

МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ  
НАЦІОНАЛЬНА МЕТАЛУРГІЙНА АКАДЕМІЯ УКРАЇНИ

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Основи інформатики та прикладної лінгвістики

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У навчальному посібнику викладаються теоретичні відомості і практичні рекомендації про користування електронними системами перекладу. Основна увага приділяється особливостям використання інструментальних засобів програм Promt та Pragma .

Призначений для студентів для студентів спеціальності 7.030507 Переклад

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## Введение в информатику и прикладную лингвистику

Ключевое понятие информатики - информация (от лат. information - разъяснение, осведомление) - любые сведения, данные, отражающие свойства объектов в природных (биологических, физических и других), социальных и технических системах и передаваемые звуковым, графическим (в том числе письменным) или иным способом без применения или с применением технических средств.

### Типы информационных моделей

Существует множество типов моделей и способов их классификации: по цели использования, областям применения, по сложности, целям моделирования и т.д. Информационные модели - модели, в которых изучаемое явление или процесс представлены в виде процессов передачи и обработки информации.

Среди информационных моделей наибольшее распространение получили языковые модели. Устройство языковой модели определяется устройством языка. Для ее построения нужно выделить существенные отношения в изучаемом явлении (объекте, процессе) и описать их средствами языка. По сути дела, каждый объект заменяется его именем, а связи между объектами обозначаются именами отношений

### Информация и язык

Существенно, что информация существует вне ее создателя, отчуждаема от него, может быть записана на материальном носителе. Важнейший элемент информатики - язык - набор представлений, соглашений и правил, используемых для выражения информации.

Естественным языком называют систему звуковых, словарных и грамматических средств, которая служит средством человеческого общения, мышления. В отличие от этого существуют языки, создаваемые для специальных целей в науке и технике. Искусственные языки - это знаковые системы, создаваемые для использования в тех областях, где применение естественного языка менее эффективно или невозможно. Искусственные языки предназначены, например, для обмена информацией между пользователями и/или прикладными процессами. Один из классов искусственных языков - языки программирования.

Единицей языка является слово. Оно служит для наименования (обозначения) понятий, предметов, лиц, действий, состояний, признаков, связей, отношений и т.д.

## Информация и данные

Информатика рассматривает информацию как концептуально связанные между собой сведения, данные, понятия, изменяющие наши представления о явлении или объекте окружающего мира. Наряду с информацией в информатике часто употребляется понятие данные.

Данные могут рассматриваться как признаки или записанные наблюдения, которые по каким-то причинам не используются, а только хранятся. В том случае, если появляется возможность использовать эти данные для уменьшения неопределенности о чем-либо, данные превращаются в информацию. Поэтому можно утверждать, что информацией являются используемые данные..

## Виды существования информации

Информация может существовать в виде:

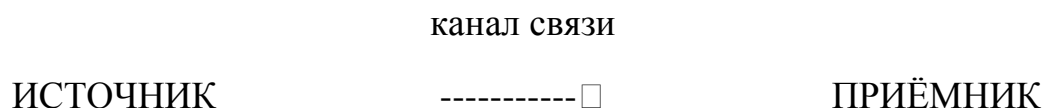
- текстов, рисунков, чертежей, фотографий;

- световых или звуковых сигналов;
- радиоволн;
- электрических и нервных импульсов;
- магнитных записей;
- жестов и мимики;
- запахов и вкусовых ощущений;
- хромосом, посредством которых передаются по наследству признаки и свойства организмов и т.д.

Предметы, процессы, явления материального или нематериального свойства, рассматриваемые с точки зрения их информационных свойств, называются информационными объектами.

### Информация и ее передача

Информация передаётся в форме сообщений от некоторого источника информации к её приёмнику посредством канала связи между ними. Источник посылает передаваемое сообщение, которое кодируется в передаваемый сигнал. Этот сигнал посылается по каналу связи. В результате в приёмнике появляется принимаемый сигнал, который декодируется и становится принимаемым сообщением.



Примеры:

1. Сообщение, содержащее информацию о прогнозе погоды, передаётся приёмнику (телезрителю) от источника — специалиста-метеоролога посредством канала связи — телевизионной передающей аппаратуры и телевизора.

2. Живое существо своими органами чувств (глаз, ухо, кожа, язык и т.д.) воспринимает информацию из внешнего мира, перерабатывает её в определенную последовательность нервных импульсов, передает импульсы по нервным волокнам, хранит в памяти в виде состояния нейронных структур мозга, воспроизводит в виде звуковых сигналов, движений и т.п., использует в процессе своей жизнедеятельности.

Передача информации по каналам связи часто сопровождается воздействием помех, вызывающих искажение и потерю информации.

### Понятие "количество информации"

Какое количество информации содержится, к примеру, в тексте романа "Война и мир", во фресках Рафаэля или в генетическом коде человека? Ответа на эти вопросы наука не даёт и, по всей вероятности, даст не скоро. А возможно ли объективно измерить количество информации? Важнейшим результатом теории информации является следующий вывод:

В определенных, весьма широких условиях можно пренебречь качественными особенностями информации, выразить её количество числом, а также сравнить количество информации, содержащейся в различных группах данных.

В настоящее время получили распространение подходы к определению понятия "количество информации", основанные на том, что информацию, содержащуюся в сообщении, можно нестрого трактовать в смысле её новизны или, иначе, уменьшения неопределённости наших знаний об объекте.

В качестве единицы информации Клод Шеннон предложил принять один бит (англ. bit — binarydigit — двоичная цифра).

Бит в теории информации — количество информации, необходимое для различения двух равновероятных сообщений (типа "орел"—"решка", "чет"—"нечет" и т.п.).

В вычислительной технике битом называют наименьшую "порцию" памяти компьютера, необходимую для хранения одного из двух знаков "0" и "1", используемых для внутримашинного представления данных и команд.

Бит — слишком мелкая единица измерения. На практике чаще применяется более крупная единица — байт, равная восьми битам. Именно восемь битов требуется для того, чтобы закодировать любой из 256 символов алфавита клавиатуры компьютера ( $256=2^8$ ).

Широко используются также ещё более крупные производные единицы информации:

- 1 Килобайт (Кбайт) = 1024 байт =  $2^{10}$  байт,
- 1 Мегабайт (Мбайт) = 1024 Кбайт =  $2^{20}$  байт,
- 1 Гигабайт (Гбайт) = 1024 Мбайт =  $2^{30}$  байт.

В последнее время в связи с увеличением объёмов обрабатываемой информации входят в употребление такие производные единицы, как:

- 1 Терабайт (Тбайт) = 1024 Гбайт =  $2^{40}$  байт,
- 1 Петабайт (Пбайт) = 1024 Тбайт =  $2^{50}$  байт.

За единицу информации можно было бы выбрать количество информации, необходимое для различения, например, десяти равновероятных сообщений. Это будет не двоичная (бит), а десятичная (дит) единица информации.

## Обработка информации

Обработка информации — получение одних информационных объектов из других информационных объектов путем выполнения некоторых алгоритмов.

Обработка является одной из основных операций, выполняемых над информацией, и главным средством увеличения объёма и разнообразия информации.

Средства обработки информации — это всевозможные устройства и системы, созданные человечеством, и в первую очередь, компьютер.

Понятие «прикладная лингвистика».

Общая лингвистика – общая теория функционирования языка. Она оперирует категориями, которые применимы ко всем отраслям науки лингвистики.

Прикладная лингвистика (прикладное языкознание) является частью лингвистики, занимающейся языком. Специализируется на решение задач, связанных с изучением языка, а также на практическом использовании лингвистической теории в других областях.

Основные направления прикладной лингвистики, связанные с изучением языка:

- лексикография (греч. Lexicon – словарь + grapho - пишу) - теория и практика составления словарей.

- лингводидактика – наука о разработках методик обучения иностранному языку.

- терминоведение – наука об упорядочении и стандартизации научно-технической терминологии. Изучает специализированную лексику с точки зрения её типологии.

- переводоведение – теория перевода.

Основные направления прикладной лингвистики, связанные с практическими приложениями:

- компьютерная лингвистика

- машинный перевод – перевод текстов с одного языка на другой с помощью ПК.

- автоматическое распознавание символов (спец. программа ABBYY FINE READER).

- автоматическое распознавание речи.



- автоматическое извлечение данных.
- автоматическое реферирование текстов.
- построение систем управления знаниями (knowledgemanagement)

– систематические процессы, благодаря которым знания, необходимые для успеха организации – создаются, сохраняются и распределяются.

- создание электронных словарей и тезаурусов. Тезаурус (греч. сокровище) – особая разновидность словарей общей или специальной тематики, в которых указаны семантические отношения (синонимы, антонимы, паронимы) между лексическими единицами. Является одним из действенных инструментов для описания отдельных предметных областей. Позволяет выявить смысл не только с помощью определения как толковый словарь, но и посредством соотнесения слова с другими понятиями.

- корпусная лингвистика, создание и использование электронных корпусов текстов. Корпусная лингвистика – раздел языкознания, занимающийся созданием и использованием текстовых (лингвистических) корпусов. Лингвистическим корпусом называется собрание текстов, собраний в соответствии с определенными принципами. Иногда корпусом называют любое собрание текстов, объединенных каким-то общим признаком (языком, жанром, автором, периодом создания текстов).

- лингвистическая экспертиза (используется в судебной практике)
- наука об упорядочении и стандартизации научно-технической терминологии.

В целом прикладные аспекты лингвистического обеспечения разнообразных сфер человеческой деятельности сводятся прежде всего к одной общей проблеме — проблеме обработки информации, функционирующей в обществе. Это и текстовая информация в её письменном виде, и устная речь как наиболее привычный способ коммуникации. Особая роль языкознания в решении практических проблем и потребностей общества определяется самой сущностью естественного

человеческого языка, являющегося уникальным средством хранения и передачи информации.

Фундаментальные исследования, проводимые в недрах прикладной лингвистики, в конечном счете, составляют описание и моделирование фонетической, грамматической, семантической и статистической структуры научных, технических и организационно-распорядительных устно-речевых и письменных документов, а также создание словарей и семантических представлений.

Искусственный интеллект (англ. artificial intelligence)- раздел информатики, изучающий возможность обеспечения разумных суждений и действий с помощью вычислительных систем.

Одна из главных проблем искусственного интеллекта – компьютерное понимание естественного языка. Эта проблема относится к области компьютерной лингвистики.

Компьютерная лингвистика занимается поиском алгоритмов и компьютерной реализацией взаимодействия человека с ЭВМ на естественном человеческом языке.

В настоящее время разрабатывается множество программных систем взаимодействия на естественном языке с базами данных. Ведутся активные работы по созданию систем автоматического перевода. Например, создана программа автоматического перевода SYSTRAN, разработанная под руководством П. Тома по заказу военно-воздушных сил США. Она переводит с нескольких языков около 100 000 страниц ежегодно. В Европе работы по созданию компьютерных систем перевода стимулировались образованием Европейской Информационной Сети.

Представление о машинном (компьютерном) переводе. История создания и развития.

Машинный перевод - выполняемое на действие по преобразованию текста на одном языке в эквивалентный по содержанию текст на другом языке. Современный машинный, или автоматический перевод осуществляется с помощью человека: пред-редактора, который тем или иным образом предварительно обрабатывает подлежащий переводу текст, интер-редактора, который участвует в процессе перевода, или пост-редактора, который исправляет ошибки и недочеты в переведенном машиной тексте.

Для осуществления машинного перевода в компьютер вводится специальная программа, реализующая алгоритм перевода, под которым понимается последовательность однозначно и строго определенных действий над текстом для нахождения переводных соответствий в данной паре языков при заданном направлении перевода (с одного конкретного языка на другой).

Система машинного перевода включает в себя двуязычные словари, снабженные необходимой грамматической информацией (морфологической, синтаксической и семантической) для обеспечения передачи эквивалентных переводных соответствий. Имеются также отдельные системы машинного перевода, рассчитанные на перевод в рамках трех и более языков.

#### История развития возникновения и развития машинного перевода.

Теоретической основой начального (конец 1940-х – начало 1950-х годов) периода работ по машинному переводу был взгляд на язык как кодовую систему. Пионерами МП были математики и инженеры. Описания их первых опытов, связанных с использованием только что появившихся ЭВМ для решения криптографических задач, были опубликованы в США в конце 1940-х годов. Датой рождения машинного перевода как исследовательской области обычно считают март 1947; именно тогда специалист по криптографии Уоррен Уивер в своем письме Норберту Винеру впервые поставил задачу машинного перевода, сравнив ее с задачей дешифровки.

Перспективы развития машинного перевода связаны с дальнейшей разработкой и углублением теории и практики перевода, как машинного, так и «человеческого». Для развития теории важны результаты сопоставительного языкознания, общей теории перевода, теории закономерных соответствий, способов представления знаний, оптимизации и совершенствования лингвистических алгоритмов. Новые и более эффективные словари с необходимой словарной информацией, строгие теории терминологизации лексики, теория и практика работы с подязыками помогут повысить качество перевода лексических единиц. Формальные грамматики, ориентированные на перевод, дадут возможность оптимизировать алгоритмы нахождения переводных соответствий в данной коммуникативной ситуации, которая может быть описана в рамках соответствующих прикладных теорий представления знаний. Наконец, новые возможности программирования и вычислительной техники также будут вносить свой вклад в совершенствование и дальнейшее развитие теории и практики машинного перевода.

### Популярные системы перевода

Развитие Интернета привело к небывалому росту интереса к машинному переводу, поскольку никогда прежде машинный перевод не был необходим столь широкому кругу пользователей. Доступность материалов перестала сдерживаться географическими рамками: вызвать на экран документ с японского или китайского сайта сегодня так же легко, как и с русского. Перечислим только несколько систем перевода, наиболее популярных:

#### 1 Переводчики и словари:

PROMT Internet XT Premium. Английский, немецкий, французский, итальянский, испанский, русский языки,.

PROMT XT Standard. Немецкий и русский языки • PROMT XT Standard. Французский и русский языки, полный пакет — 99 долл.

PROMT XT Standard. Английский и русский языки, полный пакет • PROMT «Коллекции специализированных словарей. Тяжелая промышленность».

PROMT XT Standard. Английский, русский, немецкий, французский, русский языки,

PROMT XT Office. Итальянский и русский языки

PROMT XT Office. Английский и русский языки.

PROMT XT Office Гигант. Английский, немецкий, французский, русский языки,

Домашний Переводчик «Друзья Goo-Ru»

Большой электронный словарь VER-Dict

Серия переводчиков X-TranslatorPlatinum

Pragma

Retrans Vista

ABBYY Lingvo

ПрограммаPromt. Подготовка текста к переводу

Система PROMT наследует все лингвистические и интерфейсные разработки программ машинного перевода семейства Stylus. Интерфейс главной программы очень напоминает текстовый редактор по типу MicrosoftWord, что очень удобно для предварительного редактирования переводимого текста.

Текст можно переводить полностью или частями, создавать списки непереводаемых слов, указывать системе, перевод слова, в каком из подключённых словарей является более приоритетным (в версии 2000 эта функция автоматизирована: не надо возиться и подключать словари в наилучшем порядке, а нужно просто выбрать тематику переводимого текста

из списка, и порядок словарей будет сконфигурирован автоматически). Если какое-либо слово переведено программой некорректно, то для подбора подходящего варианта перевода можно быстро вызвать внешний электронный словарь — одну из версий ABBYY Lingvo, Контекста или МультиЛекса.

С помощью функции "Встраивание опций перевода" перевод текстов можно выполнять прямо в окне MicrosoftWord или MicrosoftExcel.

Методы повышения качества перевода при использовании программы PROMT.

Для повышения качества перевода существуют следующие пути.

- Пополнение списка зарезервированных слов. Исключает из процесса перевода имена собственные (имена и фамилии людей, географические названия и т. п.), используется для запоминания навеки слов непереводаемых (например, Photoshop = Photoshop), это неплохой способ, особенно учитывая, что списки зарезервированных слов в PROMT требуется непрерывно сохранять и подгружать.
- Использование препроцессоров. Препроцессоры позволяют перед переводом оказывать влияние на алгоритмы обработки текста. Так, стандартный препроцессор отменяет или вносит изменения в перевод некоторых конструкций, в частности адресов электронной почты и доменов в Интернете, имен файлов и каталогов.
- Настройка алгоритмов перевода. Список алгоритмов перевода зависит от его направления. Например, для перевода с английского языка на русский вы можете выбирать из следующих вариантов: перевод для местоимения You (ты, вы или Вы) или род пользователя (мужской, женский). Если слово имеет несколько вариантов перевода, то программа предлагает наиболее подходящий для данного текста.

- Подключение макросов.

Начало работы с программой PROMT

Рассмотрим внешний вид рабочего окна PROMT

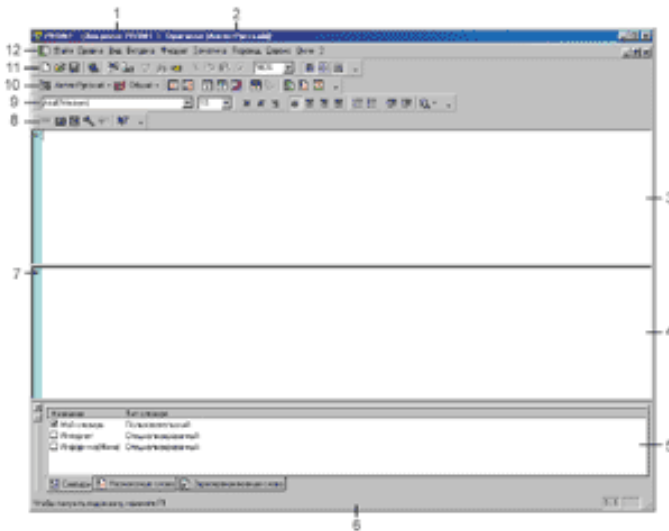


Рис. Окно PROMT

Окно PROMT:

- 1 — название документа;
- 2 — направление перевода;
- 3 — окно оригинала;
- 4 — окно перевода;
- 5 — информационная панель;
- 6 — строка состояния;
- 7 — символ абзаца;
- 8 — панель инструментов Сервис;
- 9 — панель инструментов Форматирование;
- 10 — панель инструментов Перевод;
- 11 — панель инструментов Основная;
- 12 — главное меню

- Направление перевода (то есть указание, с какого на какой язык нужно переводить) задается при создании файла (это должны сделать вы сами) или при открытии существующего документа (автоматически). Система поставляется в двух вариантах: два языковых направления (например, англо-русское и русско-английское) и Гигант (все имеющиеся языковые направления). Для английского, немецкого и французского языков существует по два направления перевода — прямой и обратный, а для итальянского — только прямой (с итальянского на русский).

- В окне оригинала отображается текст, который вы собираетесь перевести.

- В окне перевода отображается переведенный текст.

- Информационная панель позволяет быстро подключать и отключать установленные специализированные словари, работать с незнакомыми и зарезервированными словами для улучшения качества перевода.

- В строке состояния отображается текстовая информация о текущих процессах.

- Символ абзаца — служебный символ, указывающий начало нового абзаца. Перевод по абзацам позволяет различать переведенные (синий треугольник) и непереведенные (белый треугольник) абзацы, абзацы, не подлежащие переводу (зеленый треугольник), а также абзацы, отредактированные пользователем после перевода (черный треугольник). Обратите внимание: система синхронно прокручивает исходный и переведенный тексты.

- Панель инструментов Сервис позволяет: запустить систему распознавания текста, установленную на вашем компьютере; получить статистику по тексту оригинала и перевода; настроить параметры программы; услышать произношение выделенного текста и получить контекстную справку о командах на всех панелях инструментов.

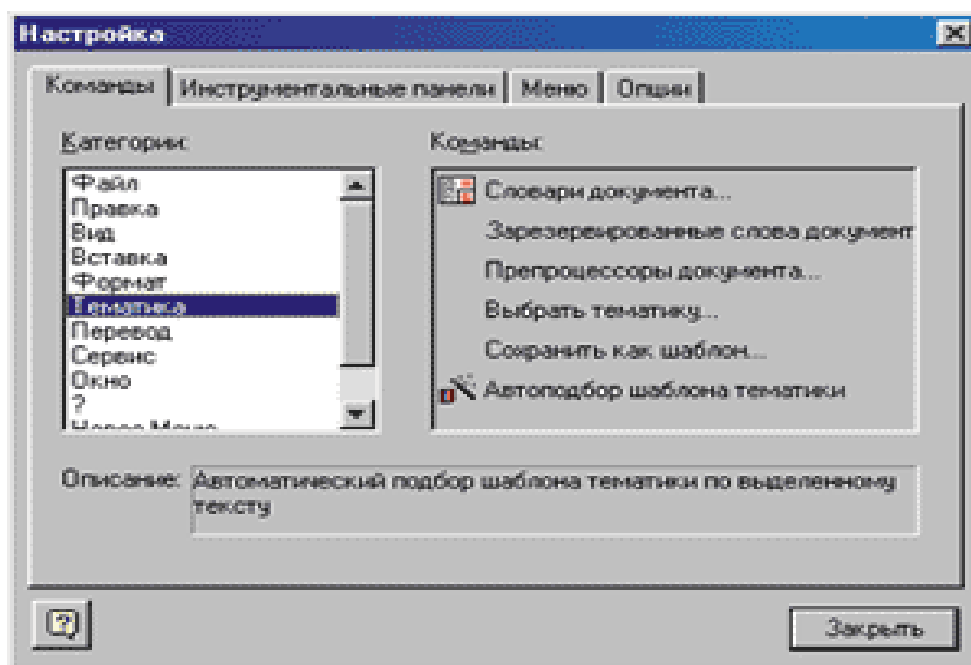


- Панель инструментов Форматирование позволяет выполнить основные операции над текстом: работа со шрифтами, выравнивание, форматирование абзацев и т.д. Набор команд полностью идентичен командам форматирования MicrosoftWord 2000.

- Панель инструментов Перевод позволяет управлять процессом перевода: выбирать направление перевода, тематику, работать со словарями и зарезервированными словами.

- Основная панель инструментов содержит основные команды для работы с файлами, аналогичные командам MicrosoftWord 2000, с добавлением возможности сохранять перевод и оригинал в отдельных файлах и устанавливать горизонтальное или вертикальное разбиение страницы для оригинала и перевода.

Все панели инструментов могут быть модифицированы с помощью стандартных операций по добавлению или удалению из панели тех или иных кнопок. Для этой цели на каждой панели есть кнопка Настроить, вызывающая диалоговое окно Настройка



Быстрый перевод

Программа PROMT позволяет переводить тексты нажатием одной кнопки. Можно не изучать настройки программы, не работать с пользовательским словарем, а воспользоваться функцией быстрого перевода. Это особенно удобно, когда не нужен точный дословный перевод, а важно только понять смысл текста.

1. Откройте документ, который хотите перевести. Для этого нажмите кнопку или воспользуйтесь меню Файл | Открыть. Посмотрите, правильно ли программа определила тип открываемого файла, и нажмите ОК. В случае если вы хотите вставить текст из буфера обмена или с клавиатуры, создайте новый документ с помощью кнопки или меню Файл | Создать. При этом вам следует выбрать направление перевода и тематику из списка шаблонов

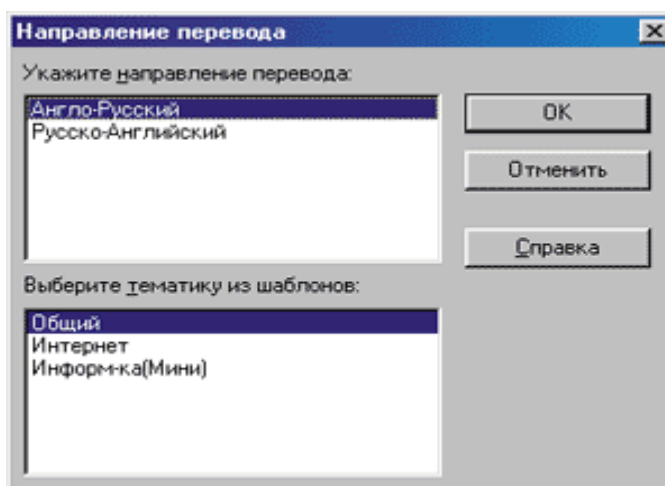


Рис. Выбор направления перевода

2. . Затем вставьте текст из буфера обмена с помощью кнопки или меню Правка | Вставить или наберите его вручную. В окне оригинала появится исходный текст.

3. Для перевода всего текста нажмите кнопку или воспользуйтесь меню Перевод | Весь текст. В окне перевода появится переведенный текст.

4. Сохраните перевод в отдельный файл с помощью кнопки или меню Файл | Сохранить | Перевод.

Подготовка текста к переводу

В случае если вам требуется более точный перевод, текст следует предварительно обработать.

1. Сначала необходимо проверить текст на наличие ошибок. Особенно это касается оригиналов на русском языке. В PROMT нет встроенной программы проверки орфографии, но есть возможность подключить такую программу (Орфо), если она установлена на вашем компьютере. Самый же простой способ — воспользоваться программой проверки орфографии, встроенной в Word, и только после этого открыть исправленный документ в PROMT.

2. Важно также удалить лишние абзацы, которые могут помешать связному переводу. (Например, случается, что одно предложение принудительно разбито на несколько абзацев.)

3. Кроме того, необходимо, если понадобится, произвести замену шрифта. Дело в том, что переведенный исходный текст выводится тем же шрифтом, что и оригинал. Если оригинальный текст на иностранном языке был набран шрифтом, не содержащим символов кириллицы, то его перевод на русский язык невозможно будет прочитать, не изменив шрифт. Поэтому замену шрифта лучше произвести сразу. То же касается и русских оригиналов, оформленных шрифтом, не содержащим латиницу. Однако для того, чтобы не производить эту операцию каждый раз вручную, достаточно определить правила замены шрифтов. В меню Сервис | Замена шрифтов задайте ручную замену для каждого шрифта или отметьте флажок «Выполнять замену всех остальных шрифтов на шрифт по умолчанию «Arial (Западноевропейский)»

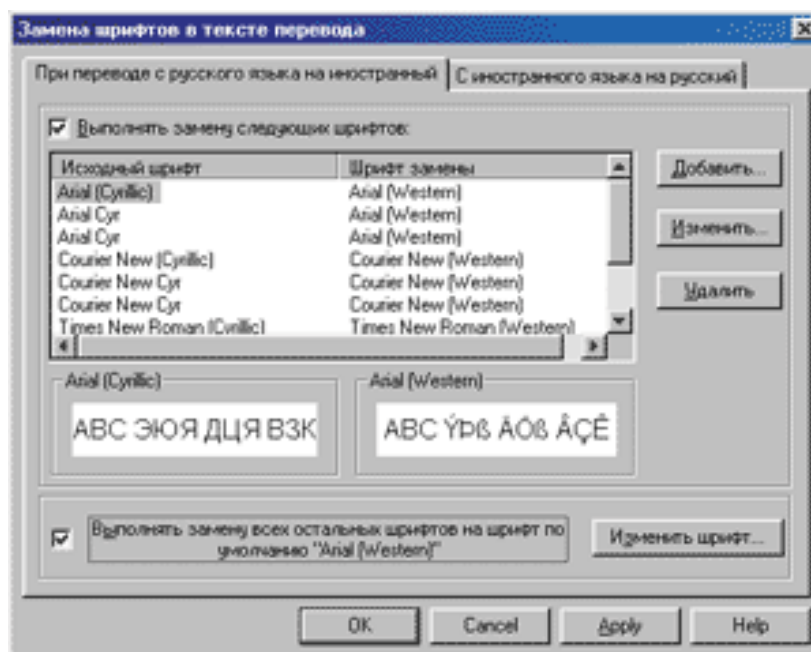


Рис. Замена шрифтов

## Шаблон тематики и тематика документа

Для качественного перевода текста прежде всего важно определить направление перевода. При этом достаточно указать его один раз при создании нового документа (см. выше) и в дальнейшем отслеживать его изменения.

Не менее важно выбрать нужный шаблон тематики, который содержит следующую информацию:

- о подключенных словарях;
- о препроцессорах;
- о зарезервированных словах.

На основании шаблона тематики будет сформирована тематика документа, которая может быть изменена в процессе работы. Чтобы в дальнейшем использовать произведенные настройки, достаточно сохранить созданную тематику документа в виде нового шаблона. В этом случае в списке шаблонов появится новый шаблон тематики, который можно задействовать в любую минуту.

Рассмотрим подробнее все составные части тематики.

1. Подключенные словари. Все доступные в данный момент словари отображаются в Информационной панели (см. рис. «окно Promt»). Генеральный словарь подключен по умолчанию, и поэтому его нет в списке. Отметьте галочкой нужные вам словари для перевода конкретного текста. Помните, что при переводе программа задействует словари в соответствии с установленными вами приоритетами, которые определяются порядком следования словарей в списке. Если вы хотите изменить этот порядок, просто перетащите мышью на верхнюю позицию название словаря с большим приоритетом.

2. Препроцессоры — это набор функций, позволяющих не переводить некоторые специальные конструкции или преобразовывать их в соответствии с нормами выходного языка. Это касается адресов электронной почты, имен сайтов в Интернете, имен файлов, формата даты, времени, а также других конструкций, не требующих перевода. Обычно при задействовании какого-либо шаблона тематики препроцессор уже входит в его состав. В противном случае можно подключить его самостоятельно. Для этого в меню Сервис | Шаблоны тематик выберите пункт Англо-Русские (или Русско-Английские) и в открывшемся диалоговом окне нажмите кнопку Команды

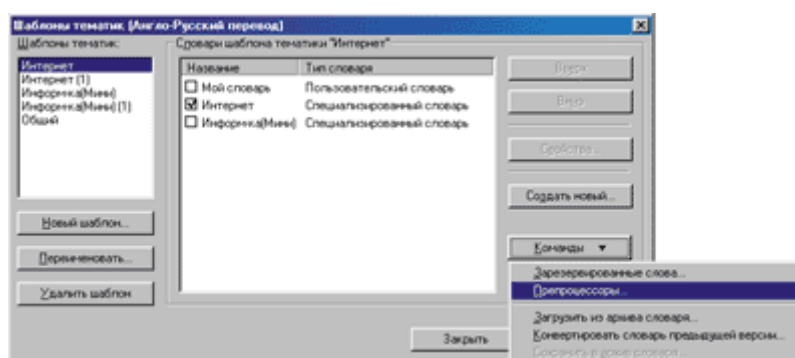


Рис. Подключение препроцессоров

По умолчанию установлен только стандартный препроцессор. Вы можете изменить его Настройки. В появившемся списке конструкций

отметьте те, которые следует исключать из перевода или обрабатывать специальным образом и нажмите ОК.

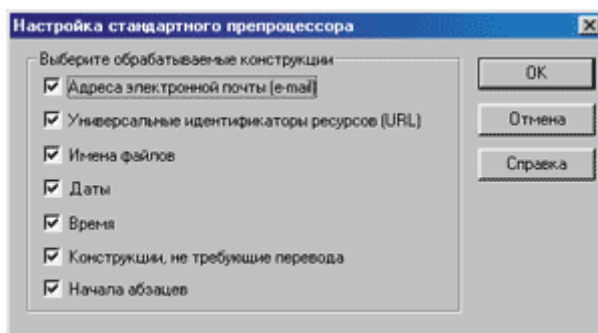


Рис. Настройка стандартного препроцессора

### Зарезервированные слова

Зарезервированные слова — слова или словосочетания, не требующие перевода. От препроцессоров отличаются тем, что определяются не особой конструкцией слова или фразы, а явно. Список зарезервированных слов обычно включает в себя различные аббревиатуры, имена собственные и другие специальные названия (например, слово Windows в словаре «Информатика» не переводится как «окна», а остается неизменным). Список зарезервированных слов пользователь формирует самостоятельно. Зарезервированные слова могут оставаться без перевода или транслитерироваться (то есть заменяться аналогичными символами другого языка, например, «Petrov» на «Петров»). Так AdobePhotoshop может быть переведен как "Фото Самана"

Чтобы зарезервировать название AdobePhotoshop, выделите его в окне оригинала и нажмите кнопку на панели инструментов Перевод. В открывшемся окне укажите Семантический класс «Название» и нажмите ОК.

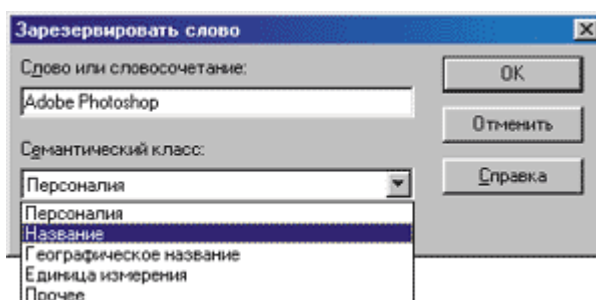


Рис. Результат работы с окном резервирования

Adobe Photoshop, а в Информационной панели на вкладке Зарезервированные слова появилось новое зарезервированное словосочетание

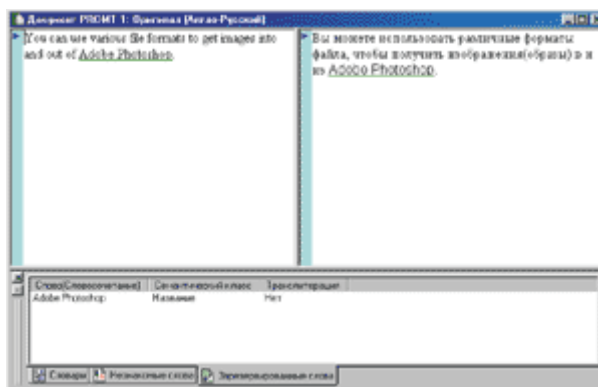
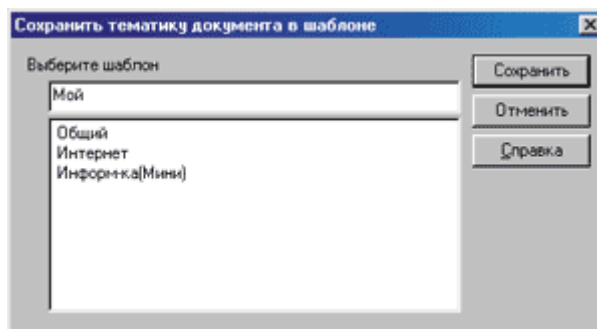


Рис. Результат резервирования словосочетания

Произведя необходимые операции и настроив тематику, вы можете сохранить ее в виде шаблона. Для этого откройте диалоговое окно сохранения шаблона с помощью меню Тематика | Сохранить как шаблон и наберите любое новое имя



### Создание и редактирование собственных словарей и словарной статьи

Для получения оптимального качества перевода рекомендуем заносить слова и словосочетания с подходящими вариантами перевода в пользовательский словарь. Существует два режима ввода слов и словосочетаний в словарь: простой и расширенный. Работая в Простом режиме, пользователь может добавить необходимое слово всего за несколько секунд (нужно ввести только перевод слова) - минимально необходимую

информацию о вводимом слове система определит автоматически. Расширенный режим редактирования словарной статьи предназначен для более опытных пользователей, которые предпочитают самостоятельно указывать основные грамматические характеристики слова.

Чтобы добавить слово (словосочетание) в имеющийся пользовательский словарь или создать новый словарь, воспользуйтесь командой Редактировать словари на вкладке Настройка перевода.

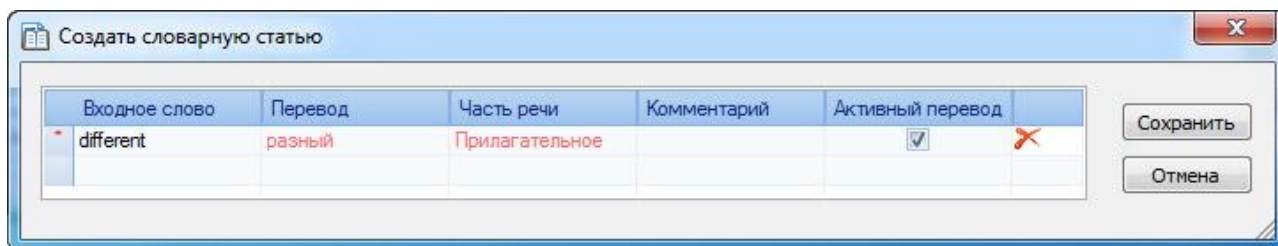


Рис. Добавление словарной статьи в пользовательский словарь в Простом режиме.

### Транслитерация слов

Представление слов одного языка символами другого языка. Например, при переводе с русского на английский фамилия Иванов будет представлена латинскими буквами как Ivanov.

Пример	Перевод без транслитерации	Перевод с применением транслитерации
Гостиница находится напротив станции метро "Гостиный двор".	The hotel is opposite to metro station "Гостиныйдвор".	The hotel is opposite to metro station "Gostinyjdvor".

Чтобы включить режим транслитерации незнакомых слов на вкладке Настройка перевода в команде "Зарезервировать слово" установите соответствующий флажок.

### Работа со словарями



Важным моментом при переводе сложной технической литературы является пополнение пользовательского словаря. Многие специальные термины, пришедшие к нам из иностранных языков, по умолчанию могут быть переведены неправильно или буквально, что затруднит восприятие перевода. Поэтому важно добавить их в пользовательский словарь. Чтобы понять, как это делается, рассмотрим в качестве примера следующий текст.

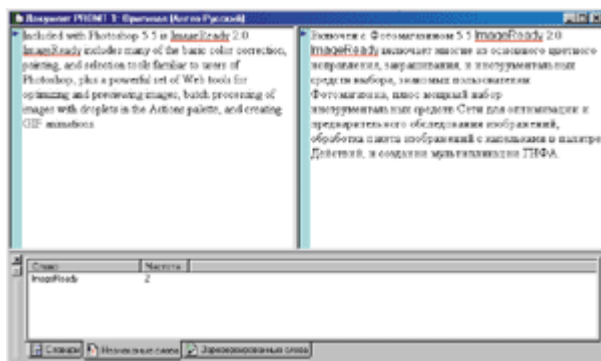
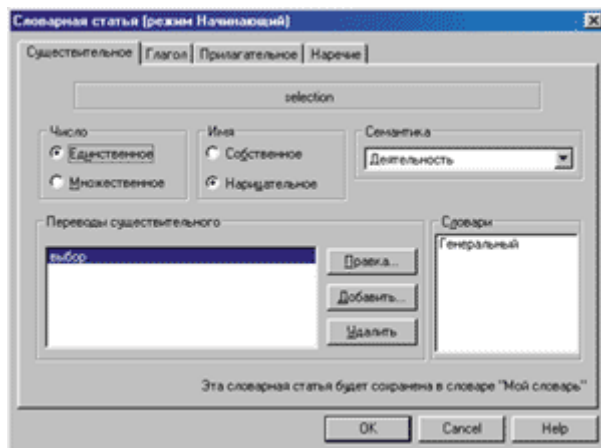


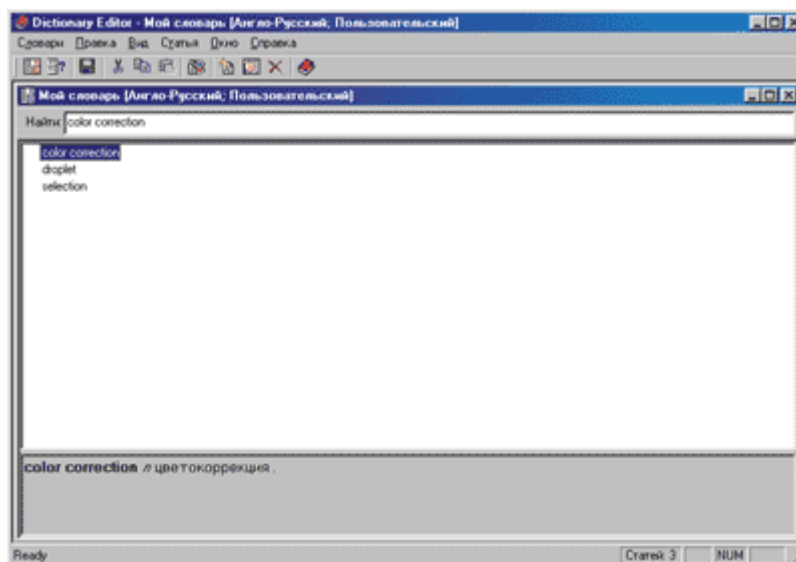
Рис. Пример перевода со словарями по умолчанию

В результате автоматического перевода с подключением словарей «Информатика» и «Интернет» среди непере переведенных слов дважды встретилось название программного продукта ImageReady, которое нужно просто добавить в список зарезервированных слов, выбрав в контекстном меню пункт Зарезервировать. Проанализировав текст, добавим также к зарезервированным словам «Photoshop», «Web» и «GIF» и «Boot» . А теперь определим новые значения для слова «selection», которое в терминах программы Photoshop обозначает не выбор, а выделение.



Для этого перейдем на вкладку Словари Информационной панели. Выделив слово «selection», перетащим его мышью на название словаря Мой словарь, тем самым давая программе указание добавить это слово в данный словарь. Появится словарная статья с уже имеющейся информацией по переводу данного слова

Наша задача — изменить ее. Для этого нажмем кнопку Правка и введем новое значение слова. Закончив ввод, дважды подтвердим изменения, теперь в окне перевода появится новое значение для слова «selection».То же сделаем со словосочетанием «colorcorrection»(цветокоррекция) и словом «droplets» (перевод по смыслу — макрос).



В этом разделе нужно также упомянуть о том, что в пакет PROMT TranslationOffice (с 2000г) входит специальная программа «Редактор словарей» позволяющая работать с алфавитным списком словарных статей и производить все изменения в пользовательских словарях на месте. Немаловажной является возможность подключения электронных словарей, созданных другими разработчиками (например, Lingvo 6.0, МультиЛекс) с помощью модуля Подключения внешних приложений из меню Сервис.

Программа Pragma

Pragman.x — это система машинного перевода. Ядро перевода программы Pragman.x использует новейшую многоязычную технологию, которая комбинирует лучшие стороны старого двунаправленного и нового многонаправленного подходов. В названии n- означает номер версии, x- количество направлений перевода. Рассмотрим пятую версию программы, ее преимущества и недостатки.

В Pragma 5.x, по сравнению с предыдущей версией Pragma 4.x, был изменен принцип работы самой программы - теперь Pragma не интегрируется в приложения, а работает как системная утилита, что дает возможность переводить "с лету" в активном приложении.

В программе есть дополнительный словарь специальной терминологии, в котором собраны слова из таких отраслей, как медицина, юриспруденция, химия, физика, математика, техника, нефть и газ. Также есть возможность создавать словарь пользователя, которому предоставляется самый высокий приоритет во время перевода.

Pragma 5.x имеет модульную структуру:

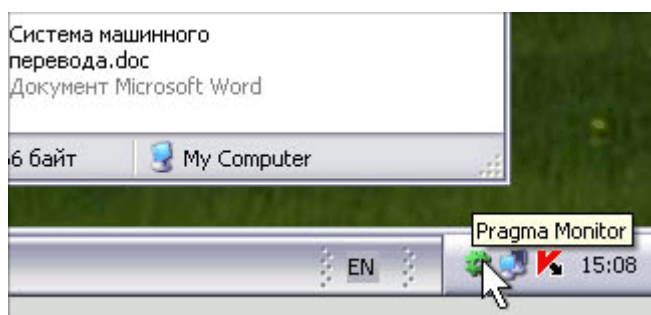
- Базовый модуль (обязательный)
- Английский модуль
- Немецкий модуль
- Французский модуль
- Латышский модуль
- Русский модуль
- Украинский модуль
- Словарь спецтерминов
- Польский модуль (только в Pragma 5.x)

Словари, грамматика, орфография, дополнительные файлы упакованы в отдельные модули для каждого языка. Такой метод позволяет легко манипулировать конфигурацией программы для различных потребностей. Последняя цифра имени программы указывает на количество языков.

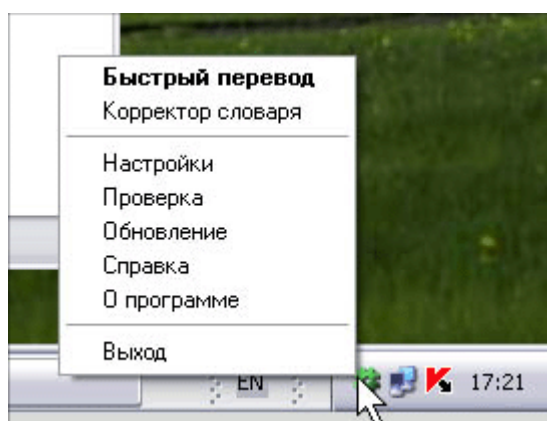
Например, Pragma 5.2 включает два языка. Это может быть англо-русский, русско-украинский или любая другая пара. Pragma 5.3 включает три языковых модуля, и так далее.

Сразу после установки программы Pragma.n.x в системной панели рядом с часами появляется ее значок. Этот значок является точкой входа в Монитор Pragma.n.x. Щелчок левой клавиши мышки по значку активизирует процесс перевода в активном окне приложения (самое верхнее окно).

Начиная с пятой версии Pragma.n.x взаимодействует с различными приложениями Windows через один и тот же значок в системной панели.



При щелчке правой клавиши мышки по значку Pragma Монитора появляется всплывающее меню. В этом меню отображены все основные функции программы.



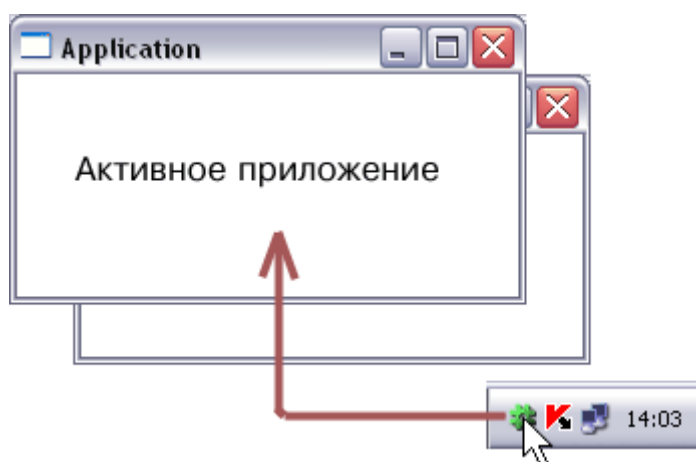
Меню Pragma 5.x содержит следующие пункты:

- Быстрый перевод - открытие окна для быстрого перевода. В этом окне будет отображаться перевод текста, помещенного в буфер обмена (Clipboard).

- Корректор словаря - запуск утилиты работы со словарем пользователя. Позволяет корректировать, добавлять и удалять словарные статьи.
- Активация - переход к активации программы. Данный пункт меню присутствует только в том случае, если программа не активирована.
- Настройки - просмотр и настройки параметров работы программы.
- Проверка - запуск функции тестирования программного комплекса на работоспособность всех функций.
- Обновление - загрузка обновлений программных модулей, необходимых словарей и их установка.
- Справка - справочные материалы по работе с программой.
- О программе - общие сведения о версии программы и установленных словарях.
- Выход - завершение работы Pragma монитора.

### Перевод текста

Щелчок мышки по значку Pragma активизирует перевод текста активного приложения. Это может быть документ, Веб-страница, сообщение электронной почты или любая иная текстовая информация.



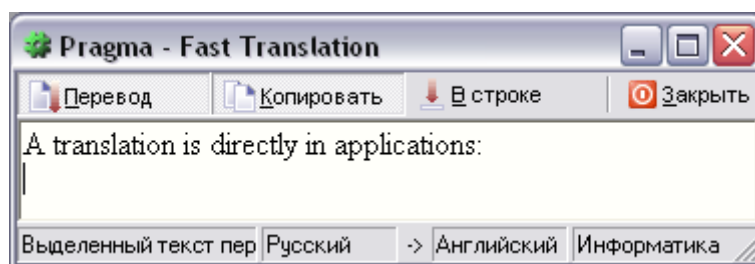
Перевод в активном приложении работает в программах MS Word, InternetExplorer, Outlook, OutlookExpress, WordPad, Блокнот (Notepad) и некоторых других.

Если перевод невозможен в выбранном приложении, будет выдано соответствующее сообщение. В этом случае можно будет попробовать перевести в режиме Быстрого перевода.

Перевод осуществляется для выделенного фрагмента текста. Если выделения нет, то переводиться весь документ от начала до конца.

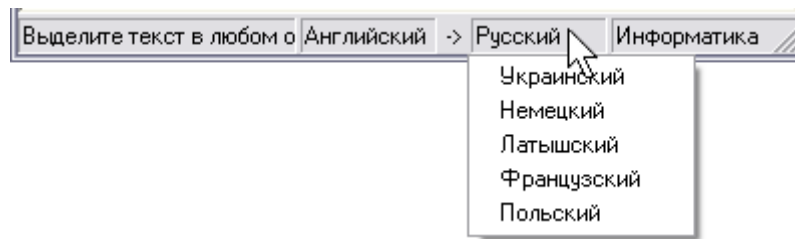
### Быстрый перевод

Этот режим используется для перевода содержимого любого текстового окна. После запуска из меню монитора открывается окно, в котором будет отображаться переведенный текст.



После того, как окно Быстрого перевода (FastTranslation) отображается на экране, любое сохранение выделенного текста в буфере обмена (комбинация клавиш Ctrl+C) будет вызывать функцию перевода и отображение переведенного текста в этом окне. При этом кнопка "Перевод" должна быть утоплена (по умолчанию). Если кнопка "Копировать" также нажата, то результат перевода будет сохраняться также в буфере обмена.

Язык оригинала определяется автоматически, направление перевода и тематика текста задается тут же в статус строке окна:

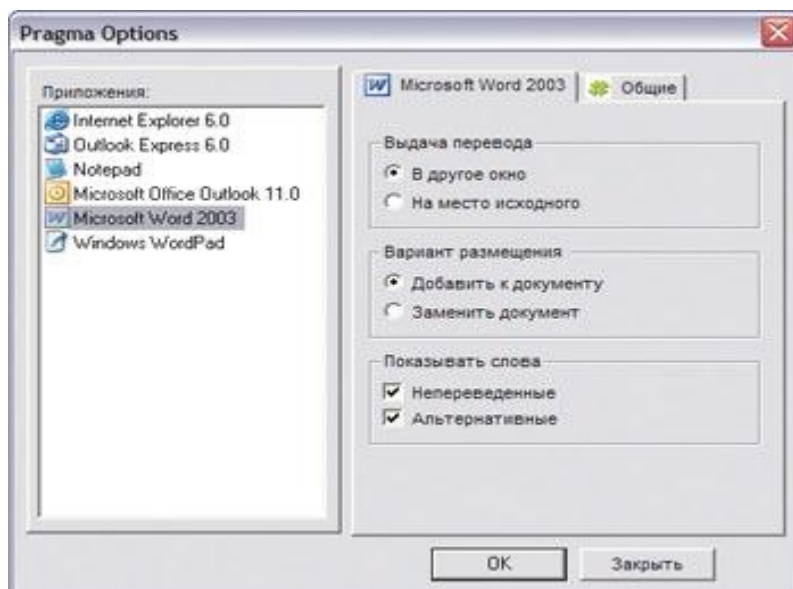


Так же в окне Быстрого перевода при нажатии соответствующей кнопки ("В строке") можно переводить отдельные слова или фразы .

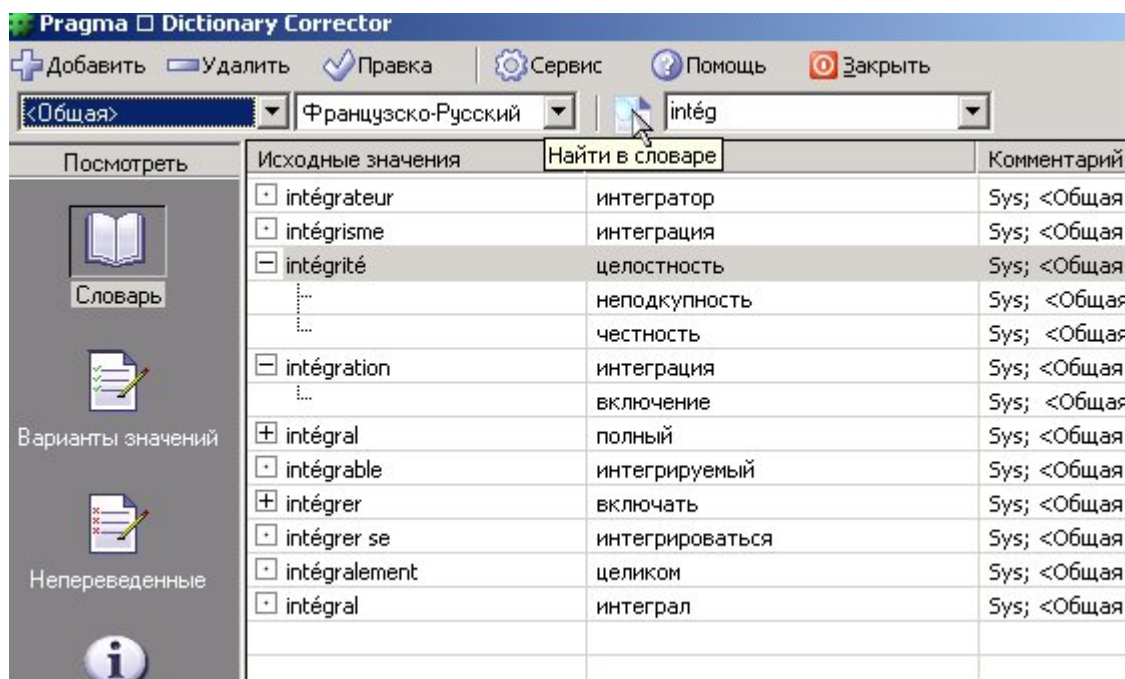
В целом работа с Pragma довольно проста: в любом из поддерживаемых приложений достаточно выделить фрагмент текста (в противном случае переводится весь документ) и воспользоваться пунктом меню Pragma. Программа позволяет указать направление перевода, задать размещение транслированного фрагмента в том же или отдельном файле, а также настроить другие параметры.

Допускается выбирать определенную тематику текста, под которой понимается упорядоченный набор используемых словарей. Это можно сделать самостоятельно вручную либо положиться на автоматический выбор, осуществляемый программой на основе ключевых слов и прочих признаков. Обычно таким образом удается несколько улучшить качество перевода за счет более точной интерпретации терминов, снижения числа смысловых ошибок и увеличения количества связных предложений в результирующем тексте.

Pragma практически не требует настройки, наибольшее число параметров доступно для MicrosoftWord.

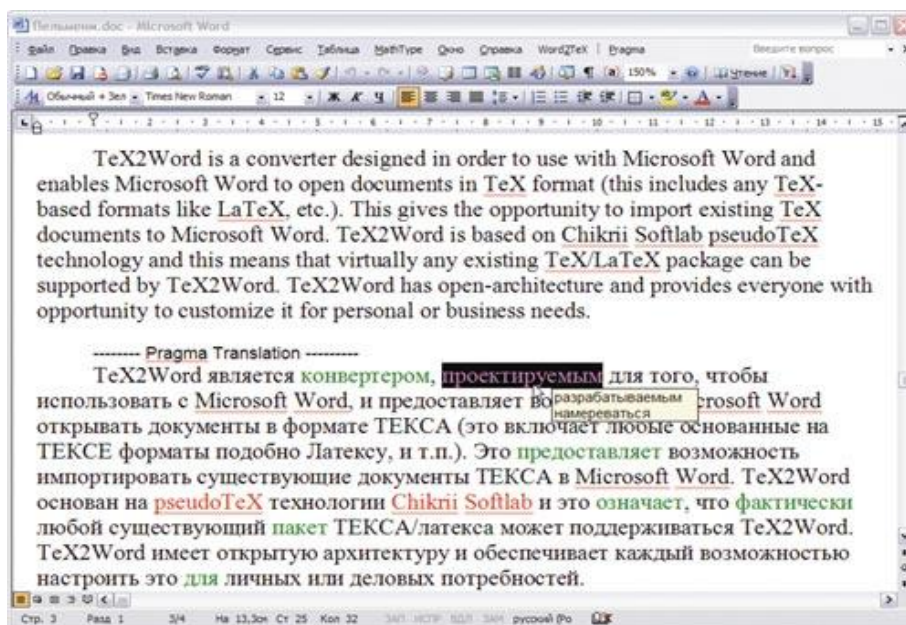


Пополнение словарей производится также довольно просто. Скажем, в Microsoft Word достаточно дважды щелкнуть на неизвестном слове (в переведенном фрагменте оно будет выделено красным шрифтом) и ввести нужную информацию в появившемся диалоговом окне.



Работать с Pragma внутри текстовых процессоров очень удобно — можно быстро выбирать замены многозначных слов и добавлять перевод нераспознанных

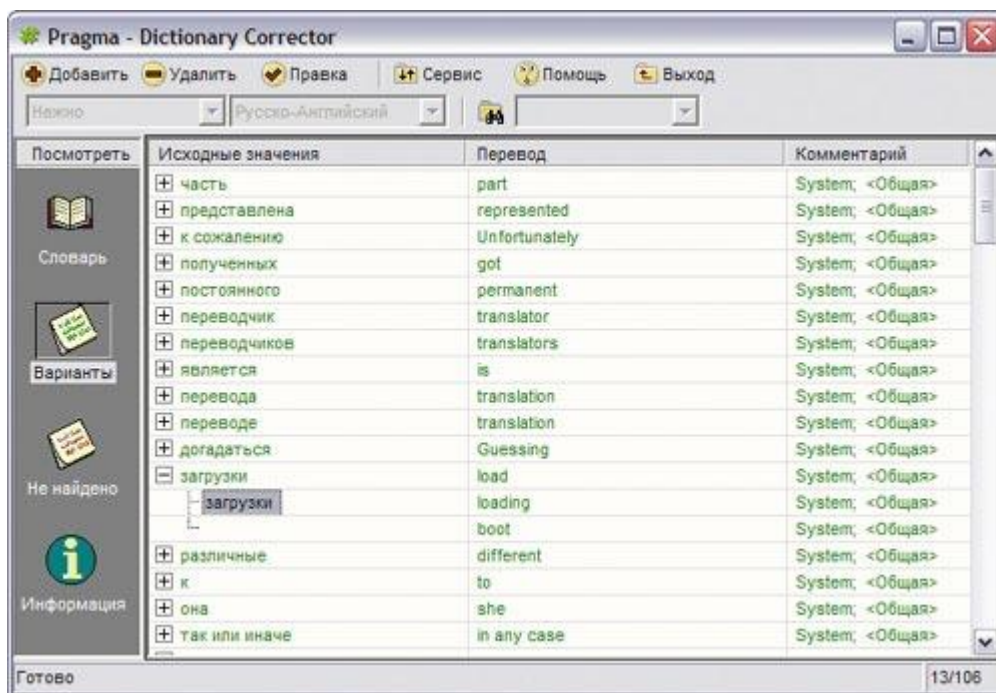




Процедура еще больше упрощается благодаря тому, что после каждой операции перевода Pragma автоматически заполняет списки нераспознанных или неоднозначно трактуемых слов (разделы "Не найдено" и "Варианты" соответственно). Однако нужно учитывать, что Pragma (в отличие, например, от PROMT) не позволяет сразу описать полную парадигму слова, т. е. корректно распознаваться будет только непосредственно добавленный вариант.

#### Корректор словаря. Работа со словарями

Особое внимание стоит уделить корректору словарей. С его помощью правят перевод известных слов (в том числе выбирают предпочтительный вариант), добавляют неизвестные и даже создают новые тематики. Все изменения накапливаются в пользовательском словаре, который имеет более высокий приоритет по сравнению с системным. Собранный таким образом информацию можно сохранять и переносить на другие компьютеры посредством операций экспорта/импорта.

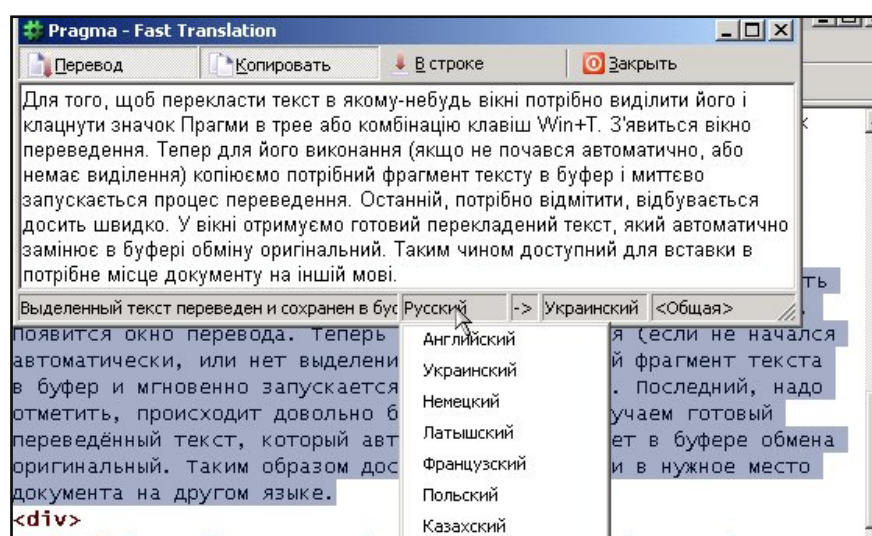


Корректор словаря, вопреки своей простоте, удобен и полезен. Его недостаток — невозможность автоматического формирования полной парадигмы слова.

Примеры перевода текстов разного характера приведены в таблице (подчеркиванием выделены наиболее характерные моменты). Для сравнения здесь также даны результаты работы над теми же фрагментами других известных программ: промышленной системы русско-украинско-русского перевода "ПЛАЙ", созданной с привлечением специалистов института языкознания НАН Украины, и PROMT . Никакой дополнительной настройки программного обеспечения или специальной подготовки словарей не производилось.

Несколько иначе обстоят дела при работе с английским языком из-за принципиальных различиях грамматических конструкций. Что касается технического текста на английском языке, отнесенного к тематике "Информатика", то его смысл передается достаточно точно для того, чтобы даже не слишком квалифицированный пользователь понял, о чем идет речь. Однако в дальнейшем (для включения в отчет, реферат и пр.) такой перевод уже придется серьезно править.

Приложение Correcto-лучшее что есть в этом ПО. Хотя сбои в работе не редки. Немного их уменьшить может помочь запуск в режиме совместимости с Windows 98. Для работы с определённым словарём, надо сначала выбрать его из списка и начать вводить слово. После паузы при вводе начинается поиск. Если этого по какой-то причине не произошло, можно принудительно нажать на одноименную кнопку с лупой. Что хорошо сделали – так то, что раскладка клавиатуры автоматически переключается на язык выбранного словаря. Вот как выглядит окно корректора словарей Pragma с результатами поиска слова:



Вообще машинный перевод, как таковой, можно рассматривать с двух точек зрения -- профессиональной, предполагающей качественную подготовку и дальнейшее использование текста, и "бытовой", когда достаточно лишь добиться понимания общего смысла текста. Профессиональное применение сегодня абсолютно реально и оправданно для родственных языков, что последняя версия Pragma прекрасно демонстрирует на примере русского и украинского, хотя даже в этом случае требуется окончательная доводка текста .

В процессе тестирования лингвисты сделали вывод, что Pragma в большей степени пытается олитературивать текст, что не всегда приносит адекватные результаты. В некоторых случаях перевод PROMT, хоть и напоминает подстрочник, для неквалифицированного пользователя может

оказаться даже полезнее. Впрочем, все высказанные замечания ничуть не умаляют достоинств Pragma.

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## Индивидуальные семестровые задания

Индивидуальное семестровое задание включает в себя оригинал английского текста, по которым следует:

- сделать электронную копию (набор текста)
- вынести в сносках новые слова (не менее 20) с транскрипцией
- показать, сколько символов и абзацев содержит исходный текст (привести статистику )
- получить Автореферат исходного текста, пользуясь возможностями программы MSWORD
- