

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ  
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

**МЕТОДИЧНІ ВКАЗІВКИ**

до практичних занять

**з курсу «Переклад ділового мовлення.  
Частина 1: Лексичний аспект»**

для студентів спеціальності 035 «Філологія»  
спеціалізації «Германські мови та літератури  
(переклад включно), перша англійська»

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## ВСТУП

Частину першу методичних вказівок до практичних занять з дисципліни «Переклад ділового мовлення» розроблено для студентів 2 курсу спеціальності 035 «Філологія» спеціалізації «Германські мови та літератури (переклад включно), перша англійська» денної і заочної форм навчання. Видання укладено відповідно до рекомендацій і програми вивчення вказаної дисципліни у вищих навчальних закладах на гуманітарних факультетах.

Методичні вказівки складаються з трьох лексичних розділів, що вміщують комплекси вправ і завдань, спрямованих на розвиток компетенції в основних видах усної і писемної мовленнєвої діяльності, забезпечують формування умінь, затребуваних у сучасній міжнародній діловій комунікації. Фактичний мовний матеріал, що належить до автентичного контенту сучасних англомовних медійних ресурсів, дібрано у такий спосіб, аби сприяти розвитку навичок володіння ініціативою у фаховому діалогічному мовленні.

Методичні вказівки можуть бути використані для аудиторної і самостійної роботи студентів денної і заочної форм навчання.

## 1. THE TYRANNY OF 'UNWRITTEN RULES'

**Task 1. Read and translate the text about the unwritten rules we must follow depending on the internal culture of a company.**

### **The Unwritten Rules that Could Hold You Back at Work, if You Don't Learn Them**



Does your employer encourage flexible working in theory, but fail to put it into practice? This could be an unwritten recognize code.

Have you ever been at work and found yourself thinking, «I wish I'd known about that»? Maybe you have discovered that few people actually take advantage of the company's work-from-home option, or noticed that despite the generous holiday policy, managers are expected to call in frequently while away?

These are examples of unwritten rules – the critical but unspoken strategies that are essential for advancement. All workplaces have them, and navigating your organisation’s ‘implicit code’ is often as critical for success as closing a deal or landing a new client.

**Unwritten rules** are those behavioural nuances deemed appropriate or inappropriate, depending on the internal culture of a company. Some examples of unwritten rules that can make or break a career include:

**A. \_\_\_** If a company has a policy on flexible working but no one is taking advantage of it, it’s clear that there’s an unwritten rule that really says «it’s on the books but it’s not the way to succeed».

**B. \_\_\_** Even in the age of telecommutes and virtual workplaces, long hours in the office may still be expected for advancement. One woman got around this unwritten rule by leaving her jacket on the back of her chair at night so it looked like she was in the office late.

**C. \_\_\_** Certain mannerisms can be misinterpreted. One woman was told by her well meaning mentor that she shouldn’t smile so much at work, because it made her appear too feminine. An employee on the way to a client meeting was told by his mentor that he walked too slowly, which could indicate a lack of urgency.

While some of these examples may seem plainly ridiculous, it’s true to say you could be unwittingly hindering your progress up the corporate ladder if you’re not aware of what’s expected. Many women are held back because they don’t have access to the informal but important business networking that often takes place on a golf course or in a sports bar – where unwritten rules are often learned.



So what's the best way to find out about these rules? Observe others in the organisation and look at what's acceptable behaviour and what isn't. Watch who's advancing, and who's not. Ask questions about the internal culture and seek feedback on your own behaviour. Here's how:

**D.** \_\_\_ Find mentors and sponsors and join informal networks. Having conversations about what's expected in your workplace or department is important.



**E.** \_\_\_ Seek out important assignments and make yourself and your work visible. Catalyst research shows that women get less visibility for their accomplishments despite high performance.

**F.** \_\_\_ Discuss with your manager what you hope to achieve and ask for feedback. If you want to move ahead, receiving input on what's right and what's wrong in your organisation is invaluable.

**G.** \_\_\_ Lobby for yourself and your work, and don't be afraid to speak about your work, accomplishments and future goals.

**H.** \_\_\_ Build skills to take you where you want to go; understand your strengths and where you need to improve.

It may take some effort to learn the unwritten rules in your organisation – you will need to do your research, plan ahead, ask questions and observe others and how things work in your organisation. But once you crack the code you'll have better insights into what it takes to build relationships and be successful.

