

**Специальность 02310100 «Переводческое дело»**  
**Квалификация 4S02310101 «Переводчик»**

**Деловой Иностранный Язык**

1. The difference between communication and business communication.
2. The qualities of a good communicator. Good and bad ways of businesses using communication.
3. Global and international marketing.
4. The marketing plan.
5. The marketing strategy (standardised and localised).
6. Market segmentation.
7. Market adaptation.
8. Market penetration.
9. The customer base.
10. The marketing mix (4Ps).
11. The basic concept of building relationships.
12. The positive relationship between businesses and their customers/clients.
13. What makes people successful.
14. Outselling your rivals as the best indicator of success.
15. Mismanagement as the biggest cause of business failure.
16. Rebranding as often a pointless exercise.
17. Underfunding and overstaffing as the quickest way to failure.
18. Job satisfaction. The factors that make people satisfied in their job.
19. Risks in business. Types of risks.
20. How businesses can avert risk.
21. The insurance policy.
22. The management style.
23. The role of a manager. The qualities of a good manager.
24. The difference between authoritarian and democratic management.
25. The difference between delegating and directing management.
26. The explanation of Theory X and Theory Y.
27. Define team building in your own words. List three advantages of working in a team.
28. Identify your own team player type and explain why.
29. Explain the difference between equity finance and debt finance.
30. What are the advantages of getting funding from a business angel?

**Практика устной и письменной речи.**

1. Present Simple (definition, formation, context, 3 examples).
2. Present Continuous (definition, formation, context, 3 examples).
3. Explain the difference: Present Simple vs. Present Continuous (definition, 3 examples).
4. Past Simple (definition, formation, context, 3 examples).
5. Past Continuous (definition, formation, context, 3 examples).
6. Explain the difference: Past Simple vs. Past Continuous (definition, 3 examples).
7. Present Perfect Simple (definition, formation, context, 3 examples).
8. Present Perfect Continuous (definition, formation, context, 3 examples).
9. Explain the difference: Present Perfect Simple vs. Past Simple (definition, 3 examples).
10. Past Perfect Simple (definition, formation, context, 3 examples).
11. Past Perfect Continuous (definition, formation, context, 3 examples).
12. Explain the difference: Past Perfect Simple vs. Past Simple (definition, 3 examples).
13. Future Simple (definition, formation, context, 3 examples).
14. Future Continuous (definition, formation, context, 3 examples).
15. Future Perfect Simple (definition, formation, context, 3 examples).
16. Future Perfect Continuous (definition, formation, context, 3 examples).

17. Explain the difference: Future Simple vs. Future Continuous (definition, 3 examples).
18. Explain Zero Conditional (structure, usage, examples).
19. Explain First Conditional (structure, usage, examples).
20. Explain Second Conditional (structure, usage, examples).
21. Explain Third Conditional (structure, usage, examples).
22. Explain Modals of obligation (usage, examples).
23. Explain Modals of permission (usage, examples).
24. Explain Past Modals (usage, examples).
25. Explain Definite Article (definition, usage, examples).
26. Explain Indefinite Article (definition, usage, examples).
27. Explain Zero Article (definition, usage, examples).
28. Explain Passive Voice (structure, usage, examples).
29. Explain Inversion (definition and structure, usage, examples).
30. Explain Reported Speech (definition, difference between direct and reported speech, examples).

### **Теория и практика перевода. Жанры и виды текстов.**

1. Художественные тексты.
2. Публицистические тексты.
3. Технические тексты.
4. Научные тексты.
5. Официально-деловые тексты.
6. Деловые переписки.
7. Юридические тексты.
8. Финансовые тексты.
9. Экономические тексты.
10. Политические тексты.
11. Медицинские тексты.
12. Рекламные тексты.
13. IT-тексты.
14. Креативные тексты.
15. Локализованные тексты.
16. Глобализированные тексты.
17. Тексты, содержащие инфинитив.
18. Тексты, содержащие герундий.
19. Тексты, содержащие модальные глаголы.
20. Тексты с условными предложениями.
21. Тексты, содержащие реалии.
22. Тексты, содержащие безэквивалентную лексику.
23. Тексты, содержащие фразеологизмы.
24. Тексты, содержащие сленги.
25. Тексты, содержащие фразовые глаголы.
26. Тексты, содержащие неологизмы.
27. Тексты, содержащие экспрессивную лексику.
28. Тексты, содержащие метафоры и другие художественные средства.
29. Тексты, содержащие терминологическую лексику.
30. Тексты, ориентированные на адаптацию под аудиторию.