

**Kazakh Ablai Khan University of  
International Relations and World Languages**

**MASTER PROGRAMME**

**Professional Task-based Guide  
“Verbal communication  
in the intercultural context”**

**Volume**

**Compiled:  
by Acad. S.S. Kounanbayeva**

**Theory and practice of intercultural communication**

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*Almaty, 2022*

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Настоящее специализированное руководство «Professional Task-based Guide» включает различные источники для чтения, содержащие общие представления о современных научных подходах и экспериментальных данных по следующим направлениям:

- обучение иностранным языкам,
- подготовка преподавателей и переводчиков,
- развитие научного сообщества специалистов, стремящихся к улучшению качества преподавания и изучения языков.

Автор творчески систематизирует результаты научных исследований, полученные в ходе практической работы в процессе обучения.

Специализированное руководство представляет собой единство результатов научных исследований и дидактики обучения иностранным языкам, направленное на обеспечение будущих преподавателей основами академической науки для понимания современных трендов теории и практики с учетом возможностей развития их творческого потенциала.

Специализированное руководство «Professional Task-based Guide» предназначено для магистрантов 1-2 года обучения по специальностям «Образование» и преподавателей-практиков.

The task-based Guide is aimed at providing a source of professionally-oriented tasks and case-studies, for improving students language perception with all its authentic identity, richness and linguistic peculiarities, to enrich their creative abilities and quality of language acquisition and knowledge, basing on critical reflection, creative application of findings to teaching practice.

Professional Task-based Guide is a new interrelated programme of verbal communication in the intercultural context which gives future teachers good grounding in linguistic theory combined with the opportunity to develop their creativity and their own understanding of new trends and language practical realities.

#### **The responsible editor:**

Kounanbayeva S.S. – Doctor of Philological Sciences, professor, academician of the International Academy of Science of High School (IAS HSc)

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## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian.

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** The four – Power Alliance launched by Japan, India, Australia and the United States quickly fizzled out and laid the groundwork for increasing co-operation among the four countries. The ties are bearing fruit.

**B.** If women knew they could receive the tools and training to have a successful career in the private sector they would be convinced that no longer do they have to settle for working in a dead-end sector.

**C.** The role of women is not black and white. There doesn't have to be a stark choice made between family and career. With the right approach, women can greatly increase their already profound and prosperous contribution.

**D.** The pro-Soviet tilt of India's foreign policy at that period drove a wedge between India and the nations of Southeast and East Asia.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

The reasons and impact of the so-called "Arabic revolutions" on the world's socio-economic balance of regional potentials.

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**A.** Because the country has a federal system of government that has historically valued local governance, no **country-level education system** or curriculum exists in the United States.

**B.** Most restaurants will serve you as much coffee as you can drink **at one sitting** without charging you for the **refills**.

**C.** If you have a bad boss, you can try to improve the way you're managed, you can grin and bear it, or you can get another job. I also dislike **the grin-and-bear-it approach** because it means that bad bosses stay where they are and that employees compensate for the boss's shortcomings.

**D.** Video clips can be created and played back on the computer; however, the images are **jerky** and the **voice-and-action synchronization** is not quite up to speed.

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The Arabic spring and the impacts on the countries in the region, how much do you think this movement will affect the other countries in the region and to what extent do you think this movement is going to be the base for humanitarian actions.

## №3

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Personal integrity cannot be legislated but can be instilled.

**B.** Cultures are chiefly transmitted through spoken and written languages. Encapsulated within the language is most of a community's history and a large part of its cultural identity.

**C.** The legislative framework must help shareholders to exercise their rights.

**D.** It is important to work together to prevent frictions to arise.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

The new strategy of the European Union for Central Asia. Is it really aimed at stabilization and development of the region? For what interests do EU countries fight in Central Asia?

## №4

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

A. "Flea market" is the only informal sale of possessions where people can **bar- gain for a lower price**; usually, prices in American stores are fixed.

B. Our full-time tuition is one of the lowest for private colleges in the Boston ar- ea, and includes a laptop for all students, **customized with software for their specific major**.

C. Historically, **one-track-mindedness** is more likely to be a man's brain char- acteristics, whereas woman unconsciously tends to embrace several objects with her at- tention.

D. Using nanotechnology, tiny, **insect-like robots** may be sent around our bod- ies to carry out repairs and keep us healthy.

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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to lan- guage acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Rise and fall of Muammar Gaddafi. What was the world's reaction to the cruelty of the opposition?

## №5

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional diver- gences and give your arguments, explaining their sources and roots.

A. If management is about running the organization then governance is about ensuring that it is run properly.

B. All of this would suggest that it is fundamental to understand what a university is before trying to determine exactly what form and norms of governance should be applied to "it". The "mission" of an organization may well have an important effect upon the manner in which those entrusted to "govern" the organization view their role.

C. If an organization is primarily commercial (the ultimate aim being to make profit) then its overarching need will be to enable it to continue in existence, to prosper and make money, at first blush the balancing of partners interests appears to be a tricky issue.

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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations. The new Geopolitics of Transatlantic Relations.

**Task 3.1.** Chose the proper reason out of the given lot and expand it by adequate grounding

- coordinated response to common dangers;
- the United States and Europe encounter many of the same foreign policy challenges;
- Those challenges diversely impact both regions and produce different responses, etc.

**Task 3.2.** How the US and Europe relations must be built to make the two regions work out jointly the meaningful and logical solution of the foreign policy problems.

## №6

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Come to our **palm-tree-lined campus** in the Phoenix metro area to enjoy warm, sunny weather year round while you take advantage of superior academic and career programs.

**B.** Within these pages are **first-person stories** about the value of conversing over a good cup of coffee, the importance of hugs and the courage in living a simple life.

**C.** An Internet advertising model used on websites is known as **pay-per-click policy** which supposes that advertisers pay their host only when the ad is clicked.

**D.** Astro-tourists can book a week's trip into a low orbit 60 miles above the Earth, staying in comfortable accommodation on our space hotel. The price also includes a **made-to-measure space suit**, preparations for zero-gravity and **space walks**.



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**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Bashar al-Assad and his actions against the nationwide movements occurring in Syria, to what extent do you believe the United Nations and related peacemaking organizations should interfere into a country's inner problems?

## №7

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Not only must to day's business leaders be technically competent, they also need to be adept at managing cross-cultural teams, financial supervision, branding and marketing, supply chain management, creative thinking and even understanding how the convergence of industries may affect theirs.

**B.** No matter which market we look at, we expect to see more waves of change on the talent management front.

**C.** Companies will increasingly benchmark themselves with the best-in-class outside their industry sectors, even turning to consumer goods companies to identify ways they can become more competitive.

**D.** Reactions to the rise of China and its potential to dominate Asia have fueled debate in many countries over how best to respond. More than four years ago India, Japan, Australia and the United States envisioned an approach that would provide a counterbalance. It got nowhere.

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The rise of Asia in global economy and politics. The implications of the Asian geopolitical dynamics on international relations system and global balance of powers. Are there any reasons for changing of international order in the XXI century in favor of coming "Asian Century"?

## №8

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** This is often a **stretch** for the language learner since the classroom teacher is generally not an experienced foreign-language teacher but rather a **subject-matter expert**.

**B.** Diagnostic assessments can show increasing strengths and show the way to a **leap-frog approach** to language acquisition in which a weakness becomes strength thanks to attention and practice.

**C.** Exactly four weeks after the manager took over the office he fired three engineers, a draftsman, and two computer operators. He was just doing the **new-broom-sweeps-clean routine**.

**D.** "Technobabble" **phenomenon** appears to happen to those **technophobians** who know a little about trendy sophisticated gadgets and never dare to use them.

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Countries like Syria, Venezuela, and North Korea are meeting the international political and financial sanctions for years. World is trying to push them to follow the international human rights. To what extent do you believe the world leading organization such as UN should use the military options to stop the violation of human rights within those countries?

## №9

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**A.** European investors need to be more vocal advocates of corporate change.

**B.** The bank reforms made the admission to be a member an open door policy.

**C.** Asian women are among the most underutilized assets in to-day's labour market. Limits on women's participation in the workforce across the Asia-Pacific region cost the economy an estimated \$ 89 billion a year.

**D.** More than once did outlying states lose favor or risk invasion from China or Japan by improperly addressing their interlocutors. Jobs could be forfeit by injudicious criticism, while political favors might be carried through flattery.

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## №10

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**A.** The inadequacies of laboratory research on television violence effects are apparent in the small body of research on **the matter of desensitization or “the bystander effect.”** Viewing in laboratory setting is involuntary, public, choiceless, intense, and **single-minded**, whereas actual viewing is private, selective and **nonchalant**.

**B.** These issues will undoubtedly **spark lively discussions** about whether or not stereotypical images and stories **do shape the way** we think about ourselves in relation to **idealized images**, to these supermodels screaming at us from the television, glaring at us from magazines. People tend to be **stuck in the model trap**.

**C.** Television commercials and magazine advertisements that contributive to the **“body-as-object” focus** for female adolescents, using **difficult-to-attain standards** of physical attractiveness to market products, are pervasive.

**D.** Advertising has been accused of unintentionally imposing a **“sense of inadequacy”** on women’s self-concepts.

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To what extent do you believe China as one of the members of the UN is following the human rights? What are the possible options that United Nations Organization should follow to make governments to respect human rights?

## №11

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** A mere code cannot inculcate self-discipline into a generation of high-earning go getters who were caught up in the free market euphoria.

**B.** To express strong support to work together to prevent frictions to arise.

**C.** Corporate governance and the Listing Rules demarcate the eligible from the non eligible.

**D.** Any idea to design a one-size-fits-all approach is unacceptable to market principles.

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The new Asian hemisphere. The irresistible shift of global power to the East. What implications on global world's system is it supposed to cause?

## №12

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** The ads prepared appeared to be realistic as they included **partial- and full-body photos of models** extracted from actual hair care, jeans and lipstick ads.

**B.** With page after page of **bulging biceps and Gillette jaws, robust hairlines and silken skin**, *Men's Health* magazine is peddling a standard of male beauty as unforgiving and unrealistic as the female version sold by those **dewy eyed pre-teen waifs draped across the covers** of *Glamour* and *Elle*.

C. The American Academy of Cosmetic Surgery estimates that nationwide more than 690,000 men had cosmetic procedures performed in 1996 – and that’s not only “**hair restoration**”, though such procedures do command the **lion’s share of the male market**.

D. Continuation of the species demands that specimens with **shiny coats**, bright eyes, even features, and other **visible signs** of ruddy good health and **fertility** automatically **kick-start our most basic instinct**.

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Recently the Chinese human right activists, Chen Guangcheng, which was sentenced to house arrest because of his words against the national government, escaped from the house arrest and got asylum from the US government. To what extent do you believe US should interfere this internal problem of the People’s Republic of China? Does it worth to sacrifice the very profitable relationship with the Chinese government over one person?

## №13

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Indeed, Asia has filled a hall of fame with the names of successful women in positions of power. But it would be wrong to say that this list of political stars is an indicator of wide political participation among women in Asia.

**B.** Culture is an all-encompassing form or pattern for living. It is complex, abstract and pervasive.

**C.** Let me urge you, as we return to our professional responsibilities and to our personal spaces to reflect on these two words - quality and diversity - and on the mental sets and behaviors that flow out of them.

**D.** Cross-cultural comparison shows that the United States may have one of the worst records for integrating the aging population in to the main-stream of its culture.

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What external and internal challenges hamper European Union-China relations: China's strategy to these factors?

## №14

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** A **blueprint to rock-hard buns** is only part of what makes *Men's Health* the preeminent "men's lifestyle" magazine. Nice teeth, nice skin, nice hair, and a **red-hot wardrobe** are now required to **round out the ultimate alpha male package**, and *Men's Health* is there to help **on all fronts**. In recent months it has run articles on how to select the perfect necktie and belt, the hippest wallet, the chicest running gear, the best "**hair-thickening**" shampoo, and the cutest golfing apparel. It has also offered advice on how **to retard hair baldness**, how to keep your footwear **looking sharp**, how to **achieve different "looks"** with a patterned blazer, even how to protect your lips from chapping at the dentist's office: "Before you start all that "**rinse-and-spit**" **business**, apply some moisturizer to your face and some lip balm to your lips. Your face and lips won't have that **stretched-out dry feeling**... Plus, you'll look positively radiant!"

**B.** *Men's Health* magazine tries to **cultivate a joking, macho tone** throughout and **tosses in a handful of Y-chromosome teasers** such as "How to stay out of jail" or "Let's play squash" – an illustrated guide to identifying the **bug-splat patterns on your windshield**.

C. Instead of a regular advice column, which would **smack too much of chicks' magazines**, *Men's Health* magazine recently introduced "Jimmy the Bartender", a monthly column on "women, sex, and other stuff that **screws up men's lives.**"

D. The **moist young bucks** in the *Gap* jeans ads and the **electric-eyed Armani** models have exactly as much in common with the average American man as Tyra Banks does with the average American woman.

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**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Governments should have the right to rule their own countries in the way they prefer. To what extent do you believe that UN should interfere the internal affairs of the countries? What are the situations that UN and related organizations may have the right to interfere?

## №15

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** We must acknowledge that there is not a fixed order of values within a given culture. Cultures are continually in a state of change, so does the culture's values. This does not mean that we are free to determine right and wrong for ourselves with no regard for what others think. Such a mind-set shows not understanding ethics.

**B.** It is increasingly impossible for leaders single-handedly to hold the strings to complex manufacturing networks, where the lack of senior-level oversight in one area may unravel years of hard work. As the shoes of those who sit at the head table of manufacturing giants grow bigger, finding the right people to fill them is a growing challenge. How can manufactures cope?

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Major milestones towards reconstructions and peace building in Afghanistan. New approaches towards stabilization in the country. What are the predominant Afghan reactions to the European efforts?

## №16

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**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Lawrence continued performing **stand-up comedy routines** in which ne created **energetic minidramas**, often centered on relationships.

**B.** With her extensions, her **eye pops**, her competitive attitude toward other woman, Gina was a **ribald parody** of a **pushy, know-it-all, forever attitudinizing, desperately trying-to-be-hip, always-in-your-face** young urban woman.

**C.** Beulah is **remembered for depicting** a black woman who has nothing better to do than **center her life around** the white family that employs her, other than waiting for her **never-do-well boyfriend to propose**.

**D.** The African American community is well on its way **past its old radical platitudes** to a truly integrated "**deracialized**" future, which is the only future possible.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Nuclear power can be the double side blade for the nations. Very helpful in terms of being a new source of energy substituting fossil fuel, and at the same time very dangerous if being used as the source of nuclear bomb. To what extent do you think the countries should have the right to study and develop the nuclear power?