*(The Guardian)*

**Task 2. Choose appropriate headlines for each paragraph from the list below.**

1. Communicate effectively	5. Body language
2. Develop a career plan	6. Increase visibility
3. Company policy, but not company culture	7. Build relationships
4. Promote yourself	8. Face time

**Task 3. Give Ukrainian equivalents to the words and expressions from the list above.**

1 flexible working	8 business networking
2 behaviour code	9 internal culture
3 work-from-home option	10 high performance
4 implicit code	11 to move ahead
5 to take advantage of smth	12 to receive input on what's right and what's wrong
6 behavioural nuances	13 to crack the code
7 to hinder your progress up the corporate ladder	14 a virtual workplace

**Task 4. Fill in the gaps with appropriate prepositions. Then check through the text above.**

Seek \_\_\_\_\_ important assignments; to put it \_\_\_\_\_ practice; take advantage \_\_\_\_\_ the company; depending \_\_\_\_\_ the internal culture; to have a policy \_\_\_\_\_ flexible working; to be \_\_\_\_\_ the way to a client meeting; a lack \_\_\_\_\_ urgency; if you're not aware \_\_\_\_\_ what's expected; to have access \_\_\_\_\_ business networking; women get less visibility \_\_\_\_\_ their accomplishments; to have better insights \_\_\_\_\_ smth.

**Task 5. Mark the following statements as TRUE (T) or FALSE (F). Correct the wrong sayings.**

1. If nobody takes benefit from flexible working, it will be that perfect opportunity for a newbie to promote him-/herself. *T/F*

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2. Being in the office until late at night is considered bad manners at work. *T/F*

---

3. To succeed, you should find out what your boss and colleagues expect from you. *T/F*

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4. The best ways to absorb unspoken principles of corporate culture are detecting those who perform well/who fail and asking co-workers about behavioral code.

*T/F*

---

5. The informal networking is just a waste of time.

*T/F*

---

6. It is important to share your thoughts with your manager to get a piece of valuable advice.

*T/F*

---

**Task 6. Match units from two columns to build sentences.**

1 Would you accept position	a whose mission and values you don't respect?
2 These days, workers are looking for more flexible hours and continual training	b to be part of the pack
3 A career management professional helps clients	c just happy to have a job
4 Great leaders set a clear direction	d is of greater importance than lots of people realize
5 It's important to understand the unwritten rules of your office	e then constantly reinforce it
6 Would you want to work for company	f so they can improve their skill sets
7 In the current economy most employees are	g to make your business a great place to work
8 For job seekers and managers alike, organizational culture	h below your qualification level
9 It's vital that you know the ways	i identify the components that make up their ideal job

**Task 7. Fill in the gaps with words from the box below.**

reasons friends executives department cultures airport near the top

1. When business reporters ask <sup>1</sup> \_\_\_\_\_ which companies' <sup>2</sup> \_\_\_\_\_ they admire most, Southwest Airlines is <sup>3</sup> \_\_\_\_\_ of the list. This company thinks of more <sup>4</sup> \_\_\_\_\_ to party than almost anyone, but they also party for a purpose. The recruiting <sup>5</sup> \_\_\_\_\_ even once invited Southwest employees and their friends to a soiree at a small city <sup>6</sup> \_\_\_\_\_ where they were having difficulty filling positions. Result: they hired a lot of their employee's <sup>7</sup> \_\_\_\_\_ for a cost per hire of \$3.50 a head!

concentration coupons plays breaks innovative



2. The call center <sup>1</sup> \_\_\_\_\_ bingo on Mondays and Fridays. Winners get immediate cash or movie <sup>2</sup> \_\_\_\_\_ of their choice. This <sup>3</sup> \_\_\_\_\_ game increases their <sup>4</sup> \_\_\_\_\_, cuts absenteeism and long coffee <sup>5</sup> \_\_\_\_\_, and it's fun. They even have free popcorn!

**Task 8. Translate the following into English:**

1. Сьогодні робота у відомих корпораціях і маленьких компаніях вимагає чіткої обізнаності щодо корпоративного етикету. Перебування в

атмосфері великої кількості робочих місць, назойливого базікання колег, так само як і довгі години в офісі можуть віддалити вас від очікуваного просування кар'єрними сходами. Намагаючись досягти гарних



результатів, ви починаєте сліпо наслідувати неписані правила поведінки співробітників замість того, аби справді працювати. Одна жінка навіть залишала свій піджак на спинці крісла, аби це виглядало так, ніби вона допізна працює в офісі. Щоправда, ми не знаємо, чи

спромоглася вона створити враження трудоголіка, чи навпаки викликала незадоволення топ-менеджера тим, що постійно не встигала виконати свою частину роботи до кінця робочого дня.

2. Деякі, на перший погляд, доречні вчинки й манери можуть бути неправильно витлумачені вашим керівництвом і колегами. Моя подруга отримала догану від директора тільки за те, що, на його думку, багато посміхалася. З її слів, він зробив їй зауваження, що його підлеглі-жінки не повинні так багато посміхатися на роботі, тому що вони виглядають надто жіночними.

3. Який найкращий спосіб дізнатися про неписані правила в колективі, де ви працюєте? Я раджу поспостерігати за вашими колегами впродовж тижня-двох і придивитися, яка поведінка прийнятна, а яка вважається поганими манерами. Наслідуйте поведінку тих, хто завжди йде на крок попереду. Спитайте їх, що допомогло їм стати успішними. Підвищуйте власну внутрішню культуру й знайдете відповіді на всі свої складні запитання.

