



САНКТ-ПЕТЕРБУРГСКИЙ
ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ

АНГЛИЙСКИЙ ЯЗЫК В СФЕРЕ ПОТРЕБЛЕНИЯ

АСПЕКТЫ ПЕРЕВОДА

УДК 811.111-26

ББК 81.2-293

А64

Рецензенты: д-р ист. наук, проф. С. А. Козлов
(С.-Петербург. гос. ун-т пром. технологий и дизайна);
канд. филол. наук, доц. Н. А. Шадрина (С.-Петербург. гос. ун-т)

Составители: Л. А. Чернобровкина, О. В. Каменева, Л. А. Авдеева,
Н. О. Магнес

*Рекомендовано к публикации учебно-методической комиссией
филологического факультета
Санкт-Петербургского государственного университета*

**Английский язык в сфере потребления (аспекты пере-
А64 вода):** учеб.-метод. пособие / сост. Л. А. Чернобровкина,
О. В. Каменева, Л. А. Авдеева, Н. О. Магнес. — СПб.: Изд-во
С.-Петерб. ун-та, 2019. — 70 с.
ISBN 978-5-288-05893-6

Цель данного учебно-методического пособия — развить и усовершенствовать навыки устного и письменного перевода с английского и на английский язык, а также расширить словарный запас учащихся в профессиональных областях, связанных с организацией и функционированием сферы потребления.

Пособие предназначено для студентов магистратуры, обучающихся по направлению «Лингвистика», но может быть полезно практикующим переводчикам, преподавателям английского языка.

УДК 811.111-26

ББК 81.2-293

ISBN 978-5-288-05893-6

© Санкт-Петербургский
государственный университет, 2019
© Л. А. Чернобровкина, О. В. Каменева,
Л. А. Авдеева, Н. О. Магнес, сост. 2019

CONTENTS

- LEAD-IN 4
- UNIT 1. TRANSLATION SERVICES..... 5
- UNIT 2. INTERNATIONAL ORGANIZATIONS..... 11
- UNIT 3. URBAN PLANNING AND
BUILDING CONSTRUCTION..... 22
- UNIT 4. PUBLIC UTILITIES 32
- UNIT 5. PUBLIC TRANSIT 46
- UNIT 6. HEALTHCARE AND EMERGENCY MEDICINE 56
- APPENDIX. INTERNATIONAL ORGANIZATIONS 67

UNIT 1

TRANSLATION SERVICES

Pre-reading discussion

What is the difference between translation and interpretation? What types of translation and interpretation are familiar to you?

Explain the difference between staff and freelance interpreter/translator (e. g. work hours, pay and job security).

Text 1

Read the text and give Russian equivalents to the words and expressions in bold.

Conference Interpreting as Profession

Conference interpreting deals exclusively with oral communication: rendering a message from one language into another, naturally and fluently, adopting the delivery, tone and convictions of the speaker and speaking in the first person. It should not be confused with **translation** which deals only with written texts. Although translation and interpreting have a lot in common, they are separate professions requiring different skills and different types of training. Translators work with the written word, interpreters with the spoken word. It is for this reason that in major international and regional organizations, such as the United Nations (UN) and its agencies or the European Commission, translation of documents is the responsibility of a different department, the so-called **translation service** (for the UN) or the Directorate-General for Translation of the European Commission.

Language mode and **active and passive languages** are terms used by interpreters to describe the languages you may speak or listen to in a **multilingual meeting**. An active language is the interpreter's mother tongue. A **passive language** is a language the interpreter fully understands and would most often speak to some extent, only not enough to work into that language. In most cases, conference interpreters work from their passive

languages into their mother tongue, or their active language, also sometimes known as the **A-language**. Some interpreters have an excellent command of a language other than the native language and are able to work into that language from one or more of their other languages. They have a **second active language** (the **B-language**). An interpreter who is able to work from his or her mother tongue into a second active language is said to do a **retour**. A small number of interpreters have more than two active languages.

A conference interpreter's **language combination** describes the number of languages the interpreter works from or into in **simultaneous** or **consecutive mode**. Simultaneous interpreters work in a **soundproofed booth**.

