Л. Д. ЕРМОЛАЕВА

СОВРЕМЕННЫЕ БИЗНЕС-ТЕХНОЛОГИИ

ESSENTIAL BUSINESS TECH

Учебное пособие по обучению аннотированию
и реферированию по английскому языку

Владимир 2019

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Содержит оригинальные американские тексты и коммуникативно-ориентированные упражнения. Направлено на развитие навыков чтения, аннотирования и реферирования.

Предназначено для использования в качестве основного материала на занятиях по английскому языку студентами 2 – 4-го курсов бакалавриата и 1-го курса магистратуры направлений подготовки 38.03.05 и 38.04.05 «Бизнес-информатика» очной формы обучения.

Рекомендовано для формирования профессиональных компетенций в соответствии с ФГОС ВО.

Библиогр.: 6 назв.

PREFACE

Данное пособие предназначено для использования в учебном процессе студентами, обучающимися по специальности «Бизнес-информатика», на третьем этапе обучения английскому языку в неязыковом вузе.

Цель пособия – подготовить студентов к чтению оригинальной литературы, связанной с их будущей специальностью, а также способствовать развитию навыков и умений аннотирования и реферирования с целью использования их в дальнейшем в своей профессиональной деятельности.

Структурно пособие состоит из девяти блоков, каждый из которых включает 2 – 3 подраздела, англо-русские словари по соответствующей тематике, а также специально разработанные задания и упражнения, позволяющие отработать навыки перевода и подготовить студентов к аннотированию и реферированию текстов. Помимо этого, в блоки включены упражнения, развивающие навыки просмотрового и поискового чтения, что обеспечивает студентов способностью быстро находить в зарубежных источниках необходимую информацию, связанную с их будущей специальностью. В конце пособия в помощь студентам даются приложения, которые включают речевые клише для написания аннотаций и рефератов, логико-грамматические лексические единицы, характерные для английской научно-технической литературы, и алгоритмы составления аннотаций и рефератов.

В пособии представлена следующая тематика: способы хранения информации на предприятиях, что представляет собой идеальный отдел информационных технологий на предприятиях и чем он должен заниматься, общие понятия облачных технологий и мобильного управления компанией, способы повышения эффективности работы компьютеров.

Unit I
ENTERPRISE STORAGE OPTIONS

I. Read the passage and say what it is about.

Enterprise Storage Options

Storage is one of the cornerstones to the infrastructure foundation companies work so hard to build. But enterprises storage options now stretch far beyond traditionally used **hard drives** and tape drives and extend to virtualized environments on **shared storage** and cloud services where data is **hosted** entirely off-site. With so many choices, it can be difficult to narrow down which types of solutions fit certain use cases.

It all starts with cost because if all storage was the same price, you'd put it all on main memory or **solid state** and **be done with it**. But that's not how the business world works, and companies have to be concerned with their budgets and **bottom lines**. For that reason companies should choose storage solutions based on their industry and the types of application they use. Where instant messaging and email may be mission-critical for one company, it might be of relatively little importance to another. That's why it's worthwhile to look at all available options and compare them on a case by case basis to determine whether or not they fit your company's specific needs.

II. Suggest a suitable title for each paragraph of the passage.

III. Answer the following questions to the text.
1. What enterprise storage options are there?
2. What difficulties may companies encounter with so many storage options?
3. While choosing the type of storage what are companies concerned with?
4. What else does the choice of storage depend on?
5. What should companies do before they choose the storage?

IV. Study a special cliché for writing abstracts and summaries.

1. General characteristics of an article (text, passage): The paper (article) under discussion (consideration) is intended (aims) to describe (explain, examine, survey) ...
2. Tasks set by the author: The author outlines (points out, reviews, analyses)...
3. Estimation of results obtained: The results obtained confirm
(lead to, show)...
4. Summarizing (conclusion): The paper summarizes, in summing up to author, at the end of the article the author sums up...

V. Finish the following sentences using the vocabulary related to your specialty.

1.The work deals with... 2. The book constitutes a review of... 3. The information on... is given as a part of... 4. The book gives a general background for... 5. The monograph is devoted to... 6. Much material on... is presented in the book under review. 7. The paper constitutes a thorough discussion on...

VI. Write an abstract to the above text using the expressions given below.

The article deals with …
As the title implies the article describes ...
The paper is concerned with…
It is known that…
It should be noted about…
The fact that … is stressed.

Vocabulary

1.	hard drive	- жёсткий диск
2.	shared storage	- совместно используемое запоминающее устройство; память
3.	to host	- размещать
4.	solid state	- твёрдотельные диски, твёрдотельные накопители
5.	to be done with it	- быть удовлетворённым этим
6.	bottom line	- чистая прибыль
7.	to narrow down	- свести, сократить
8.	on a case	- в конкретном случае

I.   Read the following two passages and find English equivalents to the following:

поддержка баз данных, обозримое будущее, участок инфраструктуры, критически важные рабочие нагрузки, отказаться от чего-либо, оценить варианты хранения.

Local storage

Local storage is the most common traditional form of enterprise storage. It consists of direct-attached spinning disks or other media that are only connected to one server or one piece of infrastructure. But a series of

direct-attached solutions can be unable to communicate efficiently or at all. Still, there are proper uses for local storage, especially if your application or server just needs the simplest storage.

Shared storage or virtualization

Shared storage is where probably 95% of workloads will fit. In fact, shared storage is good for **file shares**, data-base support, server virtualization, and many other uses. Plus, there are many benefits to moving away from DAS (direct-attached storage) to a shared or NAS (network-attached storage) model for performance and consolidation.

Shared storage solutions and virtualization are very popular in the IT industry and their growth is expected to continue for the foreseeable future. In fact, the efficiency and performance of virtualized environments have changed the way companies compare and evaluate storage options. And businesses are virtualizing more data and applications than ever before. As consolidation and virtualization efforts have **matured**, we've seen both increases to the density of virtual machines supported on physical hardware, as well as the virtualization of more **mission-critical** workloads.

II.   Identify the main idea of each paragraph.

III.   Answer the questions to these 2 passages of the text.

1.   What does local storage consist of?
2.   What is the disadvantage of a series of direct-attached solutions?
3.   In what case is local storage used?
4.   What purposes is shared storage mostly used for?
5.   What have the efficiency and performance of virtualized environments   changed?
6.   What have consolidation and virtualization maturity resulted in?

IV. Write down the abstract to these two passages using the expressions given below.

A mention should be made about …
It is spoken in detail about…
It is reported that …
The text gives valuable information on…
Much attention is given to…
It is shown that….

Vocabulary

1.	spinning disks	- вращающиеся диски
2.	direct-attached storage	- система хранения данных с прямым подключением); запоминающее устройство, непосредственно подключенное к серверу или рабочей станции без помощи сети для хранения данных.
3.	file share	- файлообменник
4.	to mature	- вполне развиться
5.	mission-critical workloads	- для решения важных, ответственных нагрузок
6.	network-attached storage	- это система хранения данных, предоставляющая клиентам файловый доступ и подключенная к сети.

I. Read the following two passages and say what they are about.

Public cloud storage

Cloud storage is beneficial to companies for many reasons, but to tie it back to local shared storage, it can be used to back up of non-premises

data storage devices to great effect. In addition to backing up your on-premises storage, it can also be used directly as primary storage for collaboration purposes, like file-sharing.

Backup is a perfect use for cloud storage, but that due to **latency** issues, it might not be the best fit for more intense use such as **hosting applications** that require fast response times. The cloud is a great solution for **disaster recovery** because it's much less expensive **to stand up** a copy of your data in a cloud in case something happens than it is to set up a remote data center somewhere.

Although, the three biggest benefits of cloud storage are anywhere access, agility and capital savings, many have found that the long-term total cost of storing data or hosting applications persistently in the cloud is greater than keeping it in-house. For that reason, some companies are trying to move their solutions back on-premises, whether that's through the NAS or other types of cloud environments.

Private cloud storage

In addition to the public cloud, companies also have the option of building their own internal, private clouds. Many companies are building **scale-out**, **white box** storage, which is essentially a group of direct-attached disks connected via **modes** that create a very **resilient**, **scalable** storage environment. And one of the best aspects of the private cloud is you use software to control the system, so you can build it on inexpensive commodity storage.

Private cloud storage, in addition to storage in public and hybrid environments, is a great solution for providing good, distributed access for mobile devices, so that no matter where somebody is they can access their file or **holder**. Private clouds also offer companies much more control over their data, because even though data appears to be in the cloud, it is still readily accessible on-site or at a company-owned facility.

II.   Express the main idea of each paragraph in one sentence.

III.   Answer the questions to these two passages.

1.   What two purposes can cloud storage be used for?
2.   Why is backup not a perfect use for hosting applications?
3.   Why is the cloud a great solution for disaster recovery?
4.   What are the three biggest benefits of cloud storage?
5.   What is the disadvantage of cloud storage?
6.   How do companies avoid great long-term total cost of storing data in the cloud?
7.   How do companies create their own private clouds?
8.   What is one of the best advantages of the private cloud?
9.   In what way do private clouds give companies much more control over their data?

IV.   Write down a summary of these two passages using expressions given below.

The paper is devoted to (is concerned with) ....
The paper deals with ....
The investigation (the research) is carried out ....
*The experiment (*analysis*) is made ....*
The measurements (calculations) are made ....
The research includes (covers, consists of) ....

Vocabulary

1. (to) back up	- резервировать, дублировать; резервное копирование данных
2. latency	- задержка отклика от сервера
3. hosting application	- хостинг приложение; приложение главной ЭВМ производственной системы
4. hosting	- программно-аппаратный комплекс

5. disaster recovery	- ликвидация сбоя
6. to stand up	- сохранить, оставить
7. scale-out storage	- система, позволяющая организовывать «облачную» среду хранения данных и хранить петабайты данных
8. white box	- не марочной сборки
9. mode	- метод, режим
10. resilient	- устойчивый, гибкий
11. commodity	оборудование
12. scalable	- расширяемый, наращиваемый
13. holder	- носитель
14. public cloud storage	- общедоступное облачное хранилище
15. private cloud storage	- частное облачное хранилище
16. box storage	- блок памяти

I.   Read the text and say what it is about.

Flash storage

Another type of storage is **flash storage**, employed in SSDs (solid state drives). Flash storage is **lauded** for its high capacity, high speed, and overall excellent performance relative to other physical media, but it's also much more expensive on a capacity basis. For that reason, some solutions are built as **all-flash arrays** and in server-attached forms, but flash isn't typically seen as a pure replacement for spinning disks or HDDs. Flash storage is commonly used for caching or auto-tiering purposes.

Some vendors offer SSDs as **a tier** of storage in an array in combination with automatic tiering capabilities that move **hot data** from spinning disk up to flash and **cold data** back to spinning disk. Others use SSDs or other flash devices as **a cache** to maintain a copy of that data on fast storage, while a primary copy of the data is maintained on disk. From a buyer's perspective, these are really just different approaches to the same

problem. At the end of the day, there are some advantages of each approach, but both will meet the needs of most organizations.

When companies move some active input/output to flash they may well get an economic benefit for the entire system. Companies are also **sidestepping** the need for additional spinning disks and using solid state for extra **bandwidth** instead. In the end, it's important to learn up front what uses are best for solid state in order to get the best ROI.

II.   Suggest a suitable title for each paragraph of the text.

III.   Agree or disagree using the following words:
I quite/completely/agree; I can't agree; I think it is not so; It is wrong; on the contrary.

1.   Flash storage is appreciated for its superior performance.
2.   SSDs move hot data from flash to spinning disk.
3.   Flash is considered to be a complete replacement for spinning disks.
4.   Vendors use disks for keeping a master copy of the data.

IV. Answer the questions to the text.

1.   What are the advantages of flash storage?
2.   Why are some solutions built as all-flash arrays?
3.   What other purposes is flash storage commonly used for?
4.   What is the first approach to using SSDs?
5.   What is the second approach to using SSDs?
6.   Will both approaches meet the needs of most companies?
7.   Why do some companies replace spinning disks by solid state?
8.   What should companies do first to get the best ROI?

V.   Write down an abstract to this text.

Vocabulary

1.	to laud	- превозносить
2.	all-flash array	- массив всех флэш
3.	(to) cache	- сверхоперативная память, кэш; прятать про запас
4.	to sidestep	- обходить
5.	bandwidth	- пропускная способность
6.	flash storage	- флэш-накопитель, флэш-память
7.	auto-tiering	- автоматическое соединение, автоматическое распределение по уровням
8.	a tier	- хранящее звено
9.	hot data	- часто используемые данные, «горячие» данные
10.	cold data	- малоиспользуемые данные

I.   Read the text and say what it is about.

II.   Find thematic words in the article and write them out. Read them and translate.

Mainstays&future innovations

There's one thing most storage analysts agree on, it's that the price of flash storage drop, and flash density will continue to increase. However, flash will not replace spinning disk. The reason for this is because current and projected data growth exceeds current projected decreases in the price of flash. That's why it's important not to jump on trends too quickly and over **commit** to new, **unproven** technologies. Still, there are now other storage technologies and approaches companies should at least be aware of.

One storage solution that is growing in popularity is storage delivered by SaaS (software as a service). This space consists of file-sharing sites and services that most consumers are already familiar with.

These solutions allow users to unload files to a central **cloud-based hub** and have access to data anywhere, anytime, from any device. However, companies need to be more aware of how employees use these services and ensure sensitive company data isn't shared without authorization.

Another new approach, dubbed SDS (**software-defined storage**), is part of the   emerging trend of giving almost anything in IT involving software (including networking) the software-defined label. SDS is the reintegration across all of IT where companies are now **following a convergence path** rather than trying to keep everything separate. With SDS companies can keep the distributed consumption of material and the local and mobile ability to use data, but also make sure that the data center is properly consolidated.

Perhaps one of the most promising new enterprise storage options for companies that need scalable storage is **converged** infrastructures. These are modular building blocks where the server, enterprise-class storage, and **hypervisor** are **bundled** together and are available in multiple configurations, depending on your needs. But the best part about converged infrastructure solutions is that they **scale out** quickly and easily without requiring additional capacity purchases.

You can simply add more boxes to your environment as it grows, and this underlying **storage layer** will expand automatically. The storage layer in these solutions also expands out as you add to it. One of the nice things about these solutions is that they tend **to deduplicate** internally and by doing that, you can reduce your external costs for WAN optimization, backup, and for a host of other ancillary stuff you might have to do. It creates a LEGO building block, and these things are so simple and bring so much value to the table. And because they're so **wrapped up**, your support, staffing, and all your other costs really come down.

III. Find a statement or sentence in each paragraph that can be a title to it.

IV.   Put the predicate in the following sentences into the passive voice, omitting the pronoun or noun denoting the doer of the action.

Pattern: <u>We investigated</u> other storage technologies.

    Other storage technologies <u>were investigated</u>.

1. The authors developed some theoretical models.
2. We found an approach to the problem.
3. The investigation deals with the problem of software-defined storage.
4. The author has analyzed the advantages of SaaS.
5. The paper considered a series of standard programs.
6. The author gives the data concerning computer design.

V.   Answer the questions to the text.

1.   Why will not flash replace spinning disk?
2.   What storage solution is growing in popularity?
3.   What does SaaS include?
4.   What does SaaS allow users to do?
5.   What do companies need to be careful about?
6.   What companies mostly use SDS?
7.   What can companies do with SDS?
8.   What is meant by converged infrastructures?
9.   What should you do for expanding storage layer*?*
10.   What will the expansion of storage layer result in?

VI.   Reading the whole text once more mark and write out the sentences characterizing it.

VII. Write a summary of this text using expressions given below.

It gives a detailed analysis of…
It draws our attention to…
It is stressed that…

The article is of great help to …
The article is of interest to …

Vocabulary

1.	mainstay	- основа, поддержка
2.	to commit	- связывать себя, быть приверженным
3.	cloud-based hub	- облачный узел сети
4.	sensitive	- конфиденциальная, секретная
5.	dubbed	- дублированный
6.	software-defined storage	- программно-определяемое хранилище
7.	to follow a convergence path	- идти по пути схождения, сведения в одну точку
8.	to converge	- сходиться, сводиться в одну точку, централизировать
9.	hypervisor	- монитор виртуальных машин; программа управления операционными системам ; гипервизор
10.	to bundle	- связывать
11.	to scale out	- увеличиваться, расширяться
12.	storage layer	- слой (уровень) памяти, хранилища
13.	to deduplicate	- передублировать
14.	ancillary	- вспомогательный
15.	stuff	- вещи, предметы, устройства
16.	to wrap up	- оформить, скомплектовать
17.	unproven	- непроверенный

COMMUNICATE NOW

I.   Read two passages given below and tell what they are about.

Communicate Now

Not long ago, the market predicted becoming a more flexible, **empowered**, and innovative company on the type of business the company was and the type of structure **instilled** in it. In the last three or four years it is being discovered that it's not the structure that makes the difference, it's the people that make the difference. In other words, what counts most is getting the right people, not getting people in the same place.