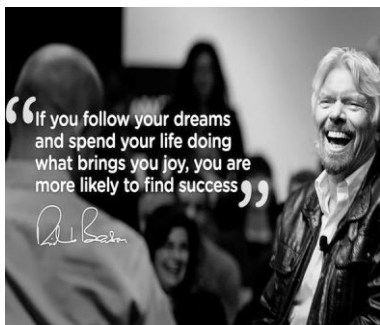
4. Ніколи не бійтеся говорити про свою вправно виконану роботу, досягнення й майбутні короткострокові й довгострокові цілі. Розвивайте себе, аби досягти бажаних вершин і потрапити туди, куди ви хочете потрапити. Почніть із того, що визначте свої сильні сторони й те, що вам потрібно вдосконалити в собі.



**Task 9. Read these inspirational and motivational quotations and discuss how they help us to understand the messages from successful businesspeople.**

1. «Build your own dreams, or someone else will hire you to build theirs» (Farrah Gray).

2. “I’ve missed more than 9000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed” (Michael Jordan).



3. “I am not a product of my circumstances. I am a product of my decisions” (Stephen Covey).

4. «Whether you think you can or you think you can’t, you’re right» (Henry Ford).

5. «If you follow your dreams and spend your life doing what brings you joy, you are more likely to find success» (Richard Branson).

## 2. THE END OF THE CONVENTIONAL OFFICE

**Task 1. Read and translate the article «The rise of co-working: Setting the desk jockeys free» and choose the best summary of the ideas in the text.**

a) The article describes the increase in co-working in which two employees share a single position in a business. The article focuses on the advantages and disadvantages of two individuals working part-time on the same job.

b) The article describes the increase in co-working and the use of cloud computing for collaborating on work and on-line, virtual meetings.

c) The article describes the increase in new businesses which rent out workstations and meeting rooms to freelance workers or fulltime employees who may be working for different employers.

### **The Rise of Co-Working: Setting the Desk Jockeys Free**

NINE hours of isolation or 30 minutes trapped by the office bore? The attentions of the boss or the distractions of daytime TV? The choice between slogging to the office and working from home can be pretty unappealing. For increasing numbers of people, the answer is “co-working”.

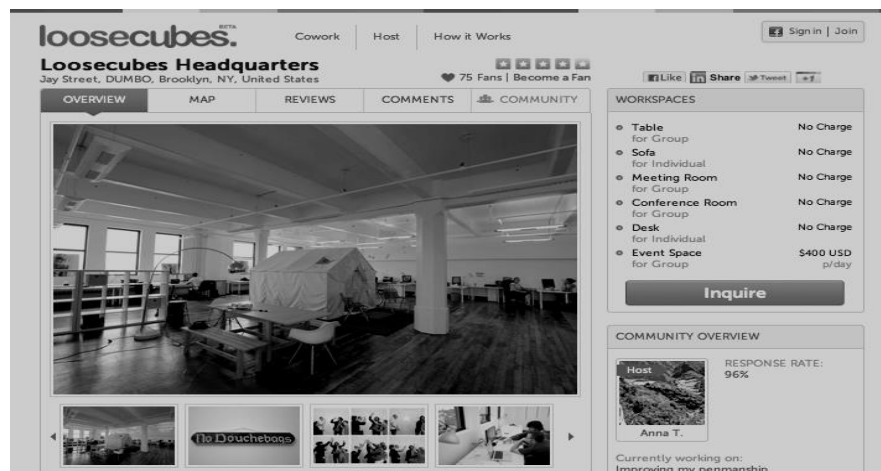
The concept of co-working is elastic but at its broadest means working alongside, and often collaborating with people you wouldn't normally. Users book a space in a co-working office, plonk themselves down where they can and start beavering away. (Opening the laptop in a Starbucks is not quite the same thing: enough stick-in-the-muds go to coffee shops to drink coffee that it is not a proper working environment.)

The idea first surfaced a few years back, but according to Steve King of Emergent Research, a California-based outfit, it reached an inflection-point about 18 months ago. The absolute numbers are still



small: Mr King reckons there are now around 760 office-based co-working facilities in America, up from 405 in 2010.

Their rise is caused by several things, including technologies such as cloud computing; more women and freelancers in the workforce, which means greater demand for flexible work arrangements; and economic pressure on firms' property costs. Nor is the trend confined to office workers. An organisation called BioCurious recently opened a community biology lab in California's Bay Area. Budding chefs share kitchens; communal workshops known as "maker spaces" are springing up too.



Some co-working spaces are dedicated facilities, others are set up within business incubators or company offices. Campbell McKellar, who runs a website called Loosucubes where people can find spaces to work, says that 65% of the 2,800 workplaces available are inside small, private companies with desks to spare. Creative and media businesses with a culture of bringing lots of people together to work on specific projects are heavily represented among both users and space providers.

New co-working chains are emerging, with names like The Hub and NextSpace. More established firms have also cottoned on to the trend. Regus, a big provider of managed office space, has a product called Businessworld that offers cardholders flexible access to its facilities. Mark Dixon, Regus's boss,

likens it to having airport business lounges in city centres, and says that products like this already account for 20% of the firm's revenue, up from almost nothing before the financial crisis.

Purists are sniffy about the likes of Regus. Generation Y-ers do not aspire to work in airport lounges: Loosecubes offers people a choice of working atmospheres that include the "hacker vibe" (black T-shirts and not much in the way of light, apparently). The benefits of collaboration are stressed. One strand of the co-working movement is the "jelly", an informal event, often held at specific times of the week, where people gather to work together. Co-working evangelists also emphasise the role of each facility's "host", a person who organises social events for users, introduces people to each other and spots opportunities for collaboration.

Still, there should be room for many different styles of co-working, particularly if it takes off among larger companies. Some big firms are trying to soup up innovation by getting people to co-work internally: the striking new Sydney offices of Macquarie, a bank, have no personal desks and emphasise collaborative working. Others have already started shedding their own properties: Yell, a directories business, is now using Regus memberships to give its salespeople in Britain access to office space when they want it. Drew Jones, co-author of a book on co-working, thinks that there is scope to turn empty retail space in the suburbs of big cities into large co-working facilities. Compared with city-centre offices, these would take less time for people to commute to and cost less for firms to buy or rent space in.

None of this signals the end of the conventional office. Corporate cultures move slowly, for one thing. Managers worry about how to deal with issues such as confidentiality. Some job functions will always benefit from being in one location. But co-working multiplies the options that people have when they ask themselves: "Where shall I work today?" For that reason alone, it will keep spreading.

*(The Economist)*



**Task 2. Mark these statements TRUE (T) or FALSE (F) according to the article.**

- 1) An increasing number of people are choosing to work in a co-working office rather than travelling to a central office or working at home. **T/F**
- 2) Some people feel isolated when working at home. **T/F**
- 3) When working in an office it is easy to be distracted by daytime TV. **T/F**
- 4) Some people claim to be working when they open their laptops in a coffee shop, but this is not real work. **T/F**
- 5) There is no strict definition of co-working. **T/F**
- 6) The idea of co-working is hundreds of years old. **T/F**
- 7) Co-working facilities started to be opened about a year and half ago. **T/F**
- 8) Emergent Research has opened around 760 co-working facilities. **T/F**
- 9) Steve King thinks that there are now around 750 co-working facilities in the USA. **T/F**
- 10) Cloud computing has made co-working a possible option for many people. **T/F**
- 11) The increased use of female employees and freelancers has forced firms to offer more flexible work arrangements. **T/F**
- 12) Buying or renting central offices has become too expensive for some firms. **T/F**
- 13) Chefs and laboratory researchers are now using co-working facilities. **T/F**
- 14) Co-working facilities are offered by firms to exploit their unused office space. **T/F**
- 15) Some co-working facilities bring together people working for different employers but in related industries. **T/F**

16) The Hub, NextSpace and Regus offer managed office space which is used by co-workers who rent workstations. **T/F**

17) Some co-working facilities are located in airport business lounges.

**T/F**

18) Chains offering co-working facilities developed because of the financial crisis. **T/F**

19) Traditional employers are suspicious of the benefits of co-working facilities.

**T/F**

20) Co-working encourages collaboration and informality. **T/F**

21) A “jelly” is a social event at which people work together on projects.

**T/F**

22) The “host” of a co-working facility encourages people to work together in organising social events at specific times. **T/F**

23) Co-working facilities which offer different styles of working environment may encourage more large companies to exploit the co-working approach. **T/F**

24) Macquarie, an Australian bank encourages collaborative working by offering free soup at lunchtimes. **T/F**

c) Sales staff working for Yell, the directories business, can use Regus office space. **T/F**

d) In big cities large shops have closed. Drew Jones has suggested that these should be converted to co-working facilities. **T/F**

e) The rise of co-working will lead to the death of traditional offices. **T/F**

**Task 3. Find information from the text to complete the sentences below.**

a) \_\_\_\_\_ is a biological research company.

b) \_\_\_\_\_ runs a website where people can find work spaces.

c) \_\_\_\_\_ is the co-author of a book about co-working.

d) \_\_\_\_\_ is based in California.

- e) \_\_\_\_\_ offers dimly lit computer centres for black T-shirted hackers. f) \_\_\_\_\_ has got striking new offices in Sydney.
- g) \_\_\_\_\_ compares the facilities to city-centre airport business lounges.
- h) \_\_\_\_\_ is a chain of coffee shops.
- i) \_\_\_\_\_ thinks there are more than 700 office-based co-working facilities in the USA.
- j) \_\_\_\_\_ is a new chain of co-working facilities.

