устный выборочный перевод-пересказ русскоязычного текста на английском языке) как одной из форм профессионального языкового посредничества переводчика-референта. Тематический диапазон предлагаемых для реферирования медийных материалов и документов определен и лимитирован содержанием программы по дисциплине. Критериями оценки реферативного перевода являются: композиционная структура, логика и полнота изложения материала; языковое наполнение (использование активного словаря, терминов, адекватных категорий, грамотное стилистическое наполнение); языковая грамотность изложения информации.

Третье задание включает выполнение перевода с русского на английский язык отдельных высказываний, что предполагает использование определенного тематического лексикона и терминологии. Оценивается языковое наполнение
А. Задания экзаменационного билета

1. Speak on topic «Political Power of Corporations»
2. Make an oral review of the text «MacBook Air и окружающая среда» in English
3. Do the exercise on translation

Б. List of the topics for the examination

1. Natural resources extraction – a fancy word for trashing the planet
2. Production in modern Materials Economy
3. We are a nation of consumers
4. Waste disposal: how to stop global toxic emergency
5. Trashing the 3d World
6. Story of Electronics: Global toxic emergency
7. High-tech Trashing of Asia
8. Story of Cosmetics: Myths vs. Reality in the Beauty Industry
9. Bottled water industry: bottled water vs. tap water
10. Food and beverage plastic packaging – environmentally most irresponsible stuff
11. Story of Broke: government spending priorities
12. Oil subsidies: how to change the energy strategy
13. Campaign finance legislation in the US
14. Political Power of Corporations
15. Cap and Trade system: good idea, poor implementation
16. A critical look at carbon trading: devils in details of Cap and Trade

В. Образец текста (на русском языке) для устного реферирования на английском языке (устный перевод-пересказ) (задание 2 экзаменационного билета):

РЕАЛЬНОСТЬ НОРВЕГИИ – МЕЧТА ДЛЯ РОССИИ

Норвегия – страна, где никто не ездит с охраной (guard-forces), где нет коррупции, где в королевском дворце в Бергене ставят ночные оперы, король назначает и снимает министров (в правительстве 7 министров и один премьер-министр) и допускает во дворцовый парк всех желающих. Норвежцы руководствуются чувством равенства, следуют принципу честной торговли, грамотно планируют государственный бюджет и используют экономические рычаги власти государства.

Еще в начале XX века Норвегия представляла «рыболовецкую провинцию» с развитым судостроением, достигшим высокого технологического уровня. Открытие в декабре 1969 года (одновременно с
Россией) первого нефтяного месторождения (oil-field) «Экофиск» полностью изменило ситуацию.

Нефть объявлена достоянием народа, как и все природные ресурсы страны. Сегодня нефтегазовая промышленность дает 20% ВВП Норвегии. В Северном и Норвежском морях эксплуатируется 60 месторождений нефти и газа, и на очереди еще 136. Доля доходов от экспорта нефти и газа в общих от экспорта доходов составляет 45%.

На личный счет каждого норвежца поступают отчисления от полученной прибыли нефтяных доходов.

В отличие от России, норвежцы исходят из того, что природные ресурсы, нефть и газ – это не достояние отдельных лиц, отдельных компаний, а всего общества. Это проявляется в том, что добыча нефти находится под контролем государства, а с частных, иностранных компаний берутся огромные проценты (80%) в доход государства. Занимая 3 место в мире по экспорту нефти сразу после Саудовской Аравии и России, Норвегия сегодня мощная нефтяная держава, является 7 производителем нефти в мире. Деньги от нефтяных доходов идут на социальные программы и в Государственный Нефтяной фонд.

Разумное планирование государственного бюджета и субсидирование является причиной высокого уровня жизни населения в стране.

Медучреждения в Норвегии преимущественно государственные, а государственные субсидии на них обеспечивают высокий уровень медобслуживания.

Образование бесплатное. В Норвегии самый высокий в мире уровень затрат на обучение учащегося.

Социальное обеспечение в Норвегии поражает воображение. Действующее законодательство предписывает выплату «семейных надбавок» к зарплате с учетом количества детей.

Каждые 10 лет все трудящиеся имеют право на годовой отпуск с сохранением полной заработной платы для обучения в целях повышения квалификации.

В Норвегии самый низкий процент безработицы -1% и самые высокие пособия (unemployment benefit) от 800-1500 евро.

Четыре года подряд ООН ставит Норвегию на первые места в мире по «человеческому развитию».

Долгосрочной целью государственной политики в Норвегии является превращение страны в государство-рантье (beneficiary state), чтобы обеспечить будущим поколениям возможность воспользоваться преимуществом, связанным с нынешним нефтяными богатствами страны. С этой целью в Норвегии создан и успешно функционирует Государственный нефтяной фонд (NGPF), часто называемый «Фондом поколений». Фон уже сейчас обеспечивает высокий уровень жизни населения и аккумулирует нефтяной капитал для будущих поколений граждан.
Г. Образец тематически ориентированных предложений для перевода с русского на английский язык (задание 3 экзаменационного билета)

1. Правительство «спускает» львиную долю налоговых денег в виде субсидий и дотаций для заведомо разорительных отраслей промышленности.
2. Избирательная компания финансируется в соответствии с законодательством, регулирующим финансирование избирательной компании.
3. Многие косметические средства производятся на основе побочных продуктов нефтехимического производства, которые известны как раковызывающие вещества.
4. Понятие «ограниченная ответственность» предполагает, что ответственность каждого акционера компании ограничена величиной его пакета акций (portfolio of shares, stock portfolio).
5. Финансовые жертвы корпоративных оплошностей имеют мало шансов взыскать свои деньги с акционеров компании из-за так называемой ограниченной ответственности.
6. Бюджетные расходы не обязательно отражают ключевые национальные приоритеты, а зачастую интересы ключевых фигур бизнеса (key opinion makers) и финансовых покровителей.
7. Давайте критически взглянем на государственные расходы в 2014 финансовом году.
8. Жульничество в системе Cap and Trade – это, конечно, не конец света здесь и сейчас, но это никак не остановит климатические изменения и будет постепенно подталкивать нас к пропасти экологической катастрофы.
9. Количественное оценивание экологического ущерба из-за углеводородных выбросов чревато приблизительностью.
10. Рынок акций на эмиссионные квоты – это мыльный пузырь. Если он лопнет, это вызовет обесценение не только пакетов ценных бумаг, но и поставит на кон (бросит на чашу весов) вопрос о выживание человечества.
4 ВСПОМОГАТЕЛЬНЫЙ РАЗДЕЛ

4.1 Цель и задачи изучения дисциплины

Идея дидактического конструирования вербальной, динамичной, актуальной, социально значимой интеракции определяет содержание, цель и задачи академической дисциплины «Дискурсивные практики коммуникации», а также технологию создания лингводидактической среды и требования к знаниям и умениям студентов.

Целью изучения дисциплины является овладение студентами знаниями и умениями, нормами и правилами, семантикой и прагматикой иноязычного общения, рассматриваемого как целенаправленное, мотивированное социальное действие, средство регулирования отношений в различных сферах общественной и профессиональной деятельности.

В задачи курса входят:
- формирование лингвокультурологической компетенции студентов как совокупности знаний социо- и культурно маркированных речевых практик,
- развитие умений инициации и поддержания разговора, аргументирования и информирования аудитории по ряду дискурсивных сфер социокультурной деятельности людей;
- формирование у студентов готовности к аналитической обработке внешнеполитической и международной информации на основе усвоения им профессионально ориентированных и специализированных теоретических и практических аспектов соответствующего языка международного общения;
- усвоение знаний в сфере анализа и реализации дипломатических, торгово-экономических, образовательно-информационных, культурных и других коммуникационных обменов и отношений.

4.2 Требования к знаниям и умениям студентов

В результате изучения дисциплины студент должен знать:
- вербально-функциональные особенности дискурсивных практик ряда сфер взаимодействия и деятельности людей в социуме;
- специальную лексику, принципы речевого этикета и профессиональной деонтологии в сфере устного профессионального общения;
- языковые и композиционные особенности аргументативной устной и письменной речи;
- жанрово-стилевую стратификацию иностранного языка;
- нормы и стандарты письменного профессионального общения.

уметь:
• порождать неподготовленную монологическую речь, реализуя коммуникативное намерение, используя активный вокабуляр и адекватную технику речевого общения;
• адекватно воспринимать аутентичную, в том числе спонтанную, монологическую и диалогическую речь разной модально-прагматической, коммуникативно-ситуативной и профессиональной направленности;
• оценивать высказывания других студентов с точки зрения как вербальной, так и прагматико-содержательной правильности изложения мысли;
• адекватно применять различные модели устного делового общения, ориентируясь на определенную аудиторию;
• использовать изученную активную лексику и клише в устной и письменной речи, при написании тестов, контрольных работ, эссе, представлении устных докладов, осуществлении реферативного перевода и аннотирования текстов;

владеть:
• умениями аргументированной дискуссии в рамках широкой тематики социально-ценностных проблем;
• социальным контекстом, в котором существует профессия, позволяющим сочетать академические и социально-личностные компетенции, эрудицию и интеллектуальный потенциал для решения задач в сфере профессиональной и социальной деятельности;
• умениями обеспечения межкультурного взаимодействия (в том числе и в форме перевода) во внешнеэкономической, внешнеполитической, научно-технической, культурной, юридической и других областях межкультурной коммуникации;
• умениями жанрового письма в соответствии с нормами и стандартами письменного делового / профессионального общения.

4.3 Примерный тематический план

<table>
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<tr>
<th>№</th>
<th>Название разделов и тем</th>
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<td>Section 1. Materials economy</td>
<td>12</td>
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<tr>
<td>1.1</td>
<td>Story of stuff: Materials economy: system in crisis. Natural resources exploitation rates. Trashing the planet globally. Government vs. corporations vs. individual.</td>
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<tr>
<td>1.2</td>
<td>Poverty: the have and the have nots. Poverty rates. Facts and statistics on poverty. Poverty: absolute, relative, income, social, human. Aiding the poor, poverty alleviation. Aid budget in different countries.</td>
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<td>1.3</td>
<td>Extraction of natural resources. Resource</td>
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| 1.4 | Story of stuff: production in modern materials economy. Aspects of industrialization: industrial processes and practices. The notions of GDP and GNP. | 2 | 2 |
| 1.5 | Toxins in – toxins out: putting toxins into production system. Carcinogens, neurotoxins, reproductive toxins. Human health impacts. Born pre-polluted babies. People with no option. | 2 | 2 |
| 1.6 | Externalizing the true costs of production: ways of externalization. Erosion of local environments. | 2 | 2 |

**Section 2 We are a nation of consumers**

| 2.1 | Distribution and consumption. Core strategies to keep the inventory moving. Perceived obsolescence and planned obsolescence: designed for the dump. Inequality in natural resources consumption around the globe. | 2 | 2 |
| 2.2 | The notion of consumerism. Consumerism and happiness. Psychological jigs of advertizing. National happiness index: causes of decline. | 2 | 2 |

**Section 3 Taxation and Tax revenue**

| 3.2 | Government spending priorities: story of broke. State budget distribution in the form of annual budget allocations and subsidies. Tax revenue that goes to defense spending and keeping dinosaur industries on life support. Cutting back on things that make the country great — schools, Social Security and Medicare. | 2 | 2 |
| 3.3 | Types of subsidies. Spending subsidies. | 2 | 2 |
### Agricultural subsidies. Tax subsidies. Risk transfer subsidies. Freebie subsidies. How to invest money right?

| 3.4 | Subsidizing Big Oil globally and in the US in particular. Obama's bid to end oil subsidies. America’s energy needs and its dependence on other countries. Recent American oil boom. Profits of oil companies. Oil and gas policy and the environment. | 2 | 2 |


### Section 4 Global toxic emergency


| 4.2 | Toxins in – toxins out in e-industry. Loads of chemicals (PVC, mercury, lead, solvents, brominated flame retardants, arsenic and heavy metals) in modern gadgets. Lead and mercury exposure in children. The true horror of the high-tech revolution. | 2 | 2 |


| 4.5 | Extended producer responsibility, Take Back laws – the idea, advantages, spreading. Moor’s law: | 2 | 2 |

<table>
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<tr>
<th>Section 5 Beauty Industry – the least regulated branch of material economy</th>
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<tbody>
<tr>
<td><strong>5.1</strong> Story of cosmetics. Chemicals in our cosmetics – a way to trashing whole communities, men, women, and babies. Bathroom – a minefield of toxins. Cosmetics are the least-regulated consumer products on the market. Carcinogens, hormones and oil derivatives in cosmetics production. Labeling requirements, lack of legal definitions, labeling loopholes. Lack of safety testing.</td>
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<td><strong>5.2</strong> Myths vs. reality in the beauty industry. Common sense laws and precautionary principal in the beauty industry. Moving the industry away from hazardous chemicals towards safer alternatives.</td>
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<td><strong>5.3</strong> Food and Drug Administration (The FDA): its overarching objective, scope of application, services. Federal Food, Drug and Cosmetic Act of 1938 (The FDCA): scope of application, limitations on the scope of the FDCA’s coverage in the Beauty industry. How to reinforce the authority of the FDA over personal care products and cosmetics safety.</td>
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<th>Section 6 Manufacturing demand vs. meeting consumer demand: how to open a new mass market and create a new industry</th>
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<tr>
<td><strong>6.1</strong> The story of bottled water. Manufacturing demand – meeting consumer demand. Manufacturing demand – a core strategy of today’s consumer economy. Advertising as the main tool to promote manufactured demand. Core parts of manufacturing demand: scaring, seducing, and misleading.</td>
<td>2</td>
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<tr>
<td><strong>6.2</strong> Bottled water – a fringe consumer product. How did bottled water craze hit? Bottled water vs. tap water: myths and reality. Taste and quality tests of tap water against bottled water. Bottled water – price is not equivalent to value. It’s time we took back the tap. Distillation filters, whole-house water filtration systems. Demanding investment in clean tap water for all. Bringing back drinking</td>
<td>4</td>
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</tbody>
</table>
6.3 Food and beverage plastic packaging: global toxic hazard. Resign codes for plastic stuff: 1-7: PET, LDPE, PVC, HDPE, PP, PS (foamed and rigid), other (bisphenol A). Safe plastic numbers, most dangerous plastics. Discarding plastic water bottles. Recycling vs. downcycling vs. upcycling.

7 Section 7 Carbon Stock market: a real solution or a financial scam


7.4 A critical look at carbon trading: views of specialists. Market-based system to trade carbon is fraught with dishonesty, cheating and abuse. Free permits vs. auctioning the permits. Carbon stock market vs. carbon tax.


8 Section 8 Campaign finance legislation

8.1 History of Campaign finance laws in the US. The institution of spoils system generated modern


8.4 Corporations gaining 1st Amendment Speech Rights. Corporate political expenditures: how to tilt the playing field, buy elections, run the lawmakers, handpick the laws, get subsidies and enjoy unprecedented tax breaks. Corporate political jigs: corporate spending on lobbying, grassroots lobbying, PR campaigns, donations to think tanks and advocacy groups. The problem of unlimited power of corporations and unlimited corporate political expenditures.

8.5 Democracy in trouble vs. democracy in action. Human motivations vs. corporate single-minded profit motive. How to protect human right to free speech? How to put people back in charge of their democracy? A new constitutional amendment, public financing system for elections.

| Всего | 90 | 90 |

4.4 Основная и дополнительная учебная литература, другие информационные источники

Основная литература

6. Уланович О.И. Дискурсивные практики коммуникации: Электронный УМК.

Дополнительная литература

12. Газетные и журнальные статьи.

Интернет ресурсы