One result of this shift in many industries is that workforces are geographically **dispersed**, and companies are adopting **collaboration-minded software** and services to enable these employees to work as harmoniously as possible. The trick is **unlocking** and affording employees the opportunities to do what people do best, which is collaborate and work together to solve problems. To basically make their lives better and in doing so, make the company they're working for better. Adopting solutions alone isn't enough, however. Effectively prompting their usage and promoting their continued use is also a key.

__Look inward__

Before implementing a collaboration solution companies should first look at their organizational structure and pinpoint any **roadblocks** that are preventing employees from communicating effectively, **silos** that are isolating some employees from others, and pain pointes that might exist within existing communication solutions or practices. This type of self-analysis will put companies in a better position to move forward in assessing what kind of solutions are available on the market that can make them the better company they **envision** themselves becoming.

For company owners and executives who question why initiating better collaboration and communication is worth the effort there is the benefit of saving travel costs via collaboration software that lessens the amount of time involved in **moving** people **around**.

II. Find a statement or sentence in each paragraph that can be a title to it.

III. Answer the questions to the text.

1. What did the establishing and development of the company depend upon not long ago?
2. How did this situation change in the last three or four years?
3. Why are companies adopting collaboration-minded software?
4. What is the final result of usage of collaboration software and services?
5. What should a company first look at before implementing a collaboration solution?
6. In what way will better collaboration and communication be beneficial for companies?

IV.   Translate the following sentences from Russian into English using the appendix II.

1. В работе рассматриваются основные теоретические положения, касающиеся вопросов эволюции.

2. Работа представляет собой критический обзор и теоретическое обобщение всех данных и результатов, полученных (obtained) в этой области.

3. Книга отражает современное состояние фундаментальных исследований в этой чрезвычайно важной области.

4. В работе дано множество примеров, иллюстрирующих основные положения, которые здесь обсуждаются (under discussion).

V.   Write down a summary of the above passages.

Vocabulary

1.	instilled	- установленный, введённый
2.	dispersed	-рассредоточенный, распределённый, рассеянный
3.	collaboration-minded software	- программное обеспечение коллективной работы; программное обеспечение для сотрудничества
4.	prompting	- продвижение, осуществление
5.	roadblocks	- препятствие
6.	silo(s)	- индивидуальное хранилище информации в несвязанных приложениях (против интегрированного хранения для использования откуда угодно
7.	to move around	- передвигаться, перемещаться, ездить в командировку
8.	to unlock	- открывать, выявлять, раскрывать, найти ключ к чему-либо

9.	to envision	- представить, представлять, вообразить, представить себе, мечтать, воображать

I. Read the following two passages and say what they are about. Find English equivalents to the following:

не предоставляться в качестве пунктов назначения, совместно работать над проектами, направления деятельности, обеспечение связи, трудная задача, подобрать что-то для кого-то, рассматривать технологию.

Apply the tools

Among tools companies have available for prompting collaboration/communication are **blogs**, **wikis**, and corporate social networks, all of which enable **information sharing**. Activity streams allow employees to post questions and share information, including links to news, photos, and videos. Cloud-based file-sharing tools, meanwhile, enable colleagues to easily access, edit, and comment on current versions of presentations, **spreadsheets** or other files, regardless of location. Elsewhere, **social task management tools** help teams collaborate on projects, and Web conferencing and chat tools enable collaborating in real-time. **Ultimately**, the more integrated these tools are, the more effective they tend to be.

Make tools relevant

Picking the right collaboration tools is rarely a company's toughest challenge. More challenging is making tools relevant to those employees who are expected to use them on a daily basis. Businesses should work towards viewing collaborative technologies as part of how employees do their job and not provided as destinations that people are encouraged to visit from time to time. This requires understanding things like organization's roles. Who do people in these roles communicate or collaborate with? What information do they need? Or what triggers they need to collaborate with others?'

II.   Express the main idea of each paragraph in a single sentence in English.

III.   Answer the questions to these two passages.

1.   What tools do companies have available for collaboration and communication?
2.   What do Activity streams allow employees to do?
3.   What do cloud-based file-sharing tools allow colleagues to do?
4.   What do social task management tools enable teams to do?
5.   What is the most difficult task in choosing the collaboration tools?
6.   What is it required to choose the right collaboration tools?

IV.   Write a summary of these passages.

Vocabulary

1.	blog	- блог, веблог ; сетевой дневник, "живой журнал", ЖЖ
2.	wikis	- вики, руководство, справочные материалы
3.	information sharing	- совместное использование информации
4.	Activity stream	- "Activity stream", лог действий пользователя, т.е. создание записей, написание новостей, добавление картинки, создание опроса и т.д.
5.	spreadsheets	- электронные таблицы
6.	ultimately	- в конечном счёте, в конце концов
7.	(to) trigger	- вызывать, устройство для пуска, класс электронных устройств, обладающих способностью находиться в одном из двух устойчивых состояний
8.	social task management tools	- средства управления социальными задачами

I. **Read the following two passages and say what they are about.**

Set expectations

It's almost unavoidable that most teams and communities working within organizations become dispersed over time. Market expansion, mergers and acquisitions, employees working from home, and hiring the best people for the job are among the many factors that can impact the geography of a company's workforce. Even collocated teams have collaboration and communication challenges. Thus executives should set expectations for how people work together. Given a choice, individuals will almost always do whatever is in their own best interests.

Focus on key business processes

For collaboration to work, it has to have a purpose. If organizations simply install these tools and expect people to use them, they're bound to be disappointed. They should start by focusing on key business processes, such as sales, marketing, or support, and create **online communities** where people share information and best practices. Collaboration tools work by allowing for a very structured sort of **crowdsourcing** of knowledge that can be seen in conjunction with the business processes within a company. By **tying** collaboration platforms **to line-of-business applications**, companies end up doing more than simply making employees more efficient. Because collaboration tools is involved, companies end up enabling employees to stay within an application to carry out various tasks and, more importantly, **capture** all that **information.**

Companies that are successful in implementing collaboration solutions make it part of the employee's job responsibility to actually use the solution. It's expected from you to participate in this social network because the understanding is that you have value as an employee, and that value will translate back into the company by your usage of this system. These systems become more effective the more people who use them.

II. Find a statement or sentence in each paragraph that can be a title to it.

III. Answer the questions to these two passages.

1. What factors influences the geography of a company's workforce?
2. Why should executives set expectations for how people work together?
3. What should organizations start with for collaboration to work?
4. In what case collaboration tools work?
5. What participation is expected from you if your company is successful in implementing collaboration solutions?

IV. Put the predicates in indicated tense form. Mind a direct word order.

Pattern: <u>Были получены</u> (<u>проанализированы</u>) the results of the experiment (Past Ind.).
   The results of the experiment <u>were analyzed</u>.

1. Изучались (были проанализированы) the collaboration tools (Past, Ind.).

2. Рассматривается (проверяется его пригодность) a new method of integrating the equations (Pr. Ind.).

3. Исследуется (подробно) the development cycle of the phenomenon (Pr. Ind.).

4. Изучена the necessity of adopting collaboration-minded software (Pr. Perf.).

5. Обсуждается the creation of online communities (Pr. Ind.).

6. Были описаны social task management tools (Past. Ind.).

6. Рассматривается (учитывается весь процесс) the role of the changed conditions (Pr. Ind.).

7. Уже обсудили (были проанализированы) social task management tools (Pr. Perf.).

8. Определяется (путем оценки) the advantages of crowdsourcing (Pr. Ind.).

9. Была найдена (вычислена) the effectiveness of this system (Pr. Perf.).

V. Write a summary of these passages.

Vocabulary

1.	collocated	- связанный
2.	online communities	- онлайн сообщества
3.	crowdsourcing	- Краудсорсинг, передача некоторых производственных функций неопределённому кругу лиц, решение общественно значимых задач силами добровольцев
4.	to capture information	- собирать информацию
5.	to set expectations	- определить, установить виды (планы) на будущее, предусмотреть
6.	to tie to	- связывать, привязывать
7.	line-of-business application	- производственная прикладная система; производственное приложение

I. Read the following three passages and say what they are about.

Create rewards

"**Gamification**" techniques such as **leaderboards** and rewards may be considered as possibility for motivating employees to use collaboration tools. Rewards should not be monetary. Instead, organizations should focus on more creative incentives, such as using an executive parking spot for a week or getting to work from home for a day.

Keep employees engaged

Establishing an environment that **nurtures** effective collaboration and communication requires keeping employees engaged in the conversation. If someone asks a question and doesn't get an answer, they most likely won't come back. If people share information and don't get comments, they may not post again. A community group or social media manager should be designated to route questions to the right experts, share information news or images, and post **polls** and **surveys**. These and similar practices may strike some as **unnecessary** measures, but actively encouraging participation not only keeps employees interested, it also channels their energies and provides a clear path for engagement.

Enlist leaders

Some companies that have proven particularly successful at incorporating collaboration tools into their business processes **assign** (and often pay) employees to serve as leaders, mentors, and evangelists for appropriate use of the tools. In doing so, companies with a very structured, top-down, **mandatory** but supported philosophy are finding they're able to get that elusive ROI (Return on Investment) **on the other end of the spectrum** with things like making the company more innovative.

One danger of implementing a corporate social network is that executives can get too deeply involved. It's best to be cautious with top-level involvement because it can potentially interrupt the free flow of information taking place among employees.

II.   Express the main idea of each paragraph in a single sentence in English.

III.   Answer the questions to these passages.

1.   How can employees be motivated to use collaboration tools?
2.   What form should rewards take?
3.   How can environment for effective collaboration and communication be established?

4. For what purpose should a community group or social media manager be designated?

5. How did some companies achieve success at incorporating collaboration tools?

6. What can deep involvement of executives into a corporate social network lead to?

IV. Write down an abstract to these three passages.

Vocabulary

1.	Gamification	-«геймификация», перенос игровых техник и методик в неигровые области (например в приложения)
2.	leaderboard	- таблица лидеров, баннер
3.	to nurture	- способствовать, питать, воспитывать
4.	to post	- посылать вопрос, публиковать
5.	polls	- опросы
6.	surveys	- отзывы
7.	unnecessary	- лишний, ненужный, необязательный
8.	to assign	- назначать
9.	evangelist	- пропагандист
10.	top-down	- нисходящий с верху вниз
11.	mandatory	- обязательный, принудительный
12.	elusive	- труднодостижимый
13.	on the other end of the spectrum	- с другой стороны
14.	ROI (Return on Investment)	- окупаемость инвестиций

I. Read the following passages and say what they are about. Find English equivalents to the following:

сделать вклад во что-либо, содействовать сотрудничеству, определять обходные пути, делиться интеллектуальным капиталом, передавать информацию, направление деятельности предприятия, обеспечить постоянство, ведомственная специализация, невероятное количество.

Avoid mass email

To communicate with employees directly about company directions, competition, product launches, and other topics crucial to business executives should use **blog posts** rather than mass email. In addition to providing more permanence, doing this enables employees to leave comments, which should receive responses in order for employees to feel part of the conversation. Another possibility is holding a monthly open **town hall** via the social network to answer questions in real time.

Don't settle for workarounds

Rather than **settle for workarounds**, particularly those that rely heavily on mail create environments that foster effective collaboration and communication. There is an unbelievable amount of intellectual capital that get shared in email but never reused because no one can find it. Additionally, seek out cases in which people rely too much on **spreadsheets** to track information vs using a central system that everyone can contribute to.

Avoid create noise

Integrating core business systems with enterprise social networking can help reduce the barriers that departmental applications form. For example, by broadcasting new **leads** into the company activity stream, the sales team may get assistance from a colleague who never would have known about the lead if it remained only in their **CRM** system. The **pitfall** here is that if too much information (from too many systems) is added to the company's stream/**newsfeed**, then it will get too noisy and employees won't pay attention.

II.   Express the main idea of each paragraph in a single sentence in English.

III.   Answer the questions to the passages.

1.   What should executives use for direct communication with employees?
2.   What are the advantages of using blog posts?
3.   What should be created for effective collaboration and communication?
4.   What is the disadvantage of using mail?
5.   What will integrating business systems with enterprise networking allow?
6.   What danger can arise here?

IV.   Write a brief abstract to these passages.

Vocabulary

|		
1.	blog post	- сообщение в блоге
2.	town hall	- мэрия, муниципалитет
3.	workarounds	- искусственный прием; обходной путь; «вылизывание» (программы) (с целью максимального устранения недоделок)
4.	spreadsheet	- электронная таблица, приложение
5.	leads	- сообщение, фрагменты информации
6.	CRM (Customer Relationship Management)	- система управления взаимоотношениями с клиентами
7.	pitfall	- ошибка, опасность
8.	newsfeed	- "податчик новостей"; сервер, передающий статьи новостей для другого сервера
9.	to settle for	- довольствоваться

Unit III
THE IDEAL MODERN IT DEPARTMENT

I. Read the following passages and identify their main idea.

The Ideal Modern IT Department

Cloud computing could easily be nick-named "the great transformer" due to the way it's altering how companies operate their businesses. A growing number of enterprises are seeking out cloud providers to deliver and maintain infrastructure and applications, effectively taking over many of the tasks that internal IT departments have traditionally **shouldered**.

For IT personnel, the increasing reliance on the cloud is resulting in **a sea change of sorts** in terms of the new cloud-centric knowledge and skills they're now expected to possess. In short, as companies actively **architect for** cloud, IT must manage data in new ways; establish and operate new public, private, and hybrid cloud environments; integrate **disparate** cloud services with internal infrastructure and applications; and work more closely with their company's business units in a strategic **capacity.**
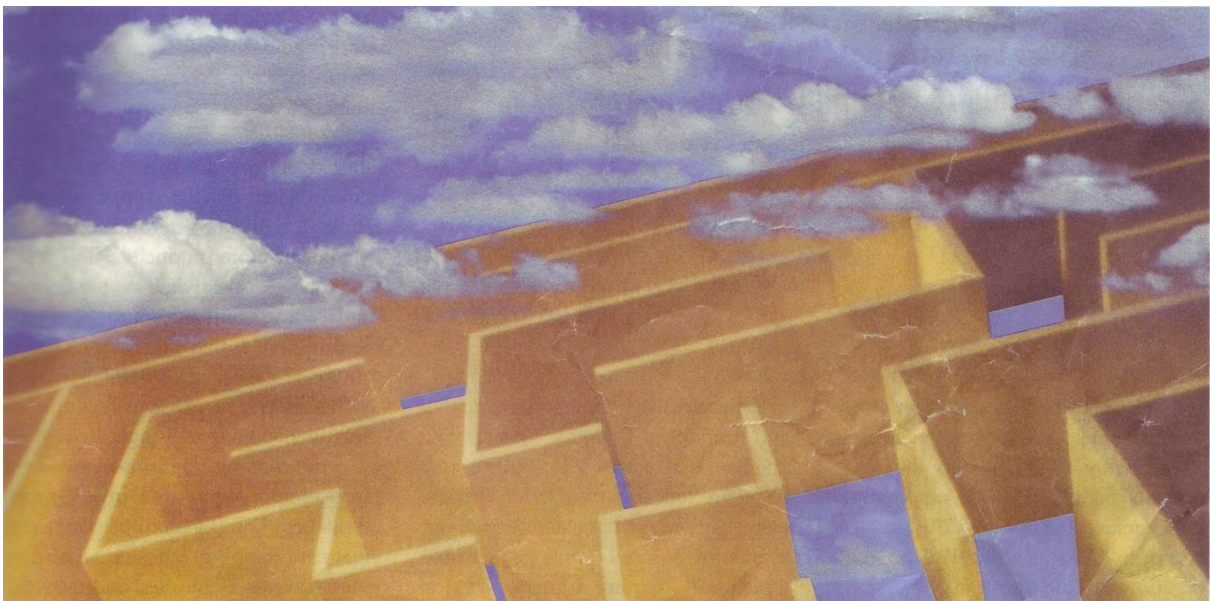
The ideal

Much evidence indicates that IT departments in companies of all sizes will likely feel the cloud's impact in years to come. **Given that** cloud adoption is occurring, what does the ideal modern IT department look like, particularly in SME? **Overall**, the modern IT department guides an appropriate balance between internally delivered services and externally provided services and takes full responsibility regardless of the choice.

The IT department's role isn't necessarily **to implement** and maintain technology but to explore and assess how technology can help the business. By offloading responsibility for labor-intensive tasks like routine infrastructure maintenance to a partner, the IT department frees up resources **to explore** the **explosion** of new technology available on the market.

IT staff's role shifts from being "technical gurus working on implementation, **patching**, and upgrading" to offering advice on options available, which will "require a greater level of understanding of the business itself, and for the business, to have its own **risk profile** defined so that the options provided by the IT group can be fit in with the profile." If a SME needs document-sharing abilities, for example, IT would provide the information (cost, risk levels, etc.) about internal and externally **hosted systems** on which the company can base a decision. IT would then implement and manage the solution with any integration, etc. as required.

II. Express the main idea of each paragraph in a single sentence in English

III. Answer the questions to these two passages.

1. Why could cloud computing get nick name "the great transformer"?
2. What is expected from IT personnel?
3. Why are new skills and knowledge are required from IT personnel in companies relying on the cloud?

4.   What is the present responsibility of modern IT department?
5.   What is the general role of IT department?
6.   What are additional responsibilities of IT department?
7.   In what direction does IT staff's role shift?
8.   What does a new role require?
9.   What will IT do if a SME need document-sharing abilities?

IV.   Translate the following sentences according to the model. Put the predicate into appropriate tense form.

Pattern: Рассматриваются возможности цифрового компьютера.
     Possibilities of digital computer are studied.

1. Рассматриваются возможности персональных компьютеров.
2. Изучается программное обеспечение (software).
3. Проведено исследование этой системы базы данных (data base system).
4. Были описаны электростатические свойства частиц (properties of particles).
5. Обсуждаются преимущества использования языка КОБОЛ (the advantages of using COBOL).
6. Рассмотрены технические достижения в этой области (technical advances).
7. Обсуждается автоматизированное проектирование (computer-aided design).
8. Рассчитано числовое программное управление (numerical control).
9. Выясняются (определяются) графические возможности (graphical capabilities) этого устройства.

V.   Write a summary to these two passages.

Vocabulary

1.	to shoulder	- брать на себя
2.	a sea change of sorts	- перелом качества, характера
3.	disparate	- несовместимый, в корне отличающийся, несопоставимый
4.	capacity	- должность, качество
5.	to architect for	- разработать архитектуру для
6.	to explore	- исследовать, изучать
7.	to implement	- внедрять, выполнять
8.	overall	- в общем и целом
9.	explosion	- бурный рост
10.	patching	- исправление, вносимое в объектную программу (в виде набора машинных команд), а не в текст на языке программирования
11.	risk profile	- параметры, профиль риска
12.	hosted systems	- хост системы, главные, местные системы
13.	to maintain	- поддерживать, обслуживать
14.	given that	- учитывая что
15.	SME (small and medium enterprises)	- малые и средние предприятия

I.   Read the following text and say what is the key point that it is making about coming changes.

Coming changes

Companies already using cloud services have likely undergone transformations in their IT departments. In the future, these will increase, influencing size, management, funding, and other traits.

There will be three key areas of change for IT. First, IT departments must acquire **solid** vendor management and business analysis abilities, as IT is still accountable for the performance of external suppliers and the **communication** of specifications. Second, service costs previously hidden in overall IT budgets will become transparent. Making successful business cases becomes more challenging, and there is increased **pressure** to make internal costs more transparent to compare them to market prices. Third, internal staff member numbers will generally drop, typically driving an intelligently managed downsizing requirements (при разумном сокращении).

However, while staff decreases are often **touted** as a cloud-related benefit, some companies are not downsizing but using staff productively. There's less time spent crawling on the floor to replace parts and more time spent assessing new applications and building business cases. Another change involves **line** of business managers increasingly budgeting and purchasing SaaS apps without IT involvement. Impatient LoB [Line-of-Business] managers are happy **to sidestep** what they often consider IT **hurdle;** and often the overburdened IT department sanctions or turns a blind eye to this behavior rather than deal with an unhappy **constituent**. LoB managers, however, are rarely equipped to assess business risks associated with various SaaS services. To support initiatives and protect the business, IT is suggested to establish internal app stores.

Increased cloud reliance means there is no need for ubertechies (сверхтехника). Implementing, patching, and upgrading **chores** now fall to the cloud provider. Internal IT's role becomes more strategic, involving selecting the right cloud provider and determining if it can **deliver on premises**, offers a stable model, provide offerings open enough to integrate with other cloud services, and more.

II.   Make a plan to the given text.

III. Answer the questions to the text.

1. What is the first key area of change for IT?
2. Why will service costs become more transparent?
3. What is the third area of change for IT?
4. What is the other relation of some companies to downsizing of staff?
5. How can companies use IT staff more productively?
6. What is the fourth change concerning IT department?
7. What problem may arise in this case?
8. What is suggested to be done to support initiatives of LoB managers and protect   the business?
9. What functions fall to the cloud provider?
10. What will be internal IT's role?

IV. Write a brief summary to this text.

Vocabulary

1.	business case	- бизнес кейс (технико-экономическое обоснование или бизнес план)
2.	solid	- надёжный
3.	challenging	- требующий конструктивных, созидательных решений; требующий напряжения
4.	pressure	- воздействие, напряжение, необходимость
5.	downsizing	- сокращение
6.	line	- направление, специализация, группа, партия
7.	overburdened	- перегруженный
8.	unhappy	- неудачный, неблагоприятный
9.	to sidestep	- обходить, отступать в сторону, уступать дорогу
10.	chores	- рутинные операции

11.	to turn a blind eye	- закрывать глаза на что-то; притвориться, что не видишь
12.	to tout	- рекламировать, расхваливать
13.	hurdle	- препятствие, трудность, барьер
14.	communication	- передача информации, сообщение, передача, снабжение
15.	constituent	- составная часть
16.	to deliver on premises	- поставить на площадку заказчика
17.	coming	- грядущие
18.	to patch	- исправлять

I. Read the following passage and identify its main idea.

Redefined skills

As IT departments increase their use of outsourcing or cloud or managed services, key skills will include **incisive** business analysis and effective vendor management. It will be essential to create integration between **disparate services** as most SaaS solutions address only part of an organization's application requirements. **Conversely**, application development skills are becoming less important as package software or SaaS replaces internally developed applications. **Elsewhere**, simple technical jobs will decrease as organizations move to managed services and platform as a service. On both the vendor management and analysis side, smart organizations are establishing specialized positions or departments to carry out these responsibilities better. The transition to the cloud is moving slowly enough that retraining IT should not be a major challenge.

IT must understand how sales, marketing, operations, finance, and other functions work, in addition to knowing the company's market, regulatory climate, and customer needs. The unique combination of business knowledge and technical expertise will allow IT to play a strategic role in initiating technology-enabled business solutions, rather than react to requests from other departments. IT in many SMEs already possesses the business **mindset**, creativity, and drive to develop business–enhancing initiatives.

II.   Read the text once more and underline the arguments in favor of business knowledge and technical expertise for IT staff.

III.   Answer the questions to the text.

1.   Why will it be necessary to create integration between disparate services?
2.   Why are application development skills of IT staff becoming less important?
3.   What new positions will organizations establish in IT department?
4.   What will be key skills of IT staff?
5.   What aspects of business must IT staff understand

IV.   Write a brief abstract to this text.

Vocabulary

1. redefined	-пересмотренный, переосмысленный, переоценённый
2. incisive	- проницательный, наблюдательный
3. disparate	несовместимый, несопоставимый, в корне отличный
4. elsewhere	- где-то в другом месте, куда-то в другое место
5. mindset	- мышление, мировоззрение
6. conversely	- наоборот, с другой стороны
7. vendor management	- управление поставщиками
8. technology-enabled business solutions	- бизнес решения, поддерживаемые информационными технологиями
9. business-enhancing initiatives	- инициативы по развитию предпринимательства

I.   While reading the text, decide which paragraphs could be given the following headings.

--------- Provision the right options for business departments

--------- IT as a strategic organization

--------- The cloud for identifying opportunities

 -------- IT as a partner to lines of business

--------- The importance of technology for business success

Developing relationships

Different business units have different needs, but cloud computing **magnifies** this fact, meaning IT has a chance to help decide the direction various units take. IT has an opportunity like never before to establish itself as a strategic organization fully **aligned** with business goals. IT departments show other departments how they can benefit from fast **time-to-market**, **scalability**, and low costs with the cloud.

Good IT departments use the cloud to extend the IT-related options and capabilities they can propose to improve performance. Weak departments fall behind the business in identifying opportunities and lose control to the business if the business initiates the opportunity rather than IT.

Operations-wise, IT can only provide the right options if it fully understands what the business does now and what it proposes to do in the future. IT should be in strategic planning meetings with line of business departments and the CIO (or equivalent) should be involved with board-level decisions so that technical options can be included as early as possible.

The cloud may present only a slight change for some companies' IT operations but may be much larger in others, impacting the department's behavior and the business processes of the entire company. This is the reason for the momentum behind having IT become more of a partner to the lines of business than a supplier. The ability to use technology through the cloud can **streamline** the way IT is provided, but can also streamline a business. By combining thorough technical knowledge with operational

procedure and strategic objectives IT can be a major player in moving a business forward.

Total elimination

Is it possible SMEs might adopt cloud services so greatly in the future they eliminate their IT departments completely? Overall, though few businesses will eliminate IT entirely, nor should they. Because technology is more critical than ever to business success, businesses of all sizes need on-staff experts to understand and drive the value of technology solutions, including collaboration, social business, data analytics, and new solutions forthcoming. SMEs will partner with experts to manage infrastructure, platforms, and software but will retain responsibility for growing its business securely and cost-effectively. That's where IT will always have a role.

II. Answer the questions to the text.

1.   What kind of opportunity does IT department have like never before?
2.   What can IT department show other departments?
3.   In what way do IT departments fall behind business and lose control to the business?
4.   In what way can IT provide the right options?
5.   How can IT occupy the position of a major player in moving business forward?
6.   Why should not businesses eliminate IT entirely?
7.   Where will IT always play a role?

III. After studying the vocabulary in *a)* proceed to doing exercises under the letters b), c), d).

a) *Говоря о структуре работы, нужно знать такие существительные как: volume —том; part —часть; chapter — глава; section — раздел; paragraph —*

параграф, абзац; illustrations — рисунки, пояснения; references — ссылки; list of literature — список литературы.

Наиболее употребительные глаголы: constitute — представлять собой;

comprise — состоять (из); cover — охватывать, занимать; analyze, deal with,

treat — анализировать, рассматривать, затрагивать; give, present — подавать, представлять (материал); reflect, illustrate — отражать, иллюстрировать; arrange — располагать, классифицировать (материал); be followed — следовать (за), сопровождаться; be referred (to) — ссылаться (на), отсылать (к); the book comprises — книга состоит из, включает.

b) Translate the following.

1. Книга *состоит из четырех частей*
2. В *последнем разделе* книги *обсуждается...*
3. *Монография охватывает* большой материал по...
4. *За введением следуют* (идут) *главы,* посвященные...

c) Finish the following sentences using vocabulary related to your specialty.

1.The monograph on ... comprises four parts. 2. In part one the significance of ... is discussed. 3. The second section deals with... .4. ... is analyzed in the third part. 5. The last part extensively covers a very important
problem of ... .

d) Translate the following sentences.

1. В первых двух главах данной монографии речь идёт об областях использования данного феномена. 2. Здесь дано обоснование для применения именно такой методики. 3. Последние данные по

результатам исследования приводятся как в первой, так и в последней частях книги

(both... and). 4. Книга охватывает обширный материал, о чем можно судить

(judging by) по многочисленным подзаголовкам глав (subheadings under the

chapters). 5. С первой до последней главы приводятся многочисленные

примеры, которые иллюстрируют рассматриваемую проблему (the problem

under discussion).

IV. Write a brief summary to these two passages.

Vocabulary

1.	to magnify	- увеличивать, усиливать
2.	aligned with	- в соответствии с
3.	time-to-market	- время выхода на рынок
4.	scalability	- масштабность, универсальность
5.	to streamline	- оптимизировать, ускорить, модернизировать
6.	forthcoming	- появление, приближение
7. CIO (Chief Information Officer)		- начальник информационного управления, отдела
8.	with line of	- вместе, с

Unit IV
CONTROL YOUR CLOUD

I.   Have you ever heard about cloud computing? Explain in your own words how you understand this notion.

II.   Read the following passage and say what it is about. Find English equivalents to the following:

снизить нагрузку, выдвигать проблему безопасности, дополнительная мощность, вернуть контроль, включать большинство внешних вычислений, заставить кого-то подумать.

Control Your Cloud

Cloud computing can be a great solution for companies looking to ease the burdens on their internal infrastructures or to add a little extra capacity when necessary. But the cloud can also come with control issues that may make you question whether or not it was worth it to invest in the technology. The simple fact that SaaS (software as a service) involves most **off-site** computing can cause companies to feel a loss of control almost immediately. Cloud computing also brings security issues to the **forefront**, because businesses may feel like they are "losing control of ownership of the data" while the IT team may feel as though they are "losing control over how technology decisions are made in general"

No company wants to feel like they have little or no control over a solution or service, which is why it's important to do research **up front**. But if you have already implemented a cloud environment and want **to tighten the reins,** it's not too late. You can still pinpoint where any issues originate and institute new solutions or policies that will help you to regain control.

III. Answer the following questions to the text.

1. What goals do companies integrating cloud computing pursue?

2. What kinds of problems does the cloud computing bring?

3. What must a company do before implementing cloud environment not to lose control?

4. How may the company implementing cloud environment regain its control?

IV. Write an abstract to this passage.

Vocabulary

1. forefront	- передний план, важнейшее место
2. to tighten the reins	-контролировать более тщательно
3. up front	- заранее, вперёд
4. off-site	- внесистемный

I. Read the following passage and identify its main idea.

Improve your overall cloud integration

Company-wide integration may be added to the list of factors that lead to loss of control. With application integration, you may move some applications to the cloud and leave others within the organization, possibly as part of a hybrid cloud environment. Then, you may **realize down the road** that you need these two applications to communicate with one another in order for them to work properly. You've already paid for the capacity you need to house that application in the cloud, so you have to decide whether to pull it back, move your other application to the cloud, or **figure out** a way **to patch** them **together** after the fact. **When it comes to** data integration, "you may have data in a cloud service" as well as "related data internally, so now you have two **silos** of data." Your data then becomes fragmented and it's difficult to know which one is your single version of the truth.

The last piece of integration that can cause problem revolves around **identity and access management**. If the employee, having separate **sign-**

on credentials for an internal application and another housed in the cloud, leaves and you remove his access to the internal application, he may still have access to the cloud based solution. This type of situation can open the gates to troubling security issues and leave company **vulnerable** to data loss or theft.

The best way to prevent these issues is to look at your internal systems and determine how they will integrate with the cloud services of a third-party provider. For data and application integration, you have to make sure they can communicate across environments and fully interact with one another. And for identity and access management, you should set up an integrated access management solution that creates one username and password for every application. But you also need to speak to the service provider to make sure that your access system will integrate well with the vendor's existing management tools

II.   Express the main idea of each paragraph in a single sentence in English

III.   Agree or disagree using following words: *I quite/completely/agree; I can't agree; I think it is not so; It is wrong; on the contrary.*

1. Company-wide integration may lead to gaining more control.
2. If you moved some applications to the cloud and later you need them there are two ways of solving this problem.
3. You may have only one silo of data.
4 If an employee leaves the company his access to the internal application must be removed.
5. To avoid security problems data and application must completely interact with one another.

IV.   Answer the following questions to the text.

1.   What does a hybrid cloud environment imply?

2. What should you do if you want two applications to communicate with one another?
3. Why is it sometimes difficult to know which data is your single version of the truth?
4. What another situation can open the gates to security issues?
5. What three actions should you undertake?

V. Write a brief summary of the text.

Vocabulary

1.	to realize down the road	- понять, осознать в будущем, впереди
2.	to figure out	- выяснить
3.	to patch together	- скомпоновать
4.	when it comes to	- когда дело доходит до
5.	silo	- хранилище
6.	sign-on credentials	- мандат для предъявления пароля для входа в систему
7.	to move to the cloud	- перемещать в облако
8.	identity and access management (IAM)	- система управления идентификацией и доступом (СУИД)
9.	vulnerable	- уязвимый

I. Read the following passages and say what they are about.

Be careful with cloud-based file sharing

Cloud-based file sharing services are very popular in the consumer space, which is fine, but if your employees decide to bring these services into the workplace without your knowledge, "who knows what you've done to your security environment?" That's why you need to establish controls that will limit the types of data that can be placed on **file sharing** sites and prevent sensitive information from **exiting** the company.

Some file sharing services are better than others when it comes to integration and control. One such service **features** an enterprise version that can be integrated into "**Active Directory management for access**" as well as **share point.** This not only unlocks file sharing functionality in other applications, but also gives the company much more control over the data that can be moved into the cloud or **downloaded** from the cloud.

However if you integrate a file sharing service into your business and put the appropriate controls **in place**, you may still encounter instances where those controls aren't working and "you're finding that people are coping sensitive data up into the **cloud instances**. **If this is the case**, you may need to revaluate those workloads and determine whether or not they are a good fit for a cloud environment.

II.   Express the main idea of each paragraph in a single sentence in English

III.   Answer the following questions to these passages.

1.   How can you prevent sensitive information from exiting the company when you use cloud-based file sharing services?
2.   Which service gives the company much more control over the data that can be moved into the cloud?
3.   What should you do if people are still coping sensitive data up into the cloud   instances?

IV.   Write a brief summary to the passages.

Vocabulary

1.	file sharing	- общий доступ к файлам
2.	file sharing sites	- файлообменники
3.	to exit	- выходить
4.	to feature	- отображать, представлять, показывать, иметь характерную особенность

5.	to download	- скачать
6.	in place	- в наличии, готовый к использованию
7.	cloud instance	- экземпляр облака
8.	cloud-based file sharing services	- облачные службы общего доступа к файлам
9.	Active Directory management for access	- Active Directory для управления доступом
10.	Share point	- служба SharePoint, система SharePoint
11.	if this is the case	- если это так

I. Read the following passage and tell what issues it raised.

Know what data belongs & implement usage policies

Some data and applications are a perfect fit for the cloud, while others simply **don't belong**. For instance, **"systems of engagement**," such as **Web presence systems** that allow companies to interact with customers, are great for the cloud because you can launch them quickly, you don't have to buy a **bunch** of new infrastructure to build out a new offering, and the kind of data you put on there generally isn't that sensitive.

However, systems of record, like transaction, accounting, and ERP systems are probably not the best first fit for the cloud because they contain sensitive data. Plus, these solutions are often **high-performance database applications** that require a lot of processing power. It may seem attractive **to move** these **to the cloud** to save money on internal resources, but that it's probably not worth the loss of control to put it up there, since your business is really based on those systems being secure.

Sensitive data and applications are always in danger of being moved to the cloud because of human error or lack of employee education. To help counteract this, companies can put cloud usage policies in place to limit access to certain types of data as well as help you segment your workforce into much more manageable groups.

It makes sense to think about developing cloud usage policies and doing it for different business groups. This business group may have one

set of policies and this other business group might have another because they're not **customer-facing** and they don't touch sensitive data. A great way to get control over cloud in the organization is to start thinking about what your cloud usage policies should be.

II.   Suggest a suitable title for each paragraph of the passage.

III.   Answer the following questions to this part of the text.

1.   Why are Web presence systems a perfect fit for the cloud?
2.   What are two reasons why systems of record are not the best fit for the cloud?
3.   In what way can companies counteract moving sensitive data and applications to the cloud?
4.   Why does it make sense to develop cloud usage policies for different business groups?

IV.   Write a brief summary to the text.

Vocabulary

1. a bunch	- куча, совокупность, несколько, группа
2. don't belong	- не принадлежит к их числу
3. sensitive data	-конфиденциальные данные; данные, требующие защиты
4. systems of engagement	- системы взаимодействия
5. Web presence systems	- системы веб-наличия
6. to move to the cloud	- перемещать в облако
7. customer-facing	- клиентский, ориентированный на клиента
8. high-performance database applications	- приложения баз данных с высокой производительностью
9. sensitive	- конфедициальный
10. ERP (Enterprise Resource Planning)	- планирование ресурсов предприятия

I.   Read the following passage and say what it is about.

Communicate with service providers &vendors

Speaking to your service provider about **identity and access management** is crucial, but you also need to discuss SLAs (**service level agreements**) as well as what you can expect from the cloud provider in terms of security and transparency, how things are run, what geography data will be kept in, and what **certifications** the service provider has **to date**. Big service providers are always actively getting more and more **certifications** so that they can **handle** more and more **sensitive data**, so you may want to talk to them first to see what kinds of certifications they have **in place.**

When it comes to SLAs, it is common for cloud providers to do their best to give you a certain number of **nines of availability** (referring to the number of nines in an availability percentage), but if for any reason they don't **hit the goal** detailed in your SLA, you need to know what the compensation will amount to. You will feel much more in control of the cloud if you know where you stand with your service provider. You need to know if they'll give you money back in the event they don't hit a certain availability figure or if they'll own the problem and try to fix it.

If you are working with a private cloud or want to build one, then service providers won't be involved but vendors will be. **Private clouds** can come with their own control and management issues, so that's why that many **virtualization vendors** offer suits of management tools that can help you turn a set of virtual resources into a **cloud environment**. But they can also help you manage things like security and **multi-tenancy**. You may want to invest in licensed or open source cloud tools that not only let you build clouds on top of your existing virtualized infrastructure, but also help you isolate groups from one another and automatically allocate resources as people request them.

II.   Express the main idea of each paragraph in a single sentence in English.

III. Answer the following questions to the text.

1. What things do you need to discuss with your service provider?
2. Why do big providers try to get more and more certifications?
3. What will you be given if providers do not hit the goal detailed in your agreement?
4. Will providers be involved if you are working with a private cloud?
5. Why do virtualization vendors offer suits of management tools?
6. What does investing in licensed or open source cloud tools allow you to do?
7. In what way can virtualization vendors help you to build a private cloud?

IV. After studying cliché for discussion advantages of any work translate the sentences given below.

Advantages — преимущества, достоинства, merits — достоинства; achievement — достижение; contribution — вклад; grasp — обзор, охват, понимание; coverage — объем, охват; depth — глубина; foundation — основа, обоснование; considerations — соображения, выводы; success — успех; survey—обзор, анализ; treatment — анализ, разбор, рассмотрение; starting point — исходный момент, начало.

Contain — содержать, включать (в себя); deal with, survey, treat — рассматривать, разбирать, исследовать.

Adequate — точный; clear — четкий; comprehensive—полный, исчерпывающий; exclusive—исключительный, уникальный; deep — глубокий; original—оригинальный, самостоятельный, первый (в данной области); profound — глубокий, вдумчивый; rich —богатый (по содержанию), глубокий; successful —успешный; various — разнообразный; up-to-date — современный.

Extensive cover of (literature, material) — широкий охват, исчерпывающий; a great variety of — большое разнообразие, множество; a wide and intelligent grasp of — обширный,

50

проницательный критический обзор ... at the high level —на высоком уровне; in addition to, besides — помимо (того), кроме.

1. Благодаря оригинальному материалу и богатому содержанию этих глав, они читаются с большим интересом.
2. (В этой главе) должное внимание обращено на электронно-микроскопические данные.
3. Основная ценность этой работы (заключается) в очень глубоком анализе экспериментального материала
4. Удачно представлены морфологические данные.
5. Книга охватывает весьма обширный материал.

V.   Write a brief summary to the text.

Vocabulary

1.	identity and access management (IAM)	- Система управления идентификацией и доступом (СУИД)
2.	service level agreement	- соглашение об уровне предоставления услуг
3.	to date certification	- обновлять сертификацию
4.	virtualization vendors	- поставщики виртуализации
5.	cloud environment	- облачная среда
6.	multi-tenancy	- мультиарендность
7.	nines of availability	- девятки доступности
8.	to hit the goal	- выполнять задачу, достигать цели
9.	to handle sensitive data	- обрабатывать конфиденциальные данные
10.	private cloud	- частное облако (инфраструктура, предназначенная для использования одной организацией, включающей несколько потребителей)
11.	in place	- в наличии, на месте

Unit V
CLOUD COMPUTING RECONSIDERED

I.   Read the following passage and say what issues it raised.

Cloud Computing Reconsidered

There's a growing **awareness** of cloud computing and cloud services from the executive level on down. **In some ways** it's still very early days in terms of **deployments,** especially if you're talking about infrastructure as a service. Work still remains in specially **pinpointing** what "constitutes a cloud," as some services that aren't really cloud services have been **rebadged** as such.

In addition, complications still exist from a technical standpoint concerning deployments and "the concept of moving into environment where you have the ability to move **workloads** between and among different clouds. Who will play a brokering role? Who has the capability to ensure workloads are migrated efficiently, and if there's appropriate degree of security and stability?

Positively, businesses have done considerable work in determining if on-demand computing or storage can fit into their environments and in trying to devise enterprise-wide cloud strategies. But there are also many organizations taking a wait-and-see approach.

II. Answer the questions to the text.

1. What work concerning cloud computing still remains?

2. What other complications still exist?

3. What positive work have businesses already done?

III. Write an abstract to the text.

Vocabulary

1.	awareness	- понимание, осознание
2.	deployments	- размещение, развёртывание
3.	workloads	- рабочие нагрузки
4.	to pinpoint	- определять
5.	to rebadge	- изменить название
6.	in some ways	- в каком-то смысле
7.	enterprise-wide	- в масштабах предприятия
8.	a brokering role	- роль посредника

I. Read the following passage and say what it is about.

SaaS vs IaaS

Traditionally, SaaS has **topped** IaaS in interest level due primarily to its longer **legacy**. Between 2010 and 2012 IaaS drew much closer in terms of deployment. IaaS has benefited recently from a growth of server consolidation and virtualization inside enterprises and an increased interest in hybrid cloud approaches that combine **agile** internal IT infrastructures with moving some infrastructure to external service providers.

Numerous organizations have used SaaS as a replacement or **adjunct** to existing applications, including messaging and collaboration. SaaS is well-suited for commodity business services that require little to no **customization,** such as HR systems and **CRM**. IaaS, meanwhile, has proven a good option for **startups,** R&D, and temporary projects that have

a set timeframe and where long-term investments don't make sense. Retail organizations, for example, typically have busy seasons for which they can **leverage** IaaS **to run services** and then **scale back** as demand decreases.

The cloud's "agility and elasticity" and "**pay-as-you-go metered aspects**" are its most **compelling** traits for businesses. Any business launching a new project faces the initial **hurdle** of determining how much resources to buy and **provision**, and if the project succeeds, how much more to buy. Conversely, if the project fails there's a question of what to do with the purchased capacity. When you look at the project from the cloud economics, those questions go away. What's attractive about the cloud is the **getting up fast** in terms of capital cost.

Typically, when charting out the total accumulative costs of **an on-premise**, non-cloud approach vs a cloud approach, costs start off quite a distance apart. The cloud is almost zero at the start, and the non-cloud will have a considerable capital investment. But over the time, those two lines start to converge.

II.   Read the text again and write a short heading for each paragraph.

III.   Answer the questions to the text.

1.   Why has SaaS topped IaaS in interest level?
2.   What are two reasons that IaaS drew much closer to SaaS?
3.   What are the benefits of SaaS?
4.   In what cases has IaaS proved to be a good option?
5.   What are the cloud's most attractive traits for businesses?
6.   What can you say about accumulative costs of an on-premise, non-cloud approach vs a cloud approach?

IV. Write a brief abstract to the text.

Vocabulary

1.	legacy	- функционирование, использование
2.	agile	- гибкий, подвижный, динамичный
3.	customization	- специализация, выполнение по специальному заказу, модификация в соответствии с требованиями заказчика
4.	startups	- запуск, загрузка, стартап
5.	to leverage	- эффективно, максимально использовать
6.	to scale back	- снижать, уменьшать, свернуть
7.	compelling	- убедительный, неотразимый
8.	hurdle	- препятствие, барьер, трудность
9.	provision	- резерв, обеспечение, условие
10.	to get up	- вставать, усиливаться, восстанавливаться
11.	on-premise	- установленное на площадке заказчика, «онпремис»
12.	pay-as-you-go metered	- плата за фактическое время доступа к приложению, система оплаты за реально использованный ресурс
13.	adjunct	- приложение, дополнение
14.	to chart out	- составить точный план
15.	CRM (Customer Relationship management)	- полное сопровождение клиента
16.	IaaS (Infrastructure as a service)	- облачное предоставление услуг
17.	to top	- опередить
18.	to benefit	- извлечь выгоду
19.	to run services	- предоставлять услуги
20.	to chart out	- составить план

I. Read the text and say what its main idea is.

__Common concerns__

Despite the business benefits the cloud offers, numerous concerns remain. Among the concerns are issues regarding security, **lock-in**, and higher costs relative to internal solutions. Some clients have expressed concerns that cloud services aren't much different from traditional **outsourcing**, leading to worries concerning lock-in, long-term costs , and high **exit costs** if they should want to switch providers or move IT services back in-house. One of the big things that lacks is just a general, industry-wide standard of what is good enough cloud security for not necessarily an application that involves a lot of secret and private data, but an application that is still important to an organization. The Cloud Security Alliance is working on specifications and standards for cloud security but there's nothing really providing a good **base-line** for most private-sector enterprises to really evaluate whether the security provider has the capabilities they need to ensure that the application is not only stable but protected or whatever the IT service it is that is being delivered via the cloud.

Other concerns include cloud pricing models and how they compare to traditional licensing models and SLAs (service level agreements) in regard to standards and what should be considered acceptable, **Server uptime** and network availability receive considerable attention but there's also a question of whether different availability-related **guidelines** for the cloud and particular applications should exist and what they should include.

Data and processing mobility in terms of companies handing their data to SaaS providers are also concerns. May be in a year you find another cloud provider that's better or decide **on-premise** is a better approach. How hard is it to get that data back? That is a concern because there are many cloud-based service providers, and there isn't a baseline standard for integration or migration.

II.   Read the text again and write a short heading for each paragraph.

III.   Answer the questions to the text.

1.   What concerns can you encounter while using the cloud?
2.   What worries may the clients have if they want to switch providers or move IT service back in-house?
3.   Why are specifications and standards being developed by the Cloud Security Alliance?
4.   What question arises concerning server uptime and network availability?
5.   What concerns arise in terms of data and processing mobility?
6.   Why is it difficult to get your dada back if you found another cloud provider?

IV.   Translate the following sentences observing word order. Put the predicate in indicated tense form. Mind the place of the adverb.

1. Внимательно изучались регистры общего назначения (general-purpose registers) (Past Ind.).
2. Регистры управления (control registers) рассматриваются во всех подробностях.(Pr. Ind.).
3. Проведен тщательный анализ этого программно-аппаратного обеспечения (firm ware) (Pr. Perf.).
4. Подробно изучена проблема защищенности облачных вычислений (Pr. Perf.).
5. Руководство к компьютеру (a computer manual) было внимательно проанализировано (Past Ind.).

V. Write a short summary to this text.

Vocabulary

1.	lock-in	- делать информационный объект недоступным
2.	outsourcing	- «аутсосинг», привлечение сторонних ресурсов
3.	base-line	- линия отсчёта, базовая линия
4.	server uptime	- это процентное соотношение времени работы сервера за определенный промежуток времени
5.	The Cloud Security Alliance	- некоммерческая организация по разработке стандартов, рекомендаций, направленных на повышение безопасности и защищённости использования облачных вычислений
6.	guideline	- норма, правило
7.	exit costs	- издержки клиента при выходе
8.	on-premise	- на предприятии

I. Read the following passage and say what it is about.

The cloud's impact

Interestingly, before an organization purchases a cloud service its **perception** of the service and of what the provider should make available, have likely already been **impacted**. And a lot of this is driven by the economy, but it's also the understanding that people just aren't satisfied with the sort of static model of IT service delivery. Companies are looking for more flexibility and **agility** in contracting models. Much more flexibility must be built into service contracts even if the services delivered are static. Companies are looking for providers to not **overbill** them, and

they are looking for ways to most effectively use the capacity they're purchasing to get optimal use from what they are paying for.

There is an increasing comfort level among companies using a **third-party service** as an **adjunct** to internal IT services. Organizations are starting to see, and what smart providers are starting to do is put more control in the hands of the buyers **in terms of** self-provisioning, something that gives buyers a sense of being able to use exactly what they need on a **supplemented** basis and not necessarily having to go to a third-party for everything. Additionally, a change in companies thinking about **out-tasking** vs outsourcing is impacting the cloud in that purchasing organizations are starting to expect more control over all services. They want more capabilities in their hands, in their **dash-boards**, being able to see more of what's happening with their services, getting more reports, and getting options for ordering things.

II. Answer the questions to the text.

1. What is organization's perception of a cloud service impacted by?
2. What kind of providers are companies looking for?
3. What may give the buyers the sense of being able to use exactly what they need?
4. Why are companies thinking more now about out-tasking and outsourcing?

III. Write an abstract to the text using appendix II.

Vocabulary

1.	impact	- воздействовать, влиять
2.	perception	- восприятие, оценка, понимание
3.	to overbill	- переплатить, обсчитать
4.	dash-boards	- программа «dash-board», приборная панель, доска, щиток
5.	to supplement	- дополнять

6.	in terms of	- с точки зрения
7.	capabilities	- возможности системы
8.	agility	- гибкость, динамичность
9.	out-tasking	- аутсорсинг, передача некоторых задач сторонним организациям (исполнителям)
10. outsourcing		- аутсорсинг, внешний подряд, субподряд; передача рабочих мест на внешний рынок использование внешнего поставщика услуг для управления ИТ-услугами

I.   Read the following passage and say what its main idea is.

The cloud's future

As security and **compliance** concerns diminish with time cloud computing adoption is expected to continue to increase at a steady rate. In five years everything would be cloud-based. The cloud would be natural home for certain key applications and processes. Some applications and infrastructure will likely remain **in-house** whether due to **cost-effectiveness** or other reasons, but this is where more interest in hybrid or federated clouds will result.

In the foreseeable future, there will be internal infrastructure but that internal infrastructure will be more cloud-like. But then you're going to see more of a hybrid future where it really comes down to sort of **commodity metrics**. What is the cost per unit of storage or processing to use this application in our internal cloud vs externally? Those sort of business decisions will **be behind** where those things live. In five years and beyond we'll see a significantly larger percentage of IT needs met through the cloud although it is unlikely that this wider adoption of IT services will ever reach a majority.

II.   Answer the questions to the text.

1.   Why will cloud computing adoption increase?

2.   Why will some applications and infrastructure remain in-house?

3.   What kind of internal infrastructure is predicted in future?

4.   Will IT needs met through the cloud reach majority?

III.   After studying vocabulary in the box translate the sentences following it.

> *the book (the work) under review — рассматриваемая, рецензируемая книга (работа); the first (the second etc.) edition — первое (второе и т. д.) издание; content — содержание; publication-опубликование (издание); reason—причина; the main reason (why, of, for) — основная причина того, что (почему, для чего), именно поэтому; achievement — достижение, событие; revision — переработка, изменение; attempt — попытка, make an*
>
> *attempt —пытаться, стараться; discuss, explore, handle — рассматривать, обсуждать; mention —упоминать_____; publish —публиковать, издавать; undertake— предпринимать; witness — свидетельствовать; revise — пересматривать, исправлять, перерабатывать, revised and completed — исправленное и дополненное.*
>
> *Keep (bear) in mind—помнить; is to be presumed — следует ожидать; to mention just a few... — приводя (упоминая) только несколько...; to (warmly) welcome — всячески приветствовать; to appear in print — выходить из печати; recently, lately —за последнее время; the last few decades (months, years) — (за) последние десятилетия (месяцы, годы).*

1. За последние десятилетия возросло значение информационных технологий в бизнесе.

2. Во втором издании авторы значительно переработали и дополнили (монографию).

3. Рассматриваемая работа является выдающимся достижением в области облачных технологий.

4. Следует иметь в виду необычайную историю этой книги.

5. Хотя книга датирована 1985 годом, она вышла из печати (была опубликована) в 1986 году.

6. Именно поэтому интеграция знаний по информационным технологиям должны всячески приветствоваться, особенно, если это касается какого-то выдающегося достижение, например как – рассматриваемая разработка.

IV. Write an abstract to the text using appendixes II and III.

Vocabulary

1.	commodity metrics	- товарные показатели
2.	to be behind	- отставать, оставаться позади, запаздывать
3.	compliance	- соответствие стандартам, правилам; «комплаенс»
4.	cost-effectiveness	- экономическая эффективность
5.	in-house	- внутри компании, внутри фирмы

Unit VI
COMPLIANCE AND THE CLOUD

I.   Read the following passage and say what it is about.

Compliance and the Cloud

Moving some or most of your data to the cloud is a good way to reduce costs and minimize the amount of physical infrastructure you have within your **facility.** However, some companies have concerns regarding cloud computing that they can't **reconcile.** While some of these worries are related to security or accessing data, one aspect that no company should **overlook** is **compliance**.

Whether you work in the healthcare, financial, pay card, or other industries, there's a good chance your data is regulated in some way and needs **to adhere to** certain standards. It's difficult enough to maintain compliance when everything is stored in-house, but when you move data to the cloud, it can become more difficult to manage. Luckily, the cloud is **maturing**, and there are multiple ways to ensure your data is safe even when it's **hosted** in a third-party data center. The key to managing your data and ensuring it is secure in the cloud is to understand what standards apply to your company and how to keep that data compliant.

It's nearly impossible to find a cloud service provider that can support your industry's regulation and help you maintain compliance if you don't know or fully understand what's expected of you.

With a clear understanding what **regulations are placed** on your business, you can find cloud providers that support that type of compliance.

II. Make a plan to the given text.

III. Answer the questions to the text.

1. What are the advantages of moving your data in the cloud?
2. Besides security and accessing data what is the other problem that may arise?
3. What needs appear when you move your data in the cloud?
4. What are the ways of managing your data and insuring it is secure?
5. In what way can you find cloud providers that support compliance to your business regulations?

IV. Write an abstract to the given text.

Vocabulary

1.	facility	- учреждение, аппаратура, оборудование
2.	to reconcile	- примириться, примириться
3.	compliance	- «комплаенс», соответствие стандартам, правилам, требованиям

4.	to adhere to	- придерживаться чего-либо
5.	to mature	- развиваться
6.	to host	- размещать
7.	regulation	- регулирование, правило, инструкция, предписание, норма
8.	to place	- предписывать, налагать
9.	to overlook	- упустить

I. Read the following passage and say what it is about.

Compare vendors and put a focus on transparency

When it comes to placing data of any kind in the cloud and trusting it to a third-party provider, it's important to make sure the vender is **transparent** in its process and is able to answer any and all questions you may have. The first question a company should ask is "can a provider give adequate information to a potential buyer so that buyer can conclude it's suitable for his purposes?" This is a huge **challenge** right now and you need to be **vigilant** when comparing vendors and make sure they are the best fit for your specific needs. That it ultimately come down to asking the right questions and getting the right answers. "Can they report to you where the data is located and what it is? Can they report or allow you to report on user access, identity, and **justification** as to why this particular **identity** can access certain data?" You also have to be aware of location-based issues if your company is multinational. For example, French law requires that the data physically **reside** within French borders in many instances. In that specific case, you would need to search for a provider located in France that is certified to handle your type of data in order to stay in compliance.

II. Answer the questions to the text.

1. What is very important when placing data in the cloud and trusting it to a third-party provider?

2. What questions should a buyer ask a provider?
3. Why is it important to take into account location-based issues?

III. Write an abstract to the given text.

Vocabulary

1.	challenge	- проблема
2.	vigilant	- бдительный
3.	to reside	- находиться
4.	transparent	- прозрачный
5.	justification	- обоснование, причина
6.	to come down ultimately	- в конечном итоге сводиться к
7.	identity	- лицо, личность
8.	to be certified	- иметь право

I. Read the following passage and say what issue it raised.

Seek out vendors with monitored certification

Many cloud service providers claim they are certified for one type of compliance or another, but that doesn't necessarily mean that they truly support a regulation in their current state. In some cases there's been an independent audit and the data center where the cloud service hosted has a signed certification saying that when it was audited, it met all of the requirements to be complaint with that **framework**. Although this is a good thing, the audit could have been performed two months ago or two years ago, which may not be enough **to give you peace of mind.**

If you want to make sure the data center that will be hosting your data is up-to-date with its certification, then you need to make sure it has **monitored certification** where the data center is continually tested for its compliance. After all, if you place your data in the cloud believing that the data center is under compliance due to a signed attestation but without monitored certification, you can't be sure that your data is compliant. For companies in specific industries, that's simply not an option, which is more

than enough reason to seek out a cloud vendor that updates its certification on a regular bases.

II. Suggest a suitable title for each paragraph of the passage.

III. Answer the questions to the text.

1. What must service providers have?
2. What does a signed certification say?
3. What must service provider have to give you peace of mind?
4. What does monitored certification mean?

Vocabulary

1.	monitored certification	- отслеживаемая, контролируемая сертификация
2.	to seek out	- искать
3.	peace of mind	- душевное спокойствие
4.	framework	- интегрированная среда, основа, ситема

I. Read the following passage and say what it is about.

Establish proper slas upfront to avoid future issues

Once you find the right provider for your specific situation, it's time to negotiate the terms of your partnership and design an in-depth SLA (service level agreement) that clearly defines what you expect from the provider. SLAs not only ensure you get everything you pay for, but they also help you avoid potential problems down the road.

The company signs with a service provider and then is asked to prove its compliance years later. It needs a list detailing where the data is stored and who has access to it, but the cloud provider simply replies with, "that's your problem, not ours". The company had not signed an SLA, so it would now have to spend quite a bit of money to get information the

67

regulator required and potentially **negate** any cost saving from moving to the cloud **in the first place.**

The vendor needs to be able to run a report for you in case of regulatory request; have compliance as one of their competitive advantages over other companies; or give you access to a self-service portal where you can run reports yourself. But the only way to get the guarantees you need is to develop an SLA with your service provider that clearly lays out every detail.

II.   Express the main idea of each paragraph in a single sentence in English.

III.   Answer the questions to the text.

1.   Why is it necessary to design an in-depth SLA with your provider?
2.   If a company doesn't have an in-depth SLA with the provider what may it lead to?
3.   What requirements must the vendor meet?

IV. After studying cliché for discussion disadvantages of any work translate the sentences given below.

Disadvantages, shortcomings — недостатки; mistakes — ошибки; misprints — опечатки; misspels — описки; errors — ошибки, заблуждения (в научном смысле); lapses —ошибки, описки, ляпсусы; omission — пропуск, упущение; feature — характерная черта; references — ссылки (на авторов, литературу).
Mention —упоминать; refer — упоминать, ссылаться; replace — заменять, замещать; retrieve (information) — извлекать, получать; illustrate — подтверждать, иллюстрировать; give consideration to — принимать во внимание.
Difficult — трудный; disappointing — разочаровывающий, вызывающий разочарование; erroneous — ошибочный; generalized —

обобщенный; inadequate — несоответственный, неточный, не отвечающий требованиям; outdated — устаревший, несовременный; regretful — вызывающий сожаление; scares — редкие, малое количество; tedious — скучный, утомительный; unpardonable — непростительный; unfortunately, regretfully — к сожалению; it is to be regretted — остается пожалеть, можно пожалеть.

1. Информация, касающаяся этого вопроса, ошибочна.
2. Некоторые ссылки даны на уже устаревшие источники.
3. Вызывает разочарование отсутствие теоретических положений, по-видимому, автора больше интересуют практические вопросы.
4. Непростительны многочисленные опечатки и ошибки в тексте, которые могут привести к искажению смысла.

V. Write a brief summary to the text.

Vocabulary

1.	regulator	- регулирующая инстанция
2.	to negate	- отрицать, сводить на нет
3.	in the first place	- в первую очередь
4.	to give you peace of mind	- дать душевное спокойствие
5.	to run a report	- оформить отчёт
6.	upfront	- предварительно
7.	SLA (service level agreement)	- соглашение об уровне обслуживания

Unit VII
SPEED UP SLOW COMPUTERS

I.   Read the following passages and say what they are about.

Speed Up Slow Computers

Speed is the key to making sure you can be as efficient and productive as possible. It's also important if you need **to run** the newest software and applications. But sometimes a variety of factors can affect your computer's performance and make it harder and more time-consuming to complete even the simplest tasks.

Luckily, there are many ways to either increase your computer's speed or remove the barriers that are preventing it from performing up to its potential. Here are a few **tips and tricks** that may help you get **back up** to speed.

Clean up your hard drives

In some cases, a slow computer could be the result of a full **hard drive**. Computers not only use **on-board memory** (RAM) **to run** software and applications, they can also use portions of the hard drive. If you're **running out** of storage space, then your computer won't have access to these additional resources and you might notice a decrease in speed as a result. It's easy to find some unneeded documents and files to delete, but

you may also be able to delete entire programs if your company doesn't use them anymore.

Windows has a built-in tool called **Disk Cleanup** that will help you find non-essential files to delete. On Windows 7, go to the Start menu and click All Programs, Accessories, System Tools, and Disk Cleanup. It will let you know how much space you can free up. You also have the option to see what Disk Cleanup wants to delete, so it won't automatically remove important files.

When an otherwise **decent** computer starts running slowly, you should check to see if there are any programs **running in the background**. Some applications start running in the background as soon as you turn on your computer; preventing unnecessary programs from doing this will also help your PC's speed.

II.   Make a plan to the given text.

III.   Answer the questions to the text.

1.   Why must your computer's performance be efficient and productive?
2.   What can computers use for running software and applications?
3.   What may happen if your computer is running out of storage space?
4.   What will help you find non-essential files to delete?
5.   How does Disk Cleanup operate?
6.   What else prevents your computer from running speedily?

IV.   Match English equivalents for Russian ones and insert lexicology on business informatics where it is necessary.

1. In the first six chapters the... aspects are worked out подробно с учетом полученных результатов.
2. К сожалению, biochemical data немногочисленны и в большинстве случаев устаревшие.
3. The integration of... and ... evidence is usually весьма успешны.
4. Благодаря совершенно оригинальному подходу к проблеме и

богатому содержанию the chapters provide interesting reading but, к сожалению, приводимая в них информация устарела.

5. Помимо большого охвата литературы to be presented on the part of the authors книга содержит широкий обзор того вклада, который has been made by European and American researches.

6. Familiarity с содержанием монографии will give the reader более глубокое и современное понимание предмета, however, поскольку все ссылки даны in English, without any indication of the original language, это очень затрудняет получение (извлечение) информации.

7. Вызывает сожаление that the editorial work не на таком же высоком уровне, как сама работа and there are много орфографических ошибок, опечаток as well as some of the data ошибочны.

V. Give a brief summary to this text.

Vocabulary

1.	back up	-вспомогательные средства, помощь, поддержка
2.	on-board memory	- вычислительная техника: бортовое запоминающее устройство, внутриплатная память 2)Автоматика: внутриплатное ЗУ
3.	RAM	- оперативная память
4.	to run	- выполнять, запускать
5.	decent	- хороший
6.	to run program in the background	- запускать программу в фоновом режиме
7.	to run out	- не хватать, кончиться
8.	hard drive	- жёсткий диск
9.	tips and tricks	- советы и рекомендации
10.	Disk Cleanup	- программа очистки диска
11.	to run in the background	- работать в фоновом режиме
12.	Accessories	- аксессуары

I.   Read this passage and say what it is about.

Scan computers for viruses

Some of those programs running in the background could actually be viruses. Many **malicious** applications appear to be **legitimate** programs, so you may not recognize them at first. **Malware**, **spyware**, and other viruses can slow down your computers in addition to posing a security threat, so it's a good idea to run an antivirus scan if your computer isn't as efficient as it could be.

There are many antivirus programs available and some of them are free. We suggest searching online to find the latest versions from their original sources or from reputable vendors, don't click to download what looks good without checking it out first. Also, investigate user reviews wherever possible to make sure that (1) the software works well and (2) the latest version is at least as good as what came before it, because sometimes a great software title can **take a sudden turn for the worst**. When there are free and paid versions of an anti-malware solutions available, try the free version first to make sure it will operate the way you expect.

II.   Answer the questions to the text.
1.   Why can't you sometimes recognize malicious applications?
2.   What can viruses do with your computer?
3.   How can you struggle against viruses?
4.   But what should you do first before acquiring antivirus programs?
5.   What version of antivirus programs should try first?

III.   Write an abstract to the above text.

Vocabulary

1.	malicious	- вредоносный
2.	legitimate	- легальный, законный
3.	malware	- вредоносная программа
4.	spyware	- шпионская программа

5.	review	- отзыв
6.	to take a turn for the worst	-измениться к худшему; покачнуться; ухудшаться

I.   Read these passages and say about what extra tools for increasing speed it tells.

Extra tools to help increase speed
If you have already tried cleaning your hard drive and scanning for viruses but your computer still isn't as fast as you'd like, there are a few free tools you can try that may help. One of these tools is called Windows ReadyBoost which uses additional memory from **flash drives** or memory cards to increase the speed of your Windows 7 computer.

All you need is a flash drive or memory card with at least 1GB of free space (recommended) that can **be dedicated to** ReadyBoost. After you connect the flash drive or memory card to your computer and **set it up**, ReadyBoost will use that extra memory to run software and applications. Some memory devices indicate on the packaging that they will work with ReadyBoost.

Periodically run disk defragmenter
Another option for boosting your system's performance is to periodically run Disk Defragmenter. The hard drive stores data in fragments. These fragmented files can **clutter** the drive and cause the system to become **sluggish** over time, because your computer must search the entire drive for all the necessary parts before it can open a file or program. Disk Defragmenter will rearrange the data fragments and organize them in a manner that is more logical so programs and files will open quicker. Click Start; select All Programs, Accessories, and System Tools; and then click Disk Defragmenter. Select a drive and click the Analyze Disk button to determine whether the drive needs defragged. If the percentage in the **Last Run column** is greater than 10%, proceed with the defragging process on that drive.

II. Answer the questions to the text.

1. What tools can you use to increase the speed of your Windows 7 computer?
2. How can you know that memory devices work with ReadyBoost?
3. How does Disk Defragmenter work?
4. In what case can you proceed with the defragging process on the drive?

III. Write a short abstract to this text.

Vocabulary

1.	a flash drive	- внешнее запоминающее устройство, флешка
2.	ReadyBoost	- функция ReadyBoost разработана для устранения проблемы нехватки памяти на компьютере; программная технология фирмы Microsoft, позволяющая компьютерной операционной системе увеличивать быстродействие компьютера за счет памяти флеш-накопителя
3.	to clutter	- загромождать
4.	sluggish	- медленный
5.	defragging process	- процесс дефрагментации
6.	Disk Defragmenter	- дефрагментатор жёсткого диска
7.	to set up	настроить
8.	to defrag	- дефрагментировать
9.	to be dedicated to	- предназначать, специализироваться
10.	Last Run column	- столбец последнего запуска
11.	to proceed with	- продолжить, приступать к

I.   Read these passages and tell what extra steps can be taken to increase the speed of computers.

Update or upgrade your operating system

Something that you may not initially think about when you first notice your computer is slowing down is whether or not the operating system and all of the software is up-to-date. Software companies release regular updates for their products, and many operating systems have downloadable service packs that can improve performance and may even help your computer use resources more efficiently.

There may be some situations where an update won't help because your operating system is simply outdated. If your company uses the latest and greatest software or you have been using the same OS for more than four or five years, it may be time for an upgrade. This is a good alternative to replacing entire computing systems if you know your hardware is capable of running the software and applications your computer needs.

Evaluate your hardware

If you have exhausted all other options, then the reason for your computer's slow-down may be hardware related. All software titles show the minimum and recommended system requirements for them to run on your computer. If your desktop's specs don't match up, then it may be possible to upgrade components. IT personnel may be able to install extra RAM, graphics cards, or other components in aging system.

However, if your computer is five or more years old, it may not be compatible with certain components and new parts may not do enough to increase performance. And it isn't always easy or possible to upgrade laptops. In that case, it may be time to invest in new systems that have the latest hardware, software, and OS.

II.   Express the main idea of each paragraph in a single sentence in English.

III. Answer the questions to the text.

1. How can performance of operating systems be improved?
2. In what case will not an update help improve performance of an operating system?
3. What should the company do in this case?
4. In what case is it possible to upgrade components?
5. When may your computer not be compatible with new parts?
6. What should you do in that case?

IV. Write a brief summary of these two passages.

Vocabulary

1.	update	новинка
2.	hardware	аппаратура
3.	to upgrade	обновить, модернизировать
4.	downloadable service pack	скачиваемый пакет обновлений
5.	desktop	настольный компьютер
6.	to match up	подходить, соответствовать
7.	specs (specifications)	технические спецификации

Unit VIII
MOBILE BUSINESS INTELLIGENCE

I. Read the following article and tell what its main idea is.

II. Scan the article once more and find:

1) the sentence, expressing the main idea of the article;
2) the sentence generalizing the advantage of using mobile BI ;
3) the sentence telling why mobile BI provide new business opportunities;
4) the sentence, containing the conclusion that most mobile BI solutions are for general purpose;
5) the sentence informing about customization options of many mobile BI solutions.

Mobile Business Intelligence

Business intelligence is nothing new to many organizations, and **desktop-based** solutions have been around for quite some time. One thing is new, though: Vendors that have built out their desktop BI offerings have also been working on mobile-based solutions. These mobile BI solutions take advantage of features specific to smartphones and **tablets** to provide information where and when it's needed.

Almost every BI vendor has a mobile BI solution which means that companies today have plenty of options. Some solutions are more generic and others zero in on specific uses, but all of them provide beneficial information for companies in almost every industry.
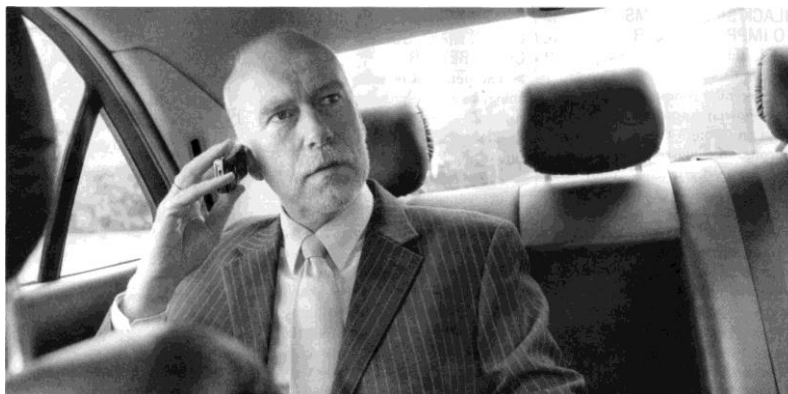
Mobile BI use cases

Companies that will get the most out of **mobile business intelligence** are those that understand the many different applications for the technology as well as the best **interaction** for their needs. It's not what kind of information they can use, it's what they will do with the mobile BI solution and what the use case is.

One particular use case consists of using mobile BI as a management **dashboard**. Management dashboards provide a wealth of information for a variety of different topics, such as data center performance or even warehouse **workflow**. By using mobile BI to **leverage** these types of tools, you can give users an interactive and **engaging** visual experience that we expect from a mobile device, but now with business information.

A similar use case allows companies to optimize the business processes of workers in the field. For example, a taxi driver may use business intelligence to determine when his shift should end and how many more fares he would need to reach his revenue goal.

Another example of a mobile BI use case is content mobilization. This is much less complex than creating management dashboard or other tool for mobile use, and instead is designed to merely make sure that the BI content you already have is mobilized and accessible on tablets, smartphones, and other mobile devices.

The last use case is for companies that want to use mobile BI for analytics or as a part of other mobile applications. For instance, you can **embed** business intelligence into your existing applications or take advantage of BI tools built into **CRM** (Customer Relationship Management) and other commonly used programs. These tools will provide the same types of information you might expect from any other BI solution, but help **gear** it more toward that specific application.

Information access & location-based BI

The great thing about mobile business intelligence is that there really isn't a type of information you can't get on a mobile BI platform that you can get with a traditional desktop. You can still grab crucial customer information, data about industry trends, and other data that can be used to

push your company forward and provide new business opportunities. And depending on your device's network connection, you can access this information almost as quickly on a mobile device. Plus, mobile BI can also provide other types of information in ways that can't necessarily be done on desktop platforms.

What you get is added **geolocation** data for the device being used. You can put that information into context of the analytics. If a customer is using their smarphone and you know the location, you can make location-based service options. If a sales rep or customer service member is using a core device, you know not only location but also the identity of the sales rep's patterns. Both of these can be added into the **equation** where a static desktop solution tells you more about what city or ZIP code the analysis is being performed in.

Suites vs. specialized solutions

Many vendors offer mobile versions of their desktop-based business intelligence solutions, some of which are simply **mobile views** while others are **native** applications, so that would be a good place to start. But depending on what types of information you are trying to collect, you might wonder whether or not you can get the functionality you need from a packaged BI **suite** or if you'll need to invest in individualized solutions.

The truth is that there isn't one solid answer, because it ultimately depends on your specific use case, but luckily there are multiple options available. There are all-in-one solutions that cover both traditional desktop and mobile BI. However, there are solutions that can meet special requirements for connectivity – for example, special hardware with radio **connectivity** – that meet particular needs.

Most mobile BI solutions available on the market are for a **generic** purpose, which means they can be implemented in a variety of use cases. But some tools are better designed to support certain types of information gathering than others. For the two main use cases, **pretty** much every tool will deliver management dashboard and worker **reporting**. It's not limited by the tools, but instead by the strategy that company has and the objectives that it's trying to achieve. If you need mobile analytics or other

use cases, then you would need to look deeper into the tool's capabilities to make sure it fits your needs.

Customize the user experience

If for any reason a mobile business intelligence solution just doesn't quite fit, keep in mind that most of these tools offer some form of **customization t**hat may move them closer to your requirements. And most vendors also offer different versions of their solutions dependent on operating system, so those solutions are specifically designed to work both with devices deployed by your organization and devices introduced as part of a BYOD (bring your own device) policy. Additionally, many mobile BI solutions offer customization options so users can quickly access data and know exactly what they're looking at. It all comes down to what your employees **are comfortable with**.

A fit for almost any company

The ultimate goal of mobile business intelligence is to not only provide mobile workers with easy access to information, it is also about providing an experience that will convince your workforce to take advantage of the BI solutions your organization has invested in.

Mobile BI is more about ease of use, easy access, and information **pervasiveness** than mobility. You don't need to be a company with people working on the road or with large warehouses where people move around to use mobile BI. It's a great way of increasing the return on investment of existing BI platforms because with these tools and due to their ease of use, they'll be able to attract new users and that's always good for a BI environment.

III. Read the text and find English equivalents to the following.

1. Ваши сотрудники смогут использовать преимущества решений BI.
2. Различные варианты решения зависят от операционной системы.

3. Эти решения специально разработаны для работы с устройствами, развернутыми в организации.

4. Решения "все в одном" охватывают как традиционные настольные, так и мобильные BI.

5. Решения бизнес-аналитики на основе настольных компьютеров могут быть просто мобильного вида или «родным» приложением.

IV. Answer the questions to the text.
1. What is new now about business intelligence?
2. What are the advantages of a mobile BI solution?
3. In what case can companies get the most out of mobile business intelligence?
4. What does the first use case of mobile BI consist of?
5. What do dashboards provide?
6. What is meant by content mobilization?
7. How can you use mobile BI for analytics or as a part of other mobile applications?
8. What is three advantages of mobile BI comparing it with a traditional
9. desktop?
10. What benefits can you get from geolocation?
11. What does the choice between a packaged BI suite and individualized solution depend upon?
12. What solution can cover both traditional desktop and mobile BI?
13. What is meant by using mobile BI solution for a generic purpose?
14. What are two main use cases of every tool?
15. Why do vendors provide different versions of their solutions dependent on operating system?
16. What are these different versions designed for?
17. What two goals does mobile business intelligence achieve?
18. Why can we say that using mobile BI is a great way of increasing the return on investment of existing BI platforms?

V. After studying cliché for assessment of work, conclusion and recommendations translate the sentences given below.

Для заключения авторы рецензий чаще всего пользуются общепринятыми штампами типа:

in conclusion—в заключение it can be said —можно сказать;

it can be highly recommended — можно с уверенностью рекомендовать;

it is an outstanding event (achievement) — это выдающееся событие (достижение);

it is to be warmly welcomed — нужно всячески (горячо) приветствовать;

in spite of (minor faults) it should be recommended — несмотря на (мелкие погрешности), она должна (может) быть рекомендована;

valuable as it is to ... it is of even greater value to... — при всей своей ценности для... она представляет еще большую ценность (значение) для...

an invaluable aspect of the book is...—неоценимое значение книги в том, что...

incidental (mistakes) in no way prevent...— случайные (ошибки) никоим образом не мешают (не умаляют)...

1. Однако все эти ошибки и недостатки случайны и никоим образом не умаляют достоинства работы.

2. Нужно приветствовать любую попытку продолжить исследование.

3. Рецензируемая работа является выдающимся событием этого года.

4. В заключение следует сказать, что эта работа является большим достижением и очень важным вкладом в современную науку.

5. Эту книгу можно с уверенностью рекомендовать всем тем, кто интересуется данной областью науки.

6. Несмотря на (такие) мелкие погрешности (minor faults), книга может быть рекомендована как исчерпывающий (comprehensive) источник

всевозможных сведений и идей.

7. При всей своей ценности для исследователей (специалистов) эта работа может быть еще интереснее для студентов.

8. Тот, кто хотел бы познакомиться с современными научными концепциями и местом, которое они занимают в широкой сфере естественных наук, должен читать и изучать эту монографию.

9. Несмотря на мелкие погрешности, эту книгу нужно всячески приветствовать и она должна быть во всех библиотеках.

VI. Write a short review of this article. Highlight the following points:1) what this article presents; 2) the output of the article; 3) brief description of the work structure; 4) main advantages and disadvantages; 5) evaluation and recommendations of an article.

VII. Write a summary of the above passages.

Vocabulary

1.	desktop-based	- на основе настольного компьютера
2.	tablet	- планшет
3.	smartphone	- смартфон
4.	generic	- общий, универсальный
5.	mobile business intelligence	- мобильная бизнес аналитика; мобильное управление компанией.
6.	interaction	- взаимодействие
7.	dashboard	- приборная панель, щиток управления, панель управления
8.	workflow	- технология, технологический процесс
9.	engaging	- привлекательный
10.	intelligence	- информационные, интеллектуальные ресурсы, сведения, аналитика

11.	to embed	- внедрить, вставить
12.	CRM (Customer Relationship Management)	- система управления взаимоотношениями с клиентами
13.	to gear	- приспосабливать, связывать
14.	geolocation	- геолокация (предоставляет информацию о местоположении пользователя на основе его IP адреса)
15.	equation	- уравнение, формула
16.	mobile views	- мобильный просмотр
17.	native application	"родное" приложение (программный продукт, предназначенный для непосредственной работы с определенной вычислительной системой без использования режима ее эмуляции
18.	suite	- комплект
19.	connectivity	- соединение, связь, подключаемость
20.	pretty	- довольно, достаточно
21.	worker reporting	- отчётность работника, сообщение
22.	customization	- настройка, адаптация, персонализация, подгон под потребителя
23.	pervasiveness	- распространенность
24.	to leverage	- использовать
25.	to come down to	- сводиться к чему-либо
26.	to be comfortable with	- устроить кого-либо, подходить кому-либо

Unit IX
FACIAL RECOGNITION APPLICATIONS – SECURITY, RETAIL, AND BEYOND

I. Scan the following passage of the article and tell what issues it raised.

II. Find thematic words in the article. Read them and translate.

Facial Recognition Applications – Security, Retail, and Beyond

Facial Recognition Applications Overview

Facial recognition technology has been traditionally associated with the security sector but today there is active expansion into other industries including retail, marketing and health. As market demand increases and industry-specific needs arise, many companies are exploring how AI can offer a competitive edge.

To gauge the growing impact of AI on **facial recognition** technology across industries, this sector was researched in depth to help answer questions business leaders are asking today, including:

• What types of AI applications are currently in use in the facial recognition technology sector – and how are they being implemented in industries such as security and healthcare?

• What **tangible** results have been reported on AI facial recognition applications that are being implemented across industries?

• Are there any common trends among these innovation efforts – and how could these trends affect the future of the facial recognition technology sector?

This article breaks down applications of artificial intelligence in the facial recognition technology market to provide business leaders with an understanding of current and emerging trends that may impact their sector.

Based on our assessment of the applications in the field today, the majority of facial recognition use-cases appear to fall into three major categories:

- Security: Companies are training deep learning algorithms to recognize **fraud detection**, reduce the need for traditional passwords, and to improve the ability to distinguish between a human face and a photograph.
- Healthcare: Machine learning is being combined with computer vision to more accurately track patient medication consumption and support pain management procedures.
- Marketing: **Fraught** with ethical considerations, marketing is **a burgeoning domain** of facial recognition innovation, and it's one we can expect to see more of as facial recognition becomes **ubiquitous**.

III. Answer the following questions to the passage.

1. What industries is facial recognition technology now associated with?
2. What are the reasons that many companies are now exploring the possibilities of facial recognition technology?
3. What questions concerning facial recognition technology are business leaders mostly interested in today?
4. Into what three categories do facial recognition use-cases fall into?
5. Why are companies training deep learning algorithms for security applications?
6. Why is marketing becoming a burgeoning domain of facial recognition innovation?

IV. Write a brief summary of the given passage.

Vocabulary

1. facial recognition	- распознавание лица
2. fraud detection	- обнаружение мошенничества
3. a burgeoning domain	-растущий, бурно развивающийся домен, сфера, область
4. ubiquitous [juːˈbɪkwɪtəs]	- повсюду, распространённый
5. To gauge	- оценить, измерить
6. tangible results	- весомые, ощутимые, реальные результаты
7. competitive edge	- конкурентное преимущество
8. deep learning algorithms	- «Глубокое обучение» — это вид машинного обучения, основанный на нейросетях
9. fraught	- преисполненный

I. Read the following passage and match the suitable titles.

A. Shoplifting prevention.
B. Facial recognition controversy.
C. Account security.
D. The challenge of distinguishing between a human face and a photograph.
F. Means including facial recognition and other possibilities.

Security

1. -------------------------------------

Occasionally, facial recognition technology may not be able to distinguish between a human face and a photograph. As a result, this **flaw** can greatly **compromise** security efforts. In an effort to address this challenge, Trueface.AI, the developers of a facial recognition doorbell called Chui, are using deep learning and facial recognition technology to distinguish a human face from a photograph.

Trueface.AI's deep learning algorithm was reportedly trained on thousands of examples of "attacks" that the team collected over the years. It has been reported that Trueface.AI's technology is being implemented by companies across a number of industries including healthcare and banking. However, the team is **keeping the specifics under wraps** for now.

2. ----------------------------------

Arguably one of the larger companies in the AI facial recognition space, Kairos uses machine learning and computer vision **to run its suite of tools** which include standard facial recognition features and other options such as gender, age and ethnicity detection.

Kairos has published some case studies on its website to provide examples of its applications across multiple industries.

3. --

In the retail sector, major retailers appear to be exploring facial recognition technology for security purposes. However, some **efforts have been met** with consumer privacy concerns.

In 2015, Walmart **reportedly** began testing facial recognition in some of its stores in an effort to identify **shoplifters** but subsequently ended its use. The retail giant later publically acknowledged the tests and claimed that the technology did not provide an adequate ROI to justify continued use. It appears that the unfavorable publicity may have been one of the main reasons behind this decision.

4. --

In 2016, **speculation** that Saks Fifth Avenue's new Toronto location would utilize facial recognition **made headlines**. However, in response to an inquiry on the retailer's twitter page, Saks denied any use of facial recognition technology at that particular location. However, during the Twitter exchange an attempt to clarify if the technology is used in Saks New York locations was not **responded to.**

5. --

Passwords have become a **burdensome** cost of navigating the Internet environment. MasterCard is one of the financial institutions looking **to circumvent** the need for passwords through facial recognition. The MasterCard Identity Check Mobile app reportedly verifies online payments through either fingerprint or facial recognition. App users are able to verify their payments by using their smartphone camera to capture a picture of their faces.

Thus security is still considered the most prominent industry applying facial recognition technology. One reason for this trend is the importance of customer security across industries. The security sector **is poised to** continue to offer technology developers a robust market and provide investment opportunities for businesses.

Among security applications in banking, industry players are taking a strong interest in using computer vision and facial recognition to eventually eliminate the need for passwords. As efforts expand, data security and privacy will continue to be primary challenges. At this early stage, facial recognition technology may be particularly at risk of fraud and may require more time before wider implementation occurs.

II. Answer the questions to the passage.

2. What flaw can compromise security efforts?

3. What do Trueface.AI, the developers of a facial recognition use to distinguish a human face from a photograph?

4. In what industries is Trueface.AI's technology being implemented?

5. What purposes does Kairos use machine learning and computer vision for?

6. For what purposes are major retailers exploring facial recognition technology?

7. What were two reasons why such giant as Walmart ended to use facial recognition technology?

8. Why do you think Saks Fifth Avenue's new Toronto location denied any use of facial recognition technology?

9. Why is MasterCard looking to get round the need for passwords through facial recognition?

10. What are the reasons that security is still considered the most prominent industry applying facial recognition technology?

11. What will continue to be primary challenges for facial recognition technology?

III. Write a brief summary of the given passage.

Vocabulary

1. to compromise	- дискредитировать, ставить под угрозу
2. reportedly	- по сообщениям, как сообщают
3. to keep the specifics under wraps	- сохранять детали в тайне
4. arguably	- возможно, вероятно
5. to run a suite of tools	- запустить, использовать набор инструментов
6. a shoplifter	- магазинный вор
7. to meet efforts	- предпринять усилия
8. unfavorable publicity	- неблагоприятная реклама, гласность, публичность, огласка
9. speculation	- размышление, раздумывание
10. to make headlines	- попасть в заголовки
11. to respond to	- отвечать на, реагировать на
12. burdensome	- обременительный
13. to circumvent	- обходить, обойти
14. flaw	- недостаток
15. controversy	- дебаты, дискуссия, спор
16. to be poised to do something	- быть готовым что-то сделать

I.   Scan the following passage of the article and tell what issues it raised.

II.   Match a suitable title for each paragraph of the passage.

A. The directions of improving facial recognition tools;
B. The need of perfecting traditional pain assessment methods;
C. Aggregation of all cues for assessment of pain level;
D. A major Healthcare challenge;

E. 3 main functions of facial recognition technology;

F. The interest of companies in adoption of its technology for a wider range of medical conditions**.**

Healthcare

AiCure – Medication adherence

1. Medication non-adherence or non-compliance occurs when a patient fails to take their medication as prescribed by his or her physician. This is a major challenge in the U.S., occurring among approximately 50 percent of patients who receive medication prescriptions. Founded in 2010, AiCure is an AI company using facial recognition technology and computer vision to improve **medication adherence** practices. The company's algorithm-driven software is delivered through an app and AiCure claims that it can be accessed on any mobile device.

2. The app reportedly performs three core functions: it identifies the patient, identifies the prescribed drug and can visually confirm if the drug has been **ingested** by the patient. Dates and time stamp data are collected for each pill taken by the patient.

3. Based on its website, the company does not appear to be focused on a particular disease or age demographic and appears interested in broad adoption of its technology across applicable medical conditions. Companies like AiCure are poised **to become** increasingly **relevant** as the healthcare industry continues to integrate technology and AI solutions **to improve patient outcomes.**

ePAT – Pain management

4. In the healthcare setting, performing an accurate assessment of patient's pain level is an imperfect science. Certain traditional pain assessment methods rely significantly on a patient's description of his or her pain level. While non-verbal pain assessments tools are available, **inherent bias**, reliability and sensitivity are some of the challenges encountered regardless of the tool.

5. The facial recognition technology platform ePAT is a point of care app designed to detect facial expression nuances which are associated with pain. App users can also reportedly enter data on "non-facial pain **cues**" such as "vocalisations, movements and behaviours" which are then aggregated to provide **a pain severity score**.

6. Research has shown the need for more quality **point of care** mobile apps in the healthcare industry. Specifically, applications capable of delivering "meaningful, timely and accurate" results are highly desirable. As existing companies continue to expand clinical research efforts to prove the **efficacy** of their facial recognition tools, implementation within the healthcare setting should increase. It is **plausible** that steady growth will occur in the next 3 to 5 years.

III. Answer the questions to the above passage.

1. When does medication non-adherence occur?
2. Why is medication non-adherence a major challenge in the U.S.?
3. What company is using facial recognition technology and computer vision to improve this situation?
4. How is the company's algorithm-driven software delivered?
5. What functions do applications perform?
6. Is the company focused on a particular disease or age demographic?
7. What do traditional pain assessment methods rely on?
8. How does the facial recognition technology assess patient's pain level?
9. What data on "non-facial pain **cues**" can app users enter?

IV. **Write a brief summary of the above passage.**

Vocabulary

1. medication adherence	- соблюдение предписания приёма медикаментов
2. to ingest	- глотать, проглатывать
3. to become relevant	- стать актуальным
4. to improve patient outcomes	- улучшить результаты лечения
5. inherent bias	- внутренняя предубеждённость, предвзятость
6. a cue	- сигнал
7. efficacy	- эффективность, сила
8. plausible	- возможно, вероятно
9. non-compliance	- несоблюдение, невыполнение
10. a pain severity score	- оценка тяжести боли
11. point of care	- место оказания помощи

I. Read the text and find a sentence or the sentences, expressing the main idea of the text.

<u>**Marketing**</u>

FaceDeals – Target marketing

Applications of facial recognition technology in the marketing sector can potentially support efforts to improve customer loyalty. However, the technology has encountered challenges appealing to consumers due to privacy concerns.

For example, the app Facedeals aimed to target customers with special offers from businesses they frequent by integrating facial recognition with their Facebook profiles. Specifically, facial recognition cameras would be installed at the business entrance which would recognize customers as they enter. Simultaneously, the customer would receive a

notification of **a customized deal** to their smartphone based on his or her Facebook "Like" history

Consumers did not take to the technology as anticipated which led Facedeals to reportedly change their name to Taonii, a mobile app that essentially performs the same functions without the facial recognition component. However, it is unclear how Taonii has performed. The company's website provides limited info and its Facebook page has not been updated since its launch in 2014.

The security sector continues to offer technology developers a robust market and provide investment opportunities for businesses.

A trend of taking a strong interest in using computer vision and facial recognition is apparent among AI security applications within the retail industry. Companies are attempting to balance the possibilities offered by the technology while maintaining the **bottom line** and **consumer confidence.** Transparency regarding how retailers intend to use the facial recognition can be **a double edge sword** thus we expect the sector to more slowly adopt this technology.

We expect to see continued implementation of facial recognition technology across industries, with certain sectors **leading the race** when it comes to innovation efforts.

II.   Agree or disagree using following words: *I quite/completely/agree; I can't agree; I think it is not so; It is wrong; on the contrary*

1.   Facial recognition technology can improve or destroy customer loyalty.
2.   A customer would be recognized only after a customized deal.
3.   Taonii, a mobile app, performs exactly the same functions as Facedeals.
4.   The security sector provides technology developers a steady market and investment opportunities for businesses.

III. Answer the questions to the above passage.

1. What challenge has facial recognition technology encounter in the marketing sector?
2. Why did not consumers take the technology as anticipated?
3. Why did Facedeals change their name to Taonii?
4. Why does security sector continues to develop?
5. What is the relation of companies to facial recognition technology?

IV. **Write a brief summary of the above passage.**

Vocabulary

1. a customized deal	- индивидуальная сделка
2. to take as anticipated	- принять как предполагалось
3. bottom line	- чистая прибыль
4. a double edge sword	- палка о двух концах
5. to lead the race	- возглавить гонку
6. consumer confidence	- потребительское доверие
7. robust	- надёжный

CONCLUSION

Особое значение в вузе при обучении иностранному языку имеет приобретение студентами профессиональных компетенций, знаний, умений и навыков с целью извлечения нужной информации из различных зарубежных источников для дальнейшего применения её в своей профессиональной деятельности.

Данное учебное пособие предназначено для студентов, обучающихся по программам бакалавриата и магистратуры направления подготовки «Бизнес-информатика». Тематика разделов-уроков посвящена актуальным проблемам, новейшим разработкам и достижениям в области бизнес-информатики, таким как мобильная бизнес-аналитика, система управления взаимоотношениями с клиентами, способы модернизации операционных систем, преимущества и недостатки тех или иных хранилищ данных. Вокабуляр, представленный в каждом разделе, содержит новейшую терминологию, позволяющую работать не только с текстами данного пособия, но в дальнейшем и с другими современными зарубежными источниками.

Задания на развитие навыков просмотрового и поискового чтения дают студентам возможность быстро определить ценность научно-технической информации того или иного источника. Разработанные упражнения и задания позволяют отработать навыки научно-технического перевода, аннотирования и реферирования для использования источников на иностранном языке с целью знакомства с публикациями и извлечения информации по интересующим профессиональным вопросам и проблемам.

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APPENDIXES

Отличия аннотации от реферирования	
Аннотация (Summary / Abstract / Annotation) Аннотация (лат. Annotatio - «замечаю») – предельно краткая характеристика содержания оригинала (статьи, книги, в которой указывается его тематика и даётся перечень основных вопросов («замечает их»)	Реферат Precis ['preisi:] (заимствование из франц. языка) Реферат (лат. refero - «сообщаю») – краткое, но достаточно точное изложение оригинала, отражающее основную информацию по рассматриваемым в оригинале вопросам («сообщает о них»)
Объём	
300 п.зн. (иностр.) / 500 п.зн. (русс.) Иногда это всего одно предложение.	1/10 от объема оригинала. Учебный реферат: от 50 до 100 слов. 2000 печатных знаков для реферативного журнала.
Цели	
Представление только о теме первоисточника и облегчение поиска необходимой информации по заданному вопросу	Краткое точное изложение содержания документа, включающее основные фактические сведения и выводы без искажений и субъективных оценок

Алгоритм составления аннотации

1. Запишите заголовок аннотационной работы с указанием фамилии ее автора, названия издательства, места и года издания, количества страниц, таблиц и т. д.

2. Пронумеруйте абзацы текста.

3. Просмотрите текст и определите его ведущую тему.

4. Читая текст абзац за абзацем, определите тему и подтемы каждого абзаца и выпишите их вместе с номером каждого абзаца. Таким образом составьте логический план текста.

5. Дайте описание выделенных пунктов плана, используя ключевые фрагменты и языковые клише.

6. Прочтите составленный текст аннотации и отредактируйте его.

7. В заключение укажите свою фамилию и инициалы, номер группы и дату.

Алгоритм составления реферата

1. Прежде чем начать реферировать материал, внимательно прочитайте его, досконально поймите все нюансы его содержания, разберитесь в научной стороне освещаемого вопроса и, если нужно, пополните свои знания из других доступных источников. Известную помощь здесь могут оказать различные энциклопедические справочники или отраслевые лексиконы, а также специальная литература на родном языке.

2. Приступайте к составлению подробного плана всего первоисточника. Весь материал разбивается на разделы, подразделы и пункты. Часто уже сам источник имеет такую разбивку. Желательно все пункты такого плана формулировать назывными предложениями, оставляя на бумаге после каждого пункта этого плана свободное место для последующего формулирования главной мысли этого раздела. Назывные предложения плана легче всего преобразовать

В предложения, формулирующие главную мысль каждого раздела, что и составляет сущность самого реферирования.

3. Выделите главную мысль каждого раздела и важнейшие доказательства, подкрепляющие эту мысль. Главная мысль и важнейшие доказательства записываются одним-двумя по возможности краткими предложениями. Постарайтесь полностью отвлечься от языка оригинала, ничего не переводите, выделите лишь главную мысль и сумейте кратко сформулировать ее.

4. Завершив таким путем обработку всех пунктов плана, сформулируйте главную мысль всего первоисточника, если это не сделано самим автором. Обычно автор формулирует главную мысль и все выводы в конце источника.

5. Составьте текст реферата, начав с его формальной части, т. е. с предметной рубрики, темы и выходных данных, после чего запишите формулировку главной мысли и последовательно все полученные формулировки по каждому из пунктов плана, а также вывод автора по материалу в целом.

6. Завершите реферат кратким комментарием по такой схеме: а) актуальность всего материала, б) на кого материал рассчитан,

в) степень прогрессивности материала, г) какой круг читателей он может заинтересовать.

7. Составив полный текст реферата, прочитайте его снова и, если необходимо, стилистически отшлифуйте, стремясь увязать отдельные пункты реферата в единый связный текст. Добивайтесь плавного и логического развития единой для всего материала мысли.

8. Снова прочитайте весь источник и немедленно вслед за этим весь составленный реферат. Затем реферат перепишите набело.

Cliché for Writing Abstracts and Precis

Клише – *это речевой стереотип, готовый оборот, используемый в качестве легко воспроизводимого в определенных условиях и контекстах стандарта.*

1. Общая характеристика статьи: The paper (article) under discussion (consideration) is intended (aims) to describe (explain, examine, survey) …

2. Задачи, поставленные автором: The author outlines (points out, reviews,

analyses)…

3. Оценка полученных результатов исследования: The results obtained confirm (lead to, show)…

4. Подведение итогов, выводов по работе: The paper summarizes, in summing up to author, at the end of the article the author sums up...

Образцы клишированных аннотаций на английском языке

The article deals with …

As the title implies the article describes ...

The paper is concerned with…

It is known that…

It should be noted about…

The fact that … is stressed.

A mention should be made about …

It is spoken in detail about…

It is reported that …

The text gives valuable information on…

Much attention is given to…

It is shown that…

The following conclusions are drawn…

The paper looks at recent research dealing with…

The main idea of the article is…

It gives a detailed analysis of…

It draws our attention to…

It is stressed that…

The article is of great help to …

The article is of interest to …

….. is/are noted, examined, discussed in detail, stressed, reported, considered.

Образцы клишированных рефератов на английском языке

The paper is devoted to (is concerned with) ….

The paper deals with ….

The investigation (the research) is carried out ….

The experiment (analysis) is made ….

The measurements (calculations) are made ….

The research includes (covers, consists of) ….

The data (the results of …) are presented (given, analyzed, compared with, collected)

….

The results agree well with the theory ….

The results proved to be interesting (reliable) ….

The new theory (technique) is developed (worked out, proposed, suggested,

advanced) ….

The new method (technique) is discussed (tested, described, shown) ….

This method (theory) is based on ….

This method is now generally accepted ….

The purpose of the experiment is to show ….

The purpose of the research is to prove (test, develop, summarize, find) ….

Special attention is paid (given) to ….

Some factors are taken into consideration (account) ….

Some factors are omitted (neglected) ….

The scientists conclude (come to conclusion) ….

The paper (instrument) is designed for ….

The instrument is widely used ….

A brief account is given of ….

The author refers to …

Reference is made to ….

The author gives a review of ….

There are several solutions of the problem ….

There is some interesting information in the paper ….

It is expected (observed) that ….

It is reported (known, demonstrated) that ….

It appears (seems, proves) that ….

It is likely (certain, sure) ….

It is possible to obtain ….

It is important to verify ….

It is necessary to introduce ….

It is impossible to account for ….

It should be remembered (noted, mentioned) ….

Логико-грамматические лексические единицы, характерные для английской научно-технической литературы

about около; приблизительно

above выше; над; сверх; вышеописанный

accordingly таким образом; соответственно; поэтому

according to согласно

account for отвечать; объяснить

a few несколько

aforementioned вышеупомянутый

after a while через некоторое время

after the manner по способу

again снова; опять

against против; к

a great deal of много

ahead of time заблаговременно

alarmed by обеспокоенный

a little немного

all at once неожиданно

along with одновременно; наряду; вместе с

a lot of много

a. m. (ante meridiem) *(во столько-то часов}* до полудня

and in particular и в частности

and so forth, and so on и так далее

and the like и тому подобное

a number of несколько; ряд

any longer уже; больше не

apart на расстоянии; врозь

apart from помимо; кроме

as как; так как; когда; тогда когда; по мере того как; в качестве

as a matter of fact на самом деле; фактически, собственно говоря

as an alternative вместо

as appropriate соответственно

as a result в результате

as a rule как правило

as a whole в целом

as early as уже; еще

as...as так же, как и

as close as possible как можно точнее

as compared with по сравнению

as far as ... is concerned что касается

as for что касается; относительно; вплоть до

as high as так же высоко, как

aside from помимо; кроме

as if как будто

as in the case как в случае с; как обстоит дело

as long as поскольку; до тех пор, пока

as many as, as much as сколько; столько...сколько; в количестве

as regards что касается

as short as possible как можно короче

as soon as как только

as short as possible как можно короче

as soon as как только

as soon as possible как можно скорее

as to что касается

as well также

as well as так же как; а также и

as yet до сих пор

at при; в, на

at all вообще; совсем

at all events при всех условиях; во всяком случае

at a glance сразу; с первого взгляда

at any rate по крайней мере; во всяком случае

at a time одновременно

at first сначала

at first glance на первый взгляд

at issue рассматриваемый

at last наконец at least по крайней мере

at once тут же; сразу же

at present в настоящее время

at random наугад; произвольно

at the request по просьбе

at the cost за счет

at the same time в то же самое время

at will по желанию; произвольно

aware of отдавая себе отчет

back and forth взад и вперед

be alike быть похожим

bear in mind иметь в виду; помнить

bearing in mind принимая во внимание, учитывая

because потому что; так как

because of вследствие; из-за; по причине

become effective входить в силу

be concerned with касаться; иметь дело

be due to обусловливаться

before long вскоре; скоро

be like быть подобным

be likely вероятно

be of (no) use быть (бес) полезным

be of the opinion выражать мнение

be responsible for объяснять; являться причиной

besides кроме того; помимо

beyond doubt несомненно

beyond question вне сомнения

both оба

both... and как ..., так и; и ... и

but кроме; но; только

but for если бы не

by all means непременно; обязательно

by chance случайно

by correspondence путем переписки

by far непосредственно; немного

by hand вручную

by means of при помощи; посредством;путем

by no means никоим образом; ни в коем случае

by reason of вследствие; из-за

by reference to ссылаясь на; относительно; что касается

by some means or other тем или иным способом

by then к тому времени

by the way между прочим

by turns по очереди

by virtue of в силу; благодаря; посредством

by way of посредством; с целью

come to term with прийти к соглашению с кем-либо

compatible with совместимый

concerned at озабоченный

concerning относительно

conform with соответствовать

consequently поэтому; следовательно

consideration should be given to следует обратить внимание на

deal with иметь дело; рассматривать

depending on зависящий; в зависимости от

despite несмотря на

down to вплоть до

due должный; надлежащий

due to вследствие; по причине; благодаря: из-за: в силу

either любой, каждый (из двух)

either... or или...или, либо...либо

emphasizing подчеркивая

end to end непрерывный

entry into force вступление в силу

even даже, ровный, четный

even if если даже

ever since с того времени, с тех пор

every bit во всех отношениях, во всяком случае

every now and then то и дело, время от времени

every so often время от времени

except кроме, кроме как

except for за исключением, кроме

exceptionally в виде исключения

except that кроме того, что; за исключением того, что

exclusive of не считая, исключая

far less гораздо меньше

far more значительно больше

few мало

figure of merit коэффициент качества

first первый, сначала, во-первых

first of all прежде всего

first rate первоклассный

for для, за, в течение, так как

for all that несмотря на все то

for consideration для рассмотрения

forever навсегда, вечно

for example, for instance например

for lack of из-за отсутствия

former первый

for once на этот раз, в виде исключения

for preference предпочтительно

for short короче, для краткости

for that purpose для этой цели

for the first time впервые

for the rest в остальном

for the sake of ради, во имя

for the time being на время, пока

for this reason по этой причине

for want of из-за недостатка

from time to time время от времени

further дальше, еще, следующий, кроме того

furthermore более того

further on дальше

general общий, главный

generally speaking вообще говоря

get rid of освобождаться от

give rise to вызывать, иметь результатом

go into operation вступать в действие

greatly очень, в значительной степени

half and half пополам

half as much в два раза меньше

have nothing to do with не касаться; не иметь никакого отношения

having considered приняв во внимание

having endorsed одобрив

having examined рассмотрев

having expressed выразив

having regard to принимая во внимание

having taken note приняв к сведению

hence следовательно

hereafter в будущем

hereat при этом

herein в этом; здесь

hereinafter ниже; в дальнейшем

hereof отсюда; из этого

hereto к этому

hereupon вслед за этим; после этого

herewith посредством этого; настоящим

highly весьма

however однако

if any если таковые вообще встречаются

if at all если это вообще будет

if ever если когда-либо это бывает

if everything если что-либо и бывает

if only если бы только

in accordance with в соответствии с; согласно

in addition to кроме того; в дополнение к

in advance заранее; вперед

in any event так или иначе; в любом случае

inasmuch ввиду того, что

in behalf of для; ради

in case в случае, если

in certain respect в некотором отношении

in common with совместно

in comparison to (with) по сравнению с

in compliance with в соответствии с

in conformity with в соответствии с

in conjunction with в связи с

in connection with в связи с

in consequence of в результате; вследствие

in contrast в противоположность (этому)

in detail подробно

in due time в свое время

in effect в действительности; в сущности

in evidence заметный

in excess of больше, чем

in fact действительно; на самом деле

in favour (of) в пользу

in force (находиться) в силе

in front of перед; впереди

in general вообще

in honour of в честь кого-либо

in its entirety полностью

in its turn в свою очередь

in line with в соответствии

in many respects во многих отношениях

in mind помнить; иметь в виду

in my eyes по-моему; на мой взгляд

in no case ни в коем случае

in no time моментально

in order в порядке; для того, чтобы

in other words другими словами

in outline в общих чертах

in part частично

in particular в особенности; в частности

in place of вместо

in point рассматриваемый

in proportion to пропорционально

in pursuance of согласно чему-либо; выполняя что-либо

in quantity в большом количестве

in question тот, о котором идет речь; рассматриваемый; обсуждаемый

in reference to ссылаясь на; относительно

in regard to относительно; в отношении

in relation to относительно

in respect of что касается; в отношении

in response to в ответ на

in sequence один за другим; последовательно

in series последовательный, подряд

in short короче говоря

in spite of несмотря на

instead of вместо того, чтобы

in step синхронно

in succession последовательно

in such a way таким способом

in terms of в виде; на основе; в единицах; в выражениях

in the connection with в связи с этим

in the course of в процессе; в ходе

in the event of в случае

in the limit of в пределах; ограниченно

in the long run в конце концов

in the main в основном

in this way таким образом

in time вовремя

in turn в свою очередь; по очереди

in use используемый

in view of ввиду; принимая во внимание; с целью

in virtue of посредством; благодаря

irrespective of безотносительно

it follows отсюда (следует)

it goes without saying само собой разумеется

it is high time давно пора

it is necessary необходимо

it is no wonder неудивительно

it is of interest интересно

it is safe to say можно с уверенностью сказать

it is to be noted необходимо заметить

it is unlikely маловероятно

it stands to reason ясно; очевидно

it will be noted следует отметить

just in time как раз вовремя

just the same все равно; одно и то же

keep in mind помнить; иметь в виду

keeping in mind имея в виду; принимая во внимание

kind of своего рода

last последний; прошлый

last but one предпоследний

least наименьший; в наименьшей степени; менее всего

liable подверженный; подлежащий

like похожий; одинаковый; подобный

likely вероятно;вероятный

little маленький; мало

make terms with прийти к соглашению

matter вопрос; дело

mean средний; означать

means средство; означает

meet demand отвечать требованиям; удовлетворять нужды;

merely только; единственно

minute мельчайший

more or less более или менее

much много

namely а именно; то есть

needless to say нечего и говорить

neither ни один из

neither... nor ни ... ни

nevertheless тем не менее

no longer больше не; уже не

no matter (how) безразлично; независимо от

none the less нисколько не меньше

no sooner -. than, едва; как только

notably исключительно; особенно; весьма

not only ... but also не только ... но также

not so „. as не такой ... как

notwithstanding невзирая на

nought нуль *(главным образом в математике)*

no wonder неудивительно

numerous многочисленный

of course конечно

of principle принципиальный

off the point не по существу

of value ценный

on account из-за; вследствие

on a par в среднем; наравне

on behalf of от имени; во имя

once как только; после того, как; однажды

once and again неоднократно

once and for all раз и навсегда

once more еще раз

one and the same thing одно и то же

only только; единственный

only just только что

only that за исключением того, что

on no account ни в коем случае

on record зарегистрированный

on the basis of на основании; на основе

on the contrary наоборот; напротив

on the one hand с одной стороны

on the other hand с другой стороны

on the part of со стороны

on the strength of на основании

on the understanding that на том условии, что

on the whole в целом

on this evidence в свете этого

or so кроме; помимо; приблизительно

other than кроме; помимо

otherwise иначе

out of date устаревший

out of place не на месте

over над; через; по

over a period на протяжении

owing to из-за; вследствие; благодаря

partially частично

particular особый

partly частично

pay attention обращать внимание

pending вплоть до; в ожидании; в течение

per annum в год; ежегодно

per day в день

per diem в день

per mensem в месяц

per mille на тысячу

p.p по поручению

per pro. по доверенности

per se по существу

pertaining to относящийся к...

per unit на единицу

p. m. (post meridiem) *(во столько-то часов)* пополудни

point of interest интересующий вопрос

presently теперь; сейчас; вскоре

prior to до

provide обеспечивать; предусматривать

providing, provided при условии, если

provide for обеспечивать

pursuant to соответственно; согласно чему-либо

put into operation ввести в действие

put into use ввести в действие

quite a few много

quite a number много; целый ряд

rather скорее; довольно

rather than не; скорее чем

recalling напоминая; вспоминая

recognizing признавая

recognizing and appreciating признавая и высоко ценя

regarding относительно

regardless независимо

relative to относительно; что касается

resolve further решать далее

result from получаться в результате

result in иметь результатом; приводить к; выражаться в

roughly приблизительно; в общих чертах

rule of a thumb эмпирический метод; приблизительный

say скажем

scarcely едва; вряд ли

secondly во-вторых

similar to подобный

since с; с тех пор, как; так как; поскольку

since then с тех пор

so так; так, что; такой; таким образом; около этого

so as так, чтобы

so far до сих пор; до тех пор, пока

so far as possible по мере возможности

so long as поскольку; пока

some time or other когда-нибудь

somewhat в некоторой степени

sooner or later рано или поздно

so that так, чтобы; при этом

so to say так сказать

step by step постепенно

subject to при условии; если

such такой (же)

such as такой ... как

such is the case так обстоит дело

such that такой (такие), что

take account of учитывать; принимать в расчет

take advantage of воспользоваться; использовать

take all steps принять все меры

take care of заботиться

take into account учитывать; принимать во внимание

fake part принимать участие

take place происходить; иметь дело

take precedence of превосходить; предшествовать; преобладать

take steps принимать меры thanks to благодаря, вследствие

that is (i.e.) то есть

that is to say иными словами

that is why вот почему

the former первый (из двух названных)

the latter последний (из двух названных)

then тогда; затем

the number of количество; число

the only единственный

thereby посредством чего

thereof об этом; о том; тем самым; из этого; из того *the* same тот же самый

these эти; они; *замена существительного*

the - the чем ... тем

the two оба; как тот, так и другой

the very тот самый; как раз тот

three times as long as в три раза длиннее

throughout по всему, повсеместно

thus таким образом

thus far до сих пор

times *(во столько-то)* раз
to advantage с успехом; в пользу
to a great extent в значительной степени
to be a success иметь успех
to be in force быть в силе
to evolve a plan наметить план
together with наряду с, вместе с
too слишком; также
to some extent до некоторой степени
to the extent до некоторой степени
to the last до конца
to this effect для этой цели; в этом смысле
to this end с этой целью; для этого
turn out оказываться
twice дважды
twice as high (as) в два раза выше (чем)
under под; при
under consideration рассматриваемый
under way в процессе осуществления
unless если... не
unlike в отличие от; непохожий на; не такой, как
unlikely маловероятно; едва ли
until пока не; до тех пор, пока
until then до того времени
up to вплоть до vice versa наоборот
whatever какой бы ни; любой
whenever когда бы ни; всякий раз как
whereas тогда как; в то время как
whereby тем самым; посредством чего
wherein в чем
wherever где бы ни; куда бы ни whether ли
whether ... or или ... или

while в то время как; пока
with a view to с целью; с намерением
with every good wish с лучшими пожеланиями
within внутри; в пределах
within a factor of ten в пределах одного порядка
within the limits of the power в пределах прав
without без; (так чтобы) не
without question бесспорно
without reservation безоговорочно
with reference to ссылаясь на, относительно; что касается
with regard to с намерением, относительно; с учетом
with respect to по отношению к, относительно
with the exception of за исключением
worth-while заслуживающий внимания
yet однако, до сих пор, еще

CONTENTS