**Task 4. Discuss the following questions with your partners:**

1. As the article states *some job functions will always benefit from being in one location*. What kinds of job functions are these?
2. With the rise of buying, renting and maintaining office space, do you think that co-working will spread in your country? Argue your opinion.
3. Make a list of language units for successful communication. Use words and constructions from the *list of language units for successful communication* to talk about colleagues and working environment.

**Task 5. Complete the sentences below with words or phrases from the box.**

sniffy	to spare	cottoned on	elastic	computing
plonked	suburbs	caused	cardholders	budding
		slogging	beavering away	

- a) I hate \_\_\_\_\_ to the office every morning.
- b) The accountants were \_\_\_\_\_ in their interpretation of 'bribery'.
- c) The high cost of gasoline \_\_\_\_\_ the development of compact cars in the USA.



- d) The technical college offers workshops for \_\_\_\_\_ mechanics.
- e) Technologies like cloud \_\_\_\_\_ allow several people to work on a document.
- f) Some offices are fully occupied but others have desks \_\_\_\_\_.
- g) Luckily our competitors haven't \_\_\_\_\_ to the new market preferences.
- h) I'm sorry the gym equipment can only be used by \_\_\_\_\_ .
- i) South Americans who enjoy local coffee are a bit \_\_\_\_\_ about instant coffee.
- j) I can't afford to live in the city centre so I'm renting a house in the \_\_\_\_\_.
- k) He came in and \_\_\_\_\_ himself down in my favourite chair.
- l) In the accounts department you can see hundreds of clerks \_\_\_\_\_ .

**Task 6. Replace words in italics with their synonyms from the box.**

Directed	authority	aspects	firmness	facilities	show up
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1. Whatever your situation, if you are planning to go into business for yourself, remember that it takes time, planning, discipline, money and *perseverance*.

2. New York Enterprise Centre`s resources and services include: essential



skills development; *empowerment* lending; and personal access to business expertise.

3. The spaces in Platform Coworking, Chicago are set up so that clients are free to seriously concentrate and get work done, but when they feel the need to *surface* and give their brain a rest, Platform Coworking offers the *amenities* and fellow human beings for them to do so.

4. Coworking spaces are *geared* towards established professionals seeking a new type of work and social environment.

5. There is a great need for exploring the many *facets* of the coworking concept in future posts, looking back at our history and toward the future.

### **Task 7. Translate the following into English:**

1. Уявіть собі затишний інтер'єр з ароматом запашної кави й етажерками для тістечок, заповненими солодощами, які ви любите найбільше. Якщо ви думаєте, що знаходитеся у кав'ярні чи капучино-барі, то ви помиляєтеся. Це звичайне робоче місце для людей, що мають неабиякий смак до життя й багату уяву. Вони сидять за великим столом для настільного тенісу, клікаючи у своїх лаптопах, і заробляють гроші так само, як і решта з нас.



2. Якщо ви хочете насолодитися вишуканим стилем життя для заможних людей безпосередньо на роботі, запрошуємо вас до бутикової зони коворкінгу в Лондоні. Дизайнерські меблі, старовинні абажури й сучасне мистецтво поєднані в цьому офісному просторі. Звісно, це недешево, оскільки вам доведеться сплатити щомісячний внесок у 500 доларів, але воно того варте!

3. У чому ж полягає привабливість ідеї спільного офісного простору для сучасних працівників? Вони просто нарешті зрозуміли, чого хочуть люди. Це була «бездіяльна» група людей, які давно чекали на щось нове в організації офісних умов. Вони працювали з дому, вони сиділи з ноутбуками в місцевих кав'ярнях, поки нарешті не знайшлося рішення цієї проблеми. У звичайній робочій атмосфері з'явилася естетика кафе, на зміну тісному офісу прийшов комфортабельний і модний інтер'єр із кімнатними деревами й смузі-станціями. Зараз послугами коворкінгів користуються найвідоміші люди по всьому світу.



4. Піонери цієї ідеї вірять, що коворкінг це не лише спільний простір. Звісно, модна естетика може привабити людей, проте головним, на їх думку, мають бути почуття спільності, єдина мета, які тримають їх разом. Потенційних кандидатів обережно опитують, аби переконатися, що вони сприйнятливі до цього духу спільної культури.

### 3. WHEN INNOVATIONS CREATE VALUE

**Task 1. Read and translate the text about self-driving cars in California.**

#### **Self-Driving Cars Would Need a Driver in California**

Google Inc. envisions a world where a blind man can get in his car alone and tell it to take him to the grocery store. California regulators say self-driving automobiles aren't smart enough yet to zip around town without a driver ready to take the wheel.

The state's Department of Motor Vehicles is finalizing regulations for the everyday use of autonomous cars with the goal of releasing them in the next year. They would require a licensed driver – and



– and a steering wheel – just in case something goes wrong. Google says the rules limit the technology's potential.

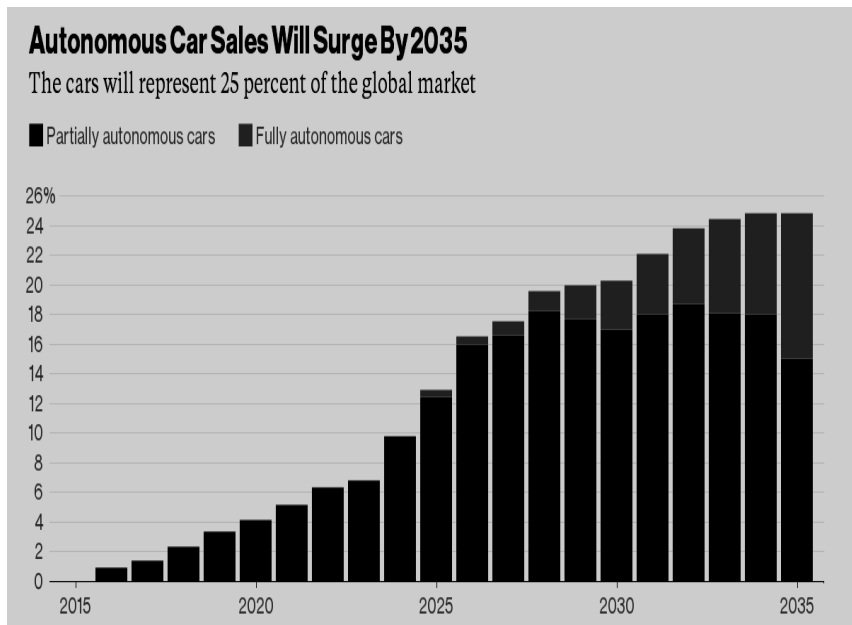
Bryan Bashin, the 60-year executive director of LightHouse for the Blind and Visually Impaired in San Francisco who uses a long, white cane to maneuver city streets, said a driverless car “would be one of the biggest advances for the blind since talking computers or even Braille.” It represents freedom from the hassles of public transit and makes suburban destinations attainable, he said.

Car and technology companies are closely watching California's adoption of the rules, which could open the largest U.S. consumer market, 39 million people, to the new technology. It also will likely influence other states as they develop their own regulations. California has often been first to adopt policies later embraced by other states, including clean-air standards, legalization of medical marijuana and paid family leave.

The technology could revolutionize the way people get around, replace traditional cars, and transform roads and highways to accommodate them. California’s efforts coincide with the Obama administration’s push to foster the industry, including developing federal guidelines and pledging a 10-year, \$4 billion budget for research and infrastructure changes.

Six states, including Nevada and Michigan, and Washington, D.C., already have enacted legislation advancing the development of the cars, according to the Denver-based National Conference of State Legislatures. The Golden State is the pacesetter.

“California is the place that everyone’s watching and learning what to do and what not to do,” said Bryant Walker Smith, assistant professor at the University of South Carolina School of Law who has taught a course on self-driving cars.



### Status Quo

Opponents say requiring a licensed operator in a self-driving car defeats the purpose of the technology. The state agency is holding a meeting in Sacramento on Thursday to gather input on the proposal from the industry and the public.

“We need to be careful about the assumption that having a person behind the wheel will make the technology more safe,” Chris Urmson, Google’s director of its self-driving car project, said at the meeting. “It’s a generally understood problem with people monitoring for long durations of fairly robust technology. They do it poorly. Failures result from it.”

Banning autonomous cars that can operate without a driver would be like banning minivans from carrying more than one passenger, said Matthew Schwall, director of field performance engineering at Tesla Motors Inc.

“What you’re doing is taking away one of the most compelling features,” Schwall said. “So fewer consumers would purchase these vehicles and manufacturers wouldn’t invest as much in their development.”

### Safety First



California doesn’t outright oppose allowing autonomous cars to operate without a human intervention, said DMV spokeswoman Jessica Gonzalez. It’s just that vehicles without a driver and steering wheel haven’t been tested enough, she

said. “We want to get there,” Gonzalez said. “We’re definitely not against it. We just need to make sure that it’s safe.”

Getting there could open up a massive market. The sale of autonomous car components is expected to grow from \$42 billion in 2025 to \$77 billion by 2035, according to Boston Consulting Group data. The cars could represent 25 percent of the worldwide market by 2035, the data show. Google, Tesla, BMW AG, Mercedes-Benz, Honda Motor Co., Volkswagen AG and Ford Motor Co. are among 11 companies that have autonomous-vehicle testing permits, according to December data from the California DMV. Even Apple Inc. may be working on a driverless-car project.

“A phase with a driver, at least to get started to see how things are happening, share data and collect experience, may be the way to ensure that the process is under control and that nothing regrettable happens,” said Xavier Mosquet, a Detroit-based senior partner in the automotive practice at the Boston Consulting Group.

Some companies are already experimenting with the technology. Tesla this month unveiled features that allow a driver who has stepped out of the car to prompt it to open the garage door, park itself and shut down. Elon Musk, Tesla’s chief executive officer, predicts an electric car will drive autonomously from coast to coast within two years. “For California I see two good things – the regulator is coming up with solutions and they are not waiting or slowing things down,” Mosquet said.

Approval can’t come swiftly enough for Diane Starin, 57, a Sacramento resident who went blind as a toddler from cancer of the optic nerve. She gets around on public transit and hails cars through apps from Uber Technologies Inc. and Lyft Inc. “I envision it drastically changing my life,” she said. “Everything from necessities to socializing, being out late at night and not worrying about how to get home. It’s huge. It’s just like someone getting a car who didn’t have one.”

*(by Alison Vekshin for **BloombergBusiness**)*

**Task 2. According to the article, what do the following numbers and names stand for?**

10	Bryant Walker	California	Sacramento
Michigan	25%	2035	Chris Urmson
39.000.000	4 billions	Tesla	60
The Golden State	Matthew Schwall	42 billion	Jessica Gonzalez
2025	Bryan Bashin	Ford Motor Co.	Xavier Mosquet
Elon Musk	57	Apple Inc.	Diane Starin

**Task 3. Give synonyms to the language units from the list above:**

to envision	a pledge
to zip around	to enact
a steering wheel	the pacesetter
hassles	compelling
attainable	to coincide

**Task 4. Mark the following statements as TRUE (T), DEPENDS ON (D), or FALSE (F). Correct the wrong ones.**

1. With the constantly rising demand, America market`s capacity is ready to serve the largest customers army. *T/D/F*

2. Bryan Bashin admits, self-driving cars were developed right after talking computers and Braille. *T/D/F*

---

3. California is well-known for self-operated autos legislation. *T/D/F*

---

4. Top managers of Google consider the strict instructions and directions the one of numerous barrier for innovation. *T/D/F*

---

5. Bryant Walker is a stickler for self-driving cars promotion. *T/D/F*

---

6. A licensed driver inside the self-driving car would be one more advantage for successful advertising campaign. *T/D/F*

---

7. Matthew Schwall votes with both hands for the approbation. *T/D/F*

---

8. Experts say, that with vehicles, safety is as much important as innovations. *T/D/F*

---

9. As data show, the following industry could make 25 percent of the worldwide market within 25 years. *T/D/F*

---

10. Target customers consider the self-driving car a real great opportunity to socialize with people. *T/D/F*

---

**Task 5. Check through the list of open questions concerning driverless autos. Which one do you consider the real obstacle for manufacturing? Which ones are rather far-fetched? Argue your choice with your partner.**

1. Could the vehicles operate in all the various weather conditions that we're used to?

2. Will the sensors be able to detect the changes in the road surfaces?

3. What would happen if there was an emergency failure of the autonomous

technology?

4. What would the vehicle be able to do?

5. Will they obey all of the traffic laws?

6. Who would have liability exposure if there was an accident?

7. How to be sure they are not dangerous if by



statute, we haven't had any testing of a completely driverless vehicle?

8. What is the vehicle going to do when it is faced with two bad choices?

9. How is it going to make that decision?

10. How are you going to program the vehicle to make what we would consider to be the ethical choice?

11. How does the car know what to do in that scenario, especially if it's a no-win scenario, the car has got to hit one of them?

12. How does the car know which is the right thing to hit?

**Task 6. Use information from the article «Self-Driving Cars Would Need a Driver in California» and Task 5 to make a list of Advantages (A) and Disadvantages (D) of self-driving cars.**

№	A	D
1	..... .....	..... .....
2	..... .....	..... .....
3	..... .....	..... .....
4	..... .....	..... .....

<b>5</b>	..... .....	..... .....
<b>6</b>	..... .....	..... .....
<b>7</b>	..... .....	..... .....
<b>8</b>	..... .....	..... .....

**Task 7. Match first parts of the sentences from column 1 to their second parts from column 2.**

1 Google's self-driving cars have been in a few minor accidents over the last few years,	9 and that there would be sufficient space to do that.
2 Now it seems a car itself was at least partly	7 since we're all trying to predict each other's movements.
3 Last month, a Google self-driving car, which was not being driven by the human tester inside the car at the time,	5 and we can imagine the bus driver assumed we were going to stay put.
4 As Google's top managers say, Google car had detected the approaching bus,	2 to blame for a small accident in Silicon Valley
5 Our test driver, who had been watching the bus in the mirror, also expected the bus to slow or stop,	6 but this type of misunderstanding happens between human drivers on the road every day.
6 Unfortunately, all these assumptions led us to the same spot in the lane at the same time,	1 but in every case so far, it was the result of something a human was doing.

7 This is a classic example of the negotiation that's a normal part of driving,	8 because if our car hadn't moved there wouldn't have been a collision.
8 In this case, we clearly bear some responsibility,	3 hit a public bus as the car was trying to make a right turn, the AP reported.
9 That said, our test driver believed the bus was going to slow or stop to allow us to merge into the traffic,	4 but predicted that it would yield to us because we were ahead of it.

**Task 8. Read and translate the texts below. Then give the paragraphs headlines according to the content.**

Pull the trigger	Take time out
Create a massive matrix	Embrace fear

**Find Your Next Revolutionary Business Idea**

As we celebrate our country's birthday with traditional outdoor barbecues and fireworks this Independence Day, it's also a time to reflect on your business and find the spark for your next "revolutionary" idea.

No clue what that is? You're not alone, says Andover, Mass-based innovation consultant Thomas Koulopoulos, author of

*The Innovation Zone* (Nicholas Brealey Publishing, 2009). Entrepreneurs tend to fall in love with their original ideas or vision, which keeps them from growing the business, he says. To ignite new light bulb moments, start with these idea-generating tactics:



<sup>1</sup> \_\_\_\_\_ . Ask yourself: "What scares me?" Then, explore that dark space. What if you overhauled your product and reintroduced it -- what features would it have? Where would you invest money if you replaced a major conference



or trade show with other lead-generating activities? Even if something is working for you, is there a way to make it better? As for your competition, instead of studying what they're doing, contemplate what they're afraid of, too. Don't let fear deter you from exploring potential new ideas, Koulopoulos says.

<sup>2</sup> \_\_\_\_\_. Generate new ideas by trying an exercise Koulopoulos calls "triggering." First, state your problem or challenge. For example, let's say you want to create a new product to compete in the crowded protein bar market. You would then gather several unrelated items, such as a stapler, coffee cup, a yoga mat, and a pencil. "I put them all on the table and say, 'Relate every one of these things to your problem,'" he explains. "What happens is people start to think in very nonconventional ways." Maybe your protein bar could be formulated with herbal ingredients for energy (idea sparked by the coffee cup) or relaxation (think yoga mat). The ideas don't even have to make sense at first. The goal is to find ways to

connect them back to the product.



<sup>3</sup> \_\_\_\_\_. Gather 'round, get out your big white pad, and create a huge matrix – he calls it a “morphological matrix” – of all the possible ways that you could address a problem or seize an opportunity. When done in groups, Koulopoulos says this gets everyone thinking about how to attack every element of the

problem. Then, recombine those elements in unique ways. "Burger King's new bacon sundae is a good example of how you can take a company's existing resources and recombine them into something new that people are talking about," he adds.

<sup>4</sup> \_\_\_\_\_. It's summer. Take a break from your business, even if it's just a quick getaway or a weekend disconnect. Rest and recharge to stoke creativity and prevent burnout, which is the enemy of great ideas, he says.

(by Gwen Moran for *The Entrepreneur*)

**Task 9. Surf through the Internet to find out more detailed information about the following ideas of business. Then complete the table cells and share what you wrote with your groupmates.**

<p><i>protein bar business</i></p> <p>-----</p> <p>-----</p>	<table border="1"> <thead> <tr> <th data-bbox="423 724 540 826">goal</th> <th data-bbox="546 724 647 826">method</th> <th data-bbox="652 724 764 826">research</th> <th data-bbox="770 724 888 826">expence</th> <th data-bbox="893 724 1000 826">profit</th> </tr> </thead> <tbody> <tr> <td data-bbox="423 826 540 903"></td> <td data-bbox="546 826 647 903"></td> <td data-bbox="652 826 764 903"></td> <td data-bbox="770 826 888 903"></td> <td data-bbox="893 826 1000 903"></td> </tr> </tbody> </table>	goal	method	research	expence	profit					
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<p><i>bacon sundae</i></p> <p>-----</p> <p>-----</p>	<table border="1"> <thead> <tr> <th data-bbox="423 959 540 1061">goal</th> <th data-bbox="546 959 647 1061">method</th> <th data-bbox="652 959 764 1061">research</th> <th data-bbox="770 959 888 1061">expence</th> <th data-bbox="893 959 1000 1061">profit</th> </tr> </thead> <tbody> <tr> <td data-bbox="423 1061 540 1137"></td> <td data-bbox="546 1061 647 1137"></td> <td data-bbox="652 1061 764 1137"></td> <td data-bbox="770 1061 888 1137"></td> <td data-bbox="893 1061 1000 1137"></td> </tr> </tbody> </table>	goal	method	research	expence	profit					
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12. <http://www.zdnet.com>

Навчальне видання

**Методичні вказівки**  
до практичних занять  
з курсу «Переклад ділового мовлення.  
Частина 1: Лексичний аспект»

для студентів спеціальності 035 «Філологія»  
спеціалізації «Германські мови та літератури  
(переклад включно), перша англійська»

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