## №17

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Manufacturing companies need fresh blood but they must be open to integrating new leaders and their ideas with professional "on-boarding" programs to increase their "stickyness"- or ability to integrate into but also influence the company.

**B.** No matter which market we look at, we expect to see more waves of change on the talent management front.

**C.** Companies will increasingly benchmark themselves with the best-in-class outside their industry sectors, even turning to consumer goods companies to identify ways they can become more competitive.

**D.** A clear differentiator for companies will be a management team that can successfully do this with a global perspectives.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Embracing Democracy in the Western Balkans. From Post-Conflict struggles toward European Integration. Give a cross-regional view of politics and economy of Serbia, Croatia, Bosnia, Macedonia, etc., from the point of their transition from post-communist regime to the challenges of democratic consolidation.

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A. Portraying a deadly addiction** as a healthful and sensual experience tugs against the nation's efforts to **promote a tobacco-free norm** and to discourage tobacco use by children and youths. Human models and cartoon characters in cigarette advertising **convey** independence, healthfulness, **adventureseeking**, and youthful activities – themes correlated with psychosocial factors that appeal to young people.

**B.** In cigarette advertising, it was proposed to use a required phrase – “**a nicotine-delivery device**” – in conjunction with the phrases “**cyber-cigarettes**” and “**pleasure.com**” with a **sideways smiling face** (emoticon), to suggest that nicotine is **a pleasure of the cyberspace age**.

**C.** It is easier to **challenge a competitor** through pungent slogans, such as “Where is the big saving?”, than through a **step-by-step recapitulation** of what has gone on before. The **bits-and-pieces approach** makes for **quick, unerring attacks** and equally quick responses, all under the **watchful eye** of the consumer **over whom the battle is being fought**.

**D.** In these **corporate friendly times**, the sweep and powers of advertisers are frenetically expanded everywhere. Formerly pure public television and public radio **now run almost-ads**. Schools **bombard children with cereal commercials** in return for the monitors on which the ads appear. **Parks blossom with yogurt and sneaker-sponsored events**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Nuclear power can be the double side blade for the nations. Very helpful in terms of being a new source of energy substituting fossil fuel, and at the same time very dangerous if being used as the source of nuclear bomb. What is your idea about the fact

that some countries who already have the nuclear knowledge and power are asking the other developing countries to stop their related researches?

## №19

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** I called him every **foul name** I could lay my tongue to (A.Hally)

- Have you anything really shocking, Reggie? I adore **mucky books**, and you never have any in stock (J. Braine)

- And Soames was alone again. The spidery, **dirty**, ridiculous **business** (J. Galsworthy)

- You played a **dirty trick** - we'd have given you five, if you'd asked for it. (W. Golding)

**B.** Commission will undertake a study on the consequences which such an approach would entail.

**C.** Other proposals for directives in the related field of company law are in the pipeline.

**D.** To safeguard an adequate balance between the interests of partners.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

It is assumed that the negative implications of 'globalization' as its challenges hamper the socio-economic balance between regions of the world. Give the comparative perspectives of the global changes which may be caused by global factors.

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Even as the Internet user base increases and becomes more “ordinary”, it still is not available to millions of citizens without the resources and skills to take part. In some ways, the Internet has widened the **political information and participation gap between societal “have’s” and “have-not’s”**.

**B.** While **“feel good” commercials** can be enjoyable to viewers, they are not particularly informative, educational, or memorable. A positive message **glides through the brain** in much the same way that water from the garden hose washes easily over a smooth patio – nothing gets in its way, slows it down, or **“sticks” very long**.

**C.** Some argue that as people move online, the notion of **news consumers** is giving way to something called **“pro-sumers”**, in which citizens simultaneously function as **consumers, editors and producers** of a new kind of news in which journalistic accounts are but one element.

**D.** Far from being a refuge for **nose-picking narcissists**, blogs have speedily **matured into** the most vivifying, **talent-swapping, socializing breakthrough** in popular journalism since the burst of coffeehouse periodicals and political pamphleteering in the 18<sup>th</sup> century. If Addison and Steele, the editors of *The Spectator* and *The Tatler*, were alive and holding court at Starbucks, they’d be **Wi-Fi-ing into a joint blog**. If Tom Paine were alive and paroled, he’d be **blog-jamming against** the Patriot Act, whose very name he’d find obscene.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Nuclear power can be the double side blade for the nations. Very helpful in terms of being a new source of energy substituting fossil fuel, and at the same time very dangerous if being used as the source of nuclear bomb. What is your suggestion to nuclear countries and nuclear-to-be countries, to make the world a safe place to live?

## №21

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Reactions to the Rise and its potential to dominate Asia have fuelled debate in many countries over how best to respond. More than four ago India, Japan, Australia and US envisioned an approach that would provide a counterbalance. It got nowhere.

**B.** Not only must today's business leaders be technically competent, they also need to be adept at managing cross-cultural teams, financial supervision, branding and marketing, supply chain management, creative thinking and even understanding how the convergence of industries may affect theirs.

**C.** Other proposals for directives in the related field of company law are in the pipeline.

**D.** To safeguard an adequate balance between the interests of partners.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some scholars believe that a sense of competition in university students should be encouraged. Others believe that students who are taught to cooperate rather than compete become more useful for the society. Discuss both views and give your opinion.

## №22

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** If standards in British universities were **enviable** and, in part, this was due to internally controlled procedures managed by academics, then why not simply extend them to all those institutions that could apply for “**the university label**” under the terms of the 1992 legislation?

**B.** In a unitary system of higher education logic dictates that all institutions need to be bound by the same mechanisms to sustain academic standards. Therefore, the political consequences of permitting continuing self-regulation for the traditional universities, while imposing a new structure of state-regulation upon the post-1992 universities, would have been untenable. It would have been self-evident that the latter were being treated as “**second-class citizens.**”

**C.** Taking a longer-term, and more contentious, perspective, there are those who saw the **state-controlled quality assurance regime** as underwriting a **significant shift towards** the creation of a higher education market.

**D.** Quality assurance mechanisms would place information in the public domain, which potential students (as customers) could draw upon **to assist them in making “informed choices.”**

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Nuclear power can be the double side blade for the nations. Very helpful in terms of being a new source of energy substituting fossil fuel, and at the same time very dangerous if being used as the source of nuclear bomb. Knowing that the nuclear reactors can be very dangerous and vulnerable in times of natural disasters such as earthquakes, what is your idea about maintaining the nuclear reactors and having them up and running?

## №23

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** If management is about running the organization then governance is about ensuring that it is run properly.

**B.** All of this would suggest that it is fundamental to understand what a university is before trying to determine exactly what form and norms of governance should be applied to "it". The "mission" of an organization may well have an important effect upon the manner in which those entrusted to "govern" the organization view their role.

**C.** The paper argues that strengthening of the formal institutional setting is crucial to further enhance the process of economic transition of the country.

**D.** Anti-take-over devices should not be used to shield management from accountability.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage to barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations. The new Geopolitics of Transatlantic Relations.

**Task 3.1.** Chose the proper reason out of the given lot and expand it by adequate grounding

- coordinated response to common dangers;  
- the United States and Europe encounter many of the same foreign policy challenges;

- Those challenges diversely impact both regions and produce different responses and etc.

**Task 3.2.** How the US and Europe relations must be built to make the two regions work out jointly the meaningful and logical solution of the foreign policy problems.

## №24

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian



**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** They danced so beautifully together, and the Beast was surprisingly graceful **despite his beastliness** – what a shame he had to be **trapped in that ferocious form**.

**B.** Thanks to my father's **once-in-a-lifetime hug**, I've come to realize something he never could: a hug is more than mere physical touch – it's a **lightning-like connection** between two people.

**C.** **Appreciating what's "so right"** in a relationship, rather than what's going wrong, helps **keep love alive** even in the **not-so-romantic times**.

**D.** The only sound is the **buzz of the fluorescent light** illuminating the room dimly while I satisfy a **late-night thirst** straight from the jug.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

In some countries young people are encouraged to work or travel for a year between finishing high school and starting university studies. In some majors, university graduates should have some years of experience to stat their master degrees. To what extent do you believe high school and university graduates need the mentioned experiences?

## №25

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** They must be personally accountable for the consequences of their company's insolvency

**B.** No matter which market we look at, we expect to see more waves of change on the talent management front.

**C.** Companies will increasingly benchmark themselves with the best-in-class outside their industry sectors, even turning to consumer goods companies to identify ways they can become more competitive.

**D.** The Four-Power Alliance launched by Japan, India, Australia and the United States quickly fizzled out and laid the groundwork for increasing co-operation among the four countries. The ties are bearing fruit.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some scholars believe that a sense of competition in university students should be encouraged. Others believe that students who are taught to cooperate rather than compete become more useful for the society. Discuss both views and give your opinion.

## №26

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Some managers-egotists **prefer sultanhood**, enjoy being surrounded by their **admiring minions**. Others like to rule from **the top of the mountain**. From inside the closed doors of the office, with the **framed motto "Familiarity breeds contempt"** on the wall, they practice **management by memo**. Without consulting the people who will be affected, they formulate police and issue sovereign edicts.

**B.** Instead of allowing employees to make their own career choices and helping them grow naturally, **super-concerned bosses** pressure their people **with the "father-knows-best" approach**.

C. Too often, top management knows that a manager **has serious shortcomings** and leaves him in the job anyway. There are many reasons bad bosses **escape the ax**. Some of them know **where the bodies are buried** and top management is afraid **to incur their wrath** by firing or even demoting them.

D. If the company staff **forms into cliques** and other closed groups, or if they **spend their time bickering and waging memo wars**, they will interfere with one another and the organization will be inefficient.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Saddam Hussein, Usama bin Laden, Kim Jong-il and Muammar Gaddafi are dead. To what extent do you believe that the United Nations and the related organizations should interfere to stop the dictatorship actions and the suffering populations?

## №27

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

A. Companies unanimously reported that candidates who had participated in collaborative programs were more **employable** and better prepared to develop successful **academic and non-academic careers**, because they had **embedded** business experience together with academic standards. Companies highlighted the **“bridging” nature of these doctorate holders**, achieved through qualities such as an ability to communicate between the worlds of business and academia.

B. The dialogues demonstrated that private sector employers tend to look for professionals with both **breadth and depth** (also called **“T-shaped” individuals**, referring to their **ability to apply knowledge across situations**, as well as the depth of their

functional and technical skills), and that those universities that are used to working with industry are aware of the broad range of skills needed in the labor market.

C. The importance is evident of making more explicit to students and employers that the creative skills acquired during research training (e.g., capacity to deal with complex problems, capacity to work well in international environments, **thinking “out of the box”**) can serve the knowledge society by developing new ways to deal with problems and finding imaginative solutions in multiple working environments.

D. Because of the existence of financial aid, one can also argue that cost sharing is no longer a daunting phenomenon or one that is perceived as having the “**camel’s nose in the tent**”.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Olympic Games are the place that nations gather together in peace. To what extent do you believe that sports and international games can reduce the tension among the nations and become a proper way to release the patriotic sense?

## №28

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

A. A principal component of the new media is the notion of **political interactivity**, or mediated real-time feedback between political actors and citizens.

B. Consummate bosses will look for powerful allies and scorn those whose friendship has become a liability. They don't **give of themselves**; they look to **scratch the backs of people** who can **exchange the favor**.

C. Barbara was sure he was trying **to set her up to fail**. He could try, but she would **fight back**.

D. The superambitious managers often expect their subordinates to **share their neurotic perfectionism**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Based on the recent actions against the Syrian oppositions, recently US, EU and Australia forced the Syrian diplomats out of their countries in order to show their position against the Syrian government actions against the Syrian people. To what extent do you believe this will help to stop the violation of human rights in Syria?

## №29

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** The Japanese use a consensus-building, direction-taken process where everyone affected by the decision is included in the process. For the Chinese, on the other hand, decision making is more authoritative than consensual; decisions are made by higher authorities without the inclusion of subordinates.

**B.** The Japanese allow little room for flexibility in their negotiations, and they are slow in producing conclusions but fast in implementation. They stick to a decision once it is made.

**C.** Absent from most materials is the opportunity for free practice that allows to participate in discourse situations that exemplify a variety of "free conversations" or "fluency workshop" activities.

**D.** A dominant view in Labour was that paying tuition fees up-front was holding back working-class participation. The Conservative Party was well too aware of the existing shortcomings in the sector.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Intercultural communication competence. Why is it that contact with persons from other cultures so often is frustrating and fraught with misunderstanding? By what are stumbling blocks in intercultural communication caused?

Give your own understanding of the problem.

## №30

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** If standards in British universities were **enviable** and, in part, this was due to internally controlled procedures managed by academics, then why not simply extend them to all those institutions that could apply for “**the university label**” under the terms of the 1992 legislation?

**B.** In a unitary system of higher education logic dictates that all institutions need to be bound by the same mechanisms to sustain academic standards. Therefore, the political consequences of permitting continuing self-regulation for the traditional universities, while imposing a new structure of state-regulation upon the post-1992 universities, would have been untenable. It would have been self-evident that the latter were being treated as “**second-class citizens.**”

**C.** Taking a longer-term, and more contentious, perspective, there are those who saw the **state-controlled quality assurance regime** as underwriting a **significant shift towards** the creation of a higher education market.

**D.** Quality assurance mechanisms would place information in the public domain, which potential students (as customers) could draw upon **to assist them in making “informed choices.”**

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Task III. Problems for giving your own overview basing on the current and common understanding of the situations.

Nuclear power can be the double side blade for the nations. Very helpful in terms of being a new source of energy substituting fossil fuel, and at the same time very dangerous if being used as the source of nuclear bomb. Knowing that the nuclear reactors can be very dangerous and vulnerable in times of natural disasters such as earthquakes, what is your idea about maintaining the nuclear reactors and having them up and running?

### **№31**

#### **Tasks for assessment of professional competences**

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** A dominant view in Labour was that paying tuition fees up-front was holding back working-class participation. The Conservative Party was well too aware of the existing shortcomings in the sector.

**B.** Not only must today's business leaders be technically competent, they also need to be adept at managing cross-cultural teams, financial supervision, branding and marketing, supply chain management, creative thinking and even understanding how the convergence of industries may affect theirs.

**C.** The issue of tuition fees has served to highlight the divide between the supposedly market-oriented England and the left-learning politics in Scotland.

**D.** The pro-Soviet tilt of India's foreign policy at that period drove a wedge between India and the nations of Southeast and East Asia.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

What are the reasons for intensification of the US's influence in the Asia Pacific Regions?