Post-reading

The International Association of Conference Interpreters (AIIC) classifies the interpreter's languages as follows:

Active languages:

A-language: The interpreter's native language (or another language strictly equivalent to a native language), into which the interpreter works from all her or his other languages in both modes of interpretation, simultaneous and consecutive. All members must have at least one 'A' language but may have more than one.

B-language: A language other than the interpreter's native language, of which she or he has a perfect command and into which she or he works from one or more of her or his other languages. Some interpreters work into a 'B' language in only one of the two modes of interpretation.

Passive languages:

C-language: Languages, of which the interpreter has a complete understanding and from which she or he works.

Talk about your language combination using the above classification and vocabulary from Text 1.

Text 2

Read the text, explain the meanings of and give Russian equivalents to the expressions in bold.

Types of Conference Interpreting

International conferences are attended by people from different backgrounds and cultures, and speaking different languages. It is the job of an interpreter to enable them to communicate with each other, not by translating every word they utter, but by conveying the ideas which they express. There are different kinds of interpreting:

- **Consecutive:** interpreting after the speaker has finished a statement (part of a statement). The interpreter, who is either in the audience or on the floor with the speaker, listens to the speaker's presentation and renders it in a target language, normally using own notes. Thus the audience hears both the speaker and the interpreter. In the modern world consecutive interpreting has been largely replaced by simultaneous, but it remains relevant for certain kinds of meetings (e. g. highly technical meetings, working lunches, small groups, field trips). Well-trained interpreters can render speeches of 10 minutes or more with great accuracy.
- **Simultaneous:** interpreting while the speaker is talking. The interpreter works in a soundproofed booth with at least one colleague. The speaker in the meeting room uses a microphone, the interpreter receives the sound through a **headset** and renders the message into a microphone almost simultaneously. The delegate in the meeting room selects the relevant **channel** to hear the interpretation in the language of his/her choice. There are many different possible configurations of languages or **language modes**. AIIC placed simultaneous interpreting in the category of high-stress professions with high burnout levels. According to them common stress factors are fast speakers, speakers reading from a text, frequent change of subject matter, lack of background material and difficult accents. 30 % of respondents consider the stress harmful, while, on the other hand, 50 % perceive their work-related stress as useful and positive. At the same time 84 % of participants cited "challenging" as one of their main job satisfaction factors.
- **Relay:** interpreting between two languages via a third. When the speaker's language is not covered by an interpreter in an **active language booth**, this booth can "connect" (audio link) to another

booth that does cover this language and “take the relay” of that. The interpreter works via another language without a perceptible loss of quality.

- **Retour:** working from your **mother tongue** into a foreign language. Normally, interpreters work into their mother tongue. Some interpreters know a second language well enough to be able to work into that language (**second active** or “**B-language**”) from their mother tongue. This is called “retour” interpreting. The French word for return is universally employed. Few interpreters know their second active language so well that they are able to interpret into that language from all the languages in their language combination.
- **Pivot:** using a single language as a relay. If only one or two interpreters have a less widespread language as a **passive language** they are said to be the “pivots” for the other booths which will take relay from them. The French term is universally employed.
- **Symmetric/Asymmetric:** A meeting with a 24–24 **language mode** has 24 passive and 24 active languages. Such a mode is called **complete** and **symmetric**. It also means that delegates can speak and listen to interpretation from the same languages. **Reduced** or **asymmetric mode** means that interpretation is provided from less than the full number of official languages. In fact, this means that delegates can speak more languages than they can listen to. To put it differently, all delegates speak in their mother tongue, but listen to interpretation into only several languages. When we say a meeting has a 15–3 mode, it means that delegates may speak 15 official languages but that interpretation is only provided into three, for example English, French and German.
- **Whispering:** whispered simultaneous interpreting. The interpreter is sitting or standing next to those delegates in the audience who need interpretation and interprets simultaneously directly into the ear. Whispered interpretation can be used only for very few delegates sitting or standing close together. It is used mainly in bilateral meetings or in groups where only few delegates do not share a common language. Whispering is often used instead of consecutive in order to save time.