## №32

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** All three explanations are plausible, and it can be argued that they are **interactive** rather than **mutually exclusive**.

**B.** The large systems and the **super-individual organizations** that customarily come to mind when we think of society, are nothing but immediate interactions that occur among men constantly, every minute, but that have become **crystallized as permanent fields**, as autonomous phenomena. As they **crystallize**, they attain their own existence and their own laws, and they may even confront or oppose spontaneous interaction itself.

**C.** Where ideas and practices do become reified and naturalized, it often requires significant effort to **re-conceptualize their possibilities** or maintain an awareness of other potentialities, of "**routes not taken**" in the construction of the object.

**D.** Althusser's conception of the phenomenal world is akin to a "**virtual reality**", the result of a construction of our perceptions by "hegemonic institutions" and values.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.



**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

US troops are on the way to move out of Afghanistan gradually. Having in mind the sensitivity of this region through the history and the never ending story of Taliban within the region, to what extent do you believe Afghanistan has the required power, resource and infrastructure to rule the country?

### №33

#### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** If women knew they could receive the tools and training to have a successful career in the private sector they would be convinced that no longer do they have to settle for working in a dead-end sector.

**B.** The role of women is not black and white. There doesn't have to be a stark choice made between family and career. With the right approach, women can greatly increase their already profound and prosperous contribution.

**C.** And yet, Asia continues to stand out for the relative neglect it shows to its greatest undertapped resource: women.

**D.** All of this would suggest that it is fundamental to understand what a university is before trying to determine exactly what form and norms of governance should be applied to "it". The mission of an organization may well have an important effect upon the manner in which those entrusted to govern the organization view their role.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some scholars believe that a sense of competition in university students should be encouraged. Others believe that students who are taught to cooperate rather than compete become more useful for the society. Discuss both views and give your opinion.

## №34

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A. 11.** Instead of a regular advice column, which would **smack too much of chicks' magazines**, *Men's Health* magazine recently introduced "Jimmy the Bartender", a monthly column on "women, sex, and other stuff that **screws up men's lives.**"

**B.** The claim that the media constitutes a fourth estate, a **permanent watchdog**, if not outright adversary, of the government, has always been a **self-serving myth**.

**C.** The media keeps information secret all the time. Sometimes it does so on the **ground of "taste"**, a **waffle-word** that means whatever an editorial board wants it to mean.

**D.** In our **star-struck society**, everyone is desperately willing to touch a celebrity made of vanity and skin balms.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

To what extent do you believe corruption exists? What are the ways and means to overcome it?

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Of concern is a change in ownership specification, questioning non-private and non-profit forms of ownership.

**B.** The paper argues that strengthening of the formal institutional setting is crucial to further enhance the process of economic transition of the country.

**C.** Anti-take-over devices should not be used to shield management from accountability.

**D.** The courts have generally been careful not to employ hindsight to find directors liable.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Switzerland: Migration and language 'integration'. Will it work for survival of both languages? What must be the language policy in the country? What are the challenges in Switzerland and Wales?

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** After a period of very strong criticism, and active opposition from certain universities (with some going so far as to forestall the arrival of the quality assessors), a new quality regime was negotiated. Initially, the move was to **“a light touch” model**, to be followed shortly thereafter by a **“lighter light touch” model**.

**B.** Central to our analysis of quality is the contention that it is a reified concept, an ideological construction that is given concrete meaning within a range of different discourses and institutions (government publications, journal articles, **the reports of “think tanks”** and committees of enquiry as well as prominent speeches by those representing the key interests) and underwritten by institutional power, in particular the power of the state apparatus.

**C.** The two theoretical approaches we have adopted (reification and neo-pluralist model of political struggle) both have built into them the understanding that the exercise of power is not a **zero-sum game**.

**D.** At the university level, there are increased level of research collaboration with industry; greater involvement with local businesses and public institutions; the widespread establishment and operation of specialized professional units to handle the creation of **spinout companies** and licensing of intellectual property; development of **science parks**, incubator units and high-technology clusters near university campuses; and growing connections with the venture capital community.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Bill Clinton the former president of the United States was accused of sexual harassment. The scandal arguably affected the 2000 US Presidential election. Democratic Party candidate and sitting Vice President Al Gore claimed that Clinton's scandal had been "a drag" that deflated the enthusiasm of their party's base, effectively suppressing Democratic votes. To what extent do you believe political parties can manipulate the truth and change the idea of the public?

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Cultures are chiefly transmitted through spoken and written languages. Encapsulated within the language is most of a community's history and a large part of its cultural identity.

**B.** If women knew they could receive the tools and training to have a successful career in the private sector they would be convinced that no longer do they have to settle for working in a dead-end sector.

**C.** The role of women is not black and white. There doesn't have to be a stark choice made between family and career. With the right approach, women can greatly increase their already profound and prosperous contribution.

**D.** Personal integrity cannot be legislated but can be instilled.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing current and common understanding of the situations.

Why do the experts characterize the foreign policy of the Obama Administration as contradictory and inconsistent (the foreign policy conducted by his administration has little to do with establishing and defending democracy; Situation in South Arabic countries, Afghanistan, Pakistan, Russia; very unfavorable situation in the US itself, etc.).

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Analysts say the deal allows Home Shopping, with its **state-of-the-art backroom and order-fulfillment operations**, to greatly expand Internet sales opportunities.

**B.** “**Lower hardware prices and easier-to-use systems** contributed to growth in both the consumer and **business-to-business markets**,” says the analyst.

**C.** Using the classic marketing strategy **of giving away the razor and making money on the blades**, all commercial online services have a variety of free **giveaways to spur growth**.

**D.** Most computers **are shipped with** at least one commercial online service vendor’s software placed onto the hard disk. These **freebies** allow consumers to try the service free for a period of time before paying the monthly access fees.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

US presidential election in 2008 was one of the most followed campaigns of the history of the US. Within the democrat party there were two candidates, Barak Obama – if elected the first Afro-American president, Hillary Clinton – if elected the first female president. To what extent do you believe world was ready to see a woman sitting inside the oval office of presidency within the White House?

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A. 20.** Behind the **tit-for-tat view** of crime reporting appeals lies a particular vision of a crime in which the **odds** are even that the alleged victim is really the **victimizer** – a seductress, blackmailer, hysteric, **who is bringing a false charge**.

**B.** In these **corporate friendly times**, the sweep and powers of advertisers are frenetically expanded everywhere. Formerly pure public television and public radio **now run almost-ads**. Schools **bombard children with cereal commercials** in return for the monitors on which the ads appear. **Parks blossom with yogurt and sneaker-sponsored events**.

**C.** Even as the Internet user base increases and becomes more “ordinary”, it still is not available to millions of citizens without the resources and skills to take part. In some ways, the Internet has widened the **political information and participation gap between societal “have’s” and “have-not’s”**.

**D.** While **“feel good” commercials** can be enjoyable to viewers, they are not particularly informative, educational, or memorable. A positive message **glides through the brain** in much the same way that water from the garden hose washes easily over a smooth patio – nothing gets in its way, slows it down, or **“sticks” very long**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

US presidential election in 2008 was one of the most followed campaigns of the history of the US. Within the democrat party there were two candidates, Barak Obama – if elected the first Afro-American president, Hillary Clinton – if elected the first female president. Knowing the results of the 2008 election, Barak Obama became the president and chose Hilary Clinton as his foreign minister which acts like the president’s right hand. To what extent do you believe these two competitors can make a good team?

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** All of this would suggest that it is fundamental to understand what a university is before trying to determine exactly what form and norms of governance should be applied to "it". The mission of an organization may well have an important effect upon the manner in which those entrusted to govern the organization view their role.

**B.** If an organization is primarily commercial (the ultimate aim being to make profit) then its overarching need will be to enable it to continue in existence, to prosper and make money, at first blush the balancing of partners interests appears to be a tricky issue.

**C.** Corporate governance and the Listing Rules demarcate the eligible from the non eligible.

**D.** Any idea to design a one-size-fits-all approach is unacceptable to market principles.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

The annual studies of the Higher education quality of American students show that they rank behind their international counterparts in the STEM fields (science, technology, engineering, mathematics). Business people such as Bill Gates warn that this alarming situation puts the USA at a serious disadvantage in the high tech global marketplace of the twenty first century. President Obama places improvement in these areas at the center of his educational reform. What can be done to reverse this poor performance and to unleash America's wasted talent? Give good comparative reasoning to the home higher educational policy, aimed by the decrees of the President Nazarbayev (Bolashak Program) to overcome the mentioned danger.



## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** “All of my “ads” have been strictly informational and have given ways for people to find out more **without incurring any cost**. I am completely convinced that my **low-key, try-before-you-buy approach** has had everything to do with my success.”

**B.** Customers have been **bombarded** with more advertising messages than they could stand. As a result, they’ve become **increasingly selective** as to which messages they give their attention to.

**C.** Information access and **retrieval by customers** is fast – much faster than **snail mail, overnight delivery**, or even **fax-back systems**. On all online systems, messages can be sent by the reader and received by the recipient **in the blink of an eye**.

**D.** Technology **levels the playing field** between large companies and small ones. Because technology imposes barriers to entry from the **techno-illiterate** company, the **techno-savvy** company – large or small – will get a faster start as well as a **fresher approach to consumers**. If your messages look, sound and read professionally, the public will **grant you the credibility you seek**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Rising population is an international problem. Some countries which have low population are searching for ways to increase the number of population and some other countries who are suffering from high population are searching for ways to control the population. What are your suggestions to solve the problem?

## №42

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** The legislative framework must help shareholders to exercise their rights.

**B.** It is important to work together to prevent frictions to arise.

**C.** They must be personally accountable for the consequences of their company's insolvency

**D.** They were not ready to draw together different policy strands.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

The rise of Asia in global economy and politics. The implications of the Asian geopolitical dynamics for international relations system and global balance of powers. Are there any reasons for changing of international order in the XXI century in favor of coming "Asian Century"?

## №43

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

A. Some argue that as people move online, the notion of **news consumers** is giving way to something called “**pro-sumers**”, in which citizens simultaneously function as **consumers, editors and producers** of a new kind of news in which journalistic accounts are but one element.

B. Far from being a refuge for **nose-picking narcissists**, blogs have speedily **matured into** the most vivifying, **talent-swapping, socializing breakthrough** in popular journalism since the burst of coffeehouse periodicals and political pamphleteering in the 18<sup>th</sup> century. If Addison and Steele, the editors of *The Spectator* and *The Tatler*, were alive and holding court at Starbucks, they’d be **Wi-Fi-ing into a joint blog**. If Tom Paine were alive and paroled, he’d be **blog-jamming against** the Patriot Act, whose very name he’d find obscene.

C. Cost sharing is likely to be more acceptable if there is transparency in the use of **public monies**, student involvement in financing policies, and most important, the existence of **sufficient means-tested loans** available to all needy students who need to borrow to pursue higher education.

D. The **last vestiges of suspicion melted away** when I explained to them that to ensure that their confidentiality was maintained, I would ascribe pseudonyms when using excerpts of their interviews in my research study.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some countries agree that death penalty is the violation of human rights. Some others believe that the proper punishment for murder is death penalty and not life sentence. To what extent do you believe that the court system of the country have the right to order the death penalty? If so, who are the eligible people to order the death penalty?

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

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**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** In order to provide a comfortable and **non-threatening space** for loan applicants, all interviews were conducted at a rented office that was located within the city of Nairobi.

**B.** The participants who complained bitterly about the inadequate loan amounts discussed **various survival strategies** as well as alternative sources of funding they employed to supplement the loans provided.

**C.** Higher education is no longer dominated by research universities, aiming at the accumulation and distribution of knowledge, and many higher education systems now offer professional programs, which are **labour-market oriented**. One of the reasons for this change is the increasing proportion of older students, who are **career-** and not **education-oriented**.

**D.** The notion of life-long learning has emerged in the context of the changing pattern of individuals' lives, as occupational careers – “jobs for life” – are currently in decline, giving way to a demand for retraining, **transferable skills** and **multiskilling**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some scholars believe that universities should provide graduates with the knowledge and skills needed in the society. Others believe that the true function of a university should be to give access to knowledge for its own sake, regardless of whether the course is useful to an employer. What in your opinion should be the main function of a university?

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

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**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Proverbial wisdom can be found on every socioeconomic level in the black community, and it is transmitted from generation to generation. Listening to speech that is peppered with proverbial sayings might seem strange to nonblacks. Through black language, barriers that separate blacks are lowered and they are finally "Home" with each other.

**B.** No matter which market we look at, we expect to see more waves of change on the talent management front.

**C.** Companies will increasingly benchmark themselves with the best-in-class outside their industry sectors, even turning to consumer goods companies to identify ways they can become more competitive.

**D.** A clear differentiator for companies will be a management team that can successfully do this with a global perspectives.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

**Task 3.1.** By what reasons is the proposal of N. Nazarbayev to OSCE countries to develop a comprehensive Treaty on the Eurasian Security caused?

**Task 3.2.** make a choice of the given below reasons as a start for grounding your viewpoint:

- To create an interactive platform for discussions;
- The region needs human security;
- To choose as a specific unit for maintenance of regional balance between the countries;
- for constructing stability and protection from various threats and challenges

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** When the **post-workshop enthusiasm wears off**, the manager again needs to do a **settle-disputes routine** and **counteract the disintegrating force** that makes subordinates interfere.

**B.** Colonists **promoted** English culture overseas, which helped to **fan the flames** of English language all over the world. Today, English appears **to be infiltrated by** other world languages.

**C.** Referring to the issue of **gender humor**, he is of a **non-conformist point of view** that this kind of jokes is **second-best**.

**D.** Just as the trees keep the air clean, give us shade, and **shower us with fruits and nuts**, so too are we each **charged with** our task, creating the future, **one brick** – or compost pile or database or cherry pie – **at a time**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Today the high sales of the popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold. To what extent do you agree or disagree?

## Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

**Task 1.1.** Pick out the statements which are structurally and functionally remain similar in rendering the same meaning into Russian

**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Manufacturing companies need fresh blood but they must be open to integrating new leaders and their ideas with professional "on-boarding" programs to increase their "stickyness"- or ability to integrate into but also influence the company.

**B.** The paper argues that strengthening of the formal institutional setting is crucial to further enhance the process of economic transition of the country.

**C.** Anti-take-over devices should not be used to shield management from accountability.

**D.** The courts have generally been careful not to employ hindsight to find directors liable.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

China's presence in the economy of Kazakhstan: different views on the perspectives of China's involvement into the economy of Kazakhstan, basing it on the some of the given reasonings:

- No reasons for alarming conclusions of the "threat of Chinese expansion";
- China is interested in Central Asia and Kazakhstan for "conquering" theirs territories;
- The globalization's rules make China be interested in this region only as a resource base, a sales market for Chinese products, and a transit territory.

### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

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**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A. Marketization** occurs when governments and higher education institutions adopt new **market-based policies** designed to make universities more efficient and effective.

**B.** For-profit programs in higher education usually **cater to older populations**, which corresponds to the feature of life-long learning. For-profit program satisfies the three criteria of a **second-chance structure**: accessibility, effectiveness and equivalence.

**C.** The acquisition of a **job-related education**, which is more often used by graduates of the elite universities, **grants** them an additional advantage.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

- sociocultural fixed traditions in language usage;
- "national picture of world perception";
- Specific lingua-cultural identities and etc.

**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Some people believe that visitors to other countries should follow local customs and behavior. Others disagree and think that the host country should welcome cultural differences. Discuss both views and give your opinion.



### Tasks for assessment of professional competences

**Task I.** Give the adequate rendering of the given statements into Russian.

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**Task 1.2.** Give your version of explaining and reasoning the similarity of equivalents.

**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** A favorite **bully tactic** is to criticize subordinate managers in front of their employees.

**B.** In the next few years, we will be communicating with our friends around the world using **life-sized video images** on large screens in our living rooms.

**C.** The author spoke about his **split-seconds desire** to have a real interaction with his imagined interlocutor.

**D.** Top management should never be **over-tolerant** of that particular kind of bosses called **ignoramuses**. The hatred subordinates feel for them is **uncontaminated with guilt**; their behavior is so appealing that one feels reluctant to move against these **pea-brains**.

**Task II. 2.1.** If you mark any conflicts of cultures reflected in the languages while translating the samples, give your ways or means of overcoming the difficulties for each, which are caused by:

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Dr. Shakil Afridi, the Pakistani doctor sentenced to 33 years in prison for helping track Usama bin Laden last week. To what extent do you think this is the violation of human rights and should he be punished by the UN?

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**A.** Today, in the twenty-first century, an age of jet aircraft, laser surgery, and incipient space travel, the mentality with which many presumably educated, intelligent people **approach matters** of economics and business is, however astonishing it may seem, still that of the **Dark Ages**.

**B.** If you stand your ground calmly and do your job without losing your temper or succumbing to the undue pressure, you can win. In the end, **it's the hammer, not the anvil, that breaks**.

**C. Bosses-tyrants rob you of self-respect.** You may not see such boss's feet on the desk **as a conscious power play**; but these gestures are symbolic. They **establish their supremacy** and confirm the **sultan's superiority** – and to tolerate such manner of managing is **nothing but chickenhearted**.

**D.** All bosses have egos. The problem is that some have egos that **expand to fill the space available**. You can **barely** get into a room with them **without bumping into their vainglory**. **Narcissism** is a troublesome trait in anyone, but in a boss, it's enraging.

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Saddam Hussein, Usama bin Laden, Kim Jong-il and Muammar Gaddafi are dead. To what extent do you believe that the twenty first century is the ending of the dictatorship era?

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**A.** If an organization is primarily commercial (the ultimate aim being to make profit) then its overarching need will be to enable it to continue in existence, to prosper and make money, at first blush the balancing of partners interests appears to be a tricky issue.

**B.** Of concern is a change in ownership specification, questioning non-private and non-profit forms of ownership.

**C.** Let me urge you, as we return to our professional responsibilities and to our personal spaces to reflect on these two words - quality and diversity - and on the mental sets and behaviors that flow out of them.

**D.** Cross cultural comparison show that the United States may have one of the worst records for integrating the aging population in to the main-stream of its culture.

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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

**Task III.** Problems for giving your own overview basing on the current and common understanding of the situations.

Internationalization policy in Higher Education. Internationalization of Higher Education is now an important preoccupation and a determining feature of higher Education. What does the process of internationalization entail? What impact is it having in universities as well as in national associations? Give the general understanding and do a survey of its forms, benefits and risks; the goals and objectives; the differences in forms and management due to the interests of the regions.

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**A. Savvy marketers** are tapping into online services to initiate a new era in relationship marketing to create one-to-one relationships, as well as **one-to-many relationships** to increase **word-of-mouth advertising**.

**B.** Online sales are not the **be-all** and **end-all** of selling.

**C.** For Internet Shopping Network, the goal is to become a **full-scale electronic mall** that can carry advertised products as well as catalogs of **independent name-brand retailers**.

**D.** The consumer has learned to **cruise the digital highway** – and life will never be the same for marketers.

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US presidential election in 2008 was one of the most followed campaigns of the history of the US. Within the democrat party there were two candidates, Barak Obama – if elected the first Afro-American president, Hillary Clinton – if elected the first female president. Knowing the results of the 2008 election, to what extent do you believe race and gender can play roles in this type of decision making?

### Tasks for assessment of professional competences

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Transnational Higher Education (TNHE) has various definitions and forms of organization.

**B.** Set-ups from franchises, twinning agreements, joint degrees, to branch campuses, offshore institutions and corporate universities, all offering alternatives for students to acquire a foreign degree or diploma without studying abroad for the entire period.

**C.** Responding to the impacts of globalization and the knowledge economy discourse, countries worldwide have set up national targets and mechanisms to enhancing their global competitiveness.

**D.** Hence, the overwhelming discourse of capacity building in important TNHE should be critically re-visited by paying attention to foreign providers' motives, the nature and characteristics of TNHE programmes, and the reality of the partnership process and arrangement.

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Why is the OSCE Summit in Astana regarded as a benchmark in the history of the chairmanship, especially bearing in mind that over the past 11 years none of the chairs succeeded in holding the highest forum of the organization?

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**A.** Finally comprehending that I am the **unquestionable center** of my daughter's universe let me experience motherhood **at its truest**. When your baby unleashes one of those wails **that start out silent**, it breaks your heart with its **intertwined pain and panic**.

**B.** Indeed, in the middle of a good book, you become so **wrapped up** in the story that you forget about the language, the way an exquisite painting **renders color transparent**.

**C.** The homeless men could have easily been cynical and dismissed us students as **pampered do-gooders**.

**D.** Then a colleague from work casually invited me to dinner and a movie with her "**chick-flick**" group. **Thirsty for female companionship, I jumped at the chance**.

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Successful sports professionals can earn a great deal more money than people in other important professions. Some believe this is fully justified while others believe it is unfair. Discuss both views and give your own opinion.

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**A.** I called him every **foul name** I could lay my tongue to (A.Hally)

- Have you anything really shocking, Reggie? I adore **mucky books**, and you never have any in stock (J. Braine)

- And Soames was alone again. The spidery, **dirty**, ridiculous **business** (J. Golsworthy)

- You played a **dirty trick** - we'd have given you five, if you'd asked for it. (W. Golding)

**B.** It may be argued, that through historical circumstance any fundamental shifts have a direct bearings to the former chief regulatory platform. History is a common thread that runs through veins and binds human beings and entities together.

**C.** Other proposals for directives in the related field of company law are in the pipeline.

**D.** The Time is not ripe for a European code of governance.

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Switzerland: Migration and language 'integration'. Will it work for survival of both languages? What must be the language policy in the country? What are the challenges in Switzerland and Wales?

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**A.** President George Bush told ABC's Diane Sawyer in December that he preferred to get his news not from journalists but from people he trusted, who "give me the actual news" and "**don't editorialize.**"

**B.** People who really care about their own success leave organizations where the **browbeaters are in charge.**

**C.** There are several talk shows on late-night TV; there may be half a dozen **private-eye**, western, or **law-and-order TV serials** to choose from in prime time.

**D.** One can switch the radio dial and get **round-the-clock news** from one, or, at most, two news services.

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To what extent do you believe economic and political sanctions against any country will be effective?



## Tasks for assessment of professional competences

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**A.** It should be clear from the foregoing that as enlightened teachers, we can think of a number of possible methodological – or, shall we say, pedagogical - options at our disposal for tailoring classes to particular contexts.

**B.** Importing transnational Higher Education (TNHE) becomes an export strategy to attract international students to contribute to capacity building for the importing countries.

**C.** While trading on the strength of well-dominated TNHE in East Asia is well-received, its underlying dilemmas are under-represented.

**D.** The analysis to identify possible hurtful aspects of TNHE is needed which might be treated as the Trojan Horse hidden in the import-export model that might aggravate rather than minimize students mobility and brain drain and deepen the western culture on Asian countries.

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The new Asian hemisphere. The irresistible shift of global power to the East. What implications on global world's system is it supposed to cause?

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**A.** While their occupants are alive, the **intricate shapes and patterns** of the sea-shells often are concealed beneath a **fleshy covering**, their beauty serving no apparent purpose.

**B.** What foreigners habitually do to be understood when they don't know native language is **pantomiming a motion**.

**C.** Not understanding the process of a **spontaneously-ordered economy** goes **hand-in-hand** with not understanding the creation of resources and wealth.

**D.** This company may have been a country club for years, but these are **hard-headed times**. If you cannot be **profit-minded**, you have no business working in a profit-making organization.

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Cyber spies and computer viruses are the modern technology based solutions to steal information from other nation's private and secret actions. To what extent do you believe nations have the right to hide their internal affairs, what if these internal affairs are against the international laws and regulations? Who has the right to interfere and ask them to reveal these secrets and why?

## №59

### Tasks for assessment of professional competences

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**A.** The legislative framework must help shareholders to exercise their rights

**B.** It is important to work together to prevent frictions to arise.

**C.** Asian women are among the most underutilized assets in to-day's labour market. Limits on women's participation in the workforce across the Asia-Pacific region cost the economy an estimated \$ 89 billion a year.

**D.** More than once did outlying states lose favor or risk invasion from China or Japan by improperly addressing their interlocutors. Jobs could be forfeit by injudicious criticism, while political favors might be carried through flattery.

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**Task 2.2.** Define them due to their ability to cause interlanguage barriers to language acquisition.

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Intercultural communication competence. Why is it that contact with persons from other cultures so often is frustrating and fraught with misunderstanding? By what are stumbling blocks in intercultural communication caused?

Give your own understanding of the problem.

## №60

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** It may be argued, that through historical circumstance any fundamental shifts have a direct bearings to the former chief regulatory platform. History is a common thread that runs through veins and binds human beings and entities together.

**B.** The Time is not ripe for a European code of governance.

**C.** They must be personally accountable for the consequences of their company's insolvency

**D.** They were not ready to draw together different policy strands.

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The annual studies of the Higher education quality of American students show that they rank behind their international counterparts in the STEM fields (science, technology, engineering, mathematics). Business people such as Bill Gates warn that this alarming situation puts the USA at a serious disadvantage in the high tech global marketplace of the twenty first century. President Obama places improvement in these areas at the center of his educational reform. What can be done to reverse this poor performance and to unleash America's wasted talent? Give good comparative reasoning to the home higher educational policy, aimed by the decrees of the President Nazarbayev (Bolashak Program) to overcome the mentioned danger.

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**A.** In the area of higher education policy, devolution has been given political clout to a Scottish distinctiveness in higher education which has been latent for centuries but lacked decision-making powers.

**B.** Convergence reflects an acknowledgement that London and Edinburgh are faced with challenges and constraints.

**C.** Considering regulatory frameworks as barriers for the in learning mobility of professionals, governments involved in free trade agreement ought to consider whether to pursue centralized regulation or mutual recognition of regulatory frameworks.

**D.** The party also drew in doubt the effectiveness of the regime, arguing that the endowment nurtured bureaucracy when focus should be upon securing the income stream of Scottish universities.

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Internationalization policy in Higher Education. Internationalization of Higher Education is now an important preoccupation and a determining feature of higher Education. What does the process of internationalization entail? What impact is it having in universities as well as in national associations? Give the general understanding and do a survey of its forms, benefits and risks; the goals and objectives; the differences in forms and management due to the interests of the regions.

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**A.** Labour party was cautious not to raise the prospect of tuition fees, for fear of losing its fragile support in the middle class.

**B.** A wide array of bursaries for students from low-income families was introduced to placate internal opposition in Labour.

**C.** The issue of tuition fees has served to highlight the divide between the supposedly market-oriented England and the left-learning politics in Scotland.

**D.** The debate on tuition fees is highly relevant in this regard: the Scottish university typically portrayed as egalitarian and open towards local communities in contrast to the more elitist and specialized institutions in England.

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What are the reasons for intensification of the US's influence in the Asia Pacific Regions?

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**Task 1.3.** Mark and isolatedly analyze the cases of structure-functional divergences and give your arguments, explaining their sources and roots.

**A.** Fueled by rapid market growth and unprecedented population surge that has resulted in a labour force of record size, Asia is home to many of the world's fastest-growing economies.

**B.** And yet, Asia continues to stand out for the relative neglect it shows to its greatest undertapped resource: women.

**C.** Proverbial wisdom can be found on every socioeconomic level in the black community, and it is transmitted from generation to generation. Listening to speech that is peppered with proverbial sayings might seem strange to nonblacks. Through black language, barriers that separate blacks are lowered and they are finally "Home" with each other.

**D.** It is much more accurate to say that we are shaped by the values of our culture than to say that we shape the values of our culture.

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Why is the OSCE Summit in Astana regarded as a benchmark in the history of the chairmanship, especially bearing in mind that over the past 11 years none of the chairs succeeded holding the highest forum of the organization?

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**A.** We must acknowledge that there is not a fixed order of values within a given culture. Cultures are continually in a state of change, so does the culture's values. This does not mean that we are free to determine right and wrong for ourselves with no regard for what others think. Such a mind-set shows not understanding ethics.

**B.** Fueled by rapid market growth and unprecedented population surge that has resulted in a labour force of record size, Asia is home to many of the world's fastest-growing economies.

**C.** And yet, Asia continues to stand out for the relative neglect it shows to its greatest untapped resource: women.

**D.** It is increasingly impossible for leaders single-handedly to hold the strings to complex manufacturing networks, where the lack of senior-level oversight in one area may unravel years of hard work. As the shoes of those who sit at the head table of manufacturing giants grow bigger, finding the right people to fill them is a growing challenge. How can manufactures cope?

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The rise of Asia in global economy and politics. The implications of the Asian geopolitical dynamics for international relations system and global balance of powers. Are there any reasons for changing of international order in the XXI century in favor of coming "Asian Century"?



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MASTER PROGRAMME

Professional Task-based Guide  
“Verbal communication in the intercultural context”

Volume

Theory and practice of intercultural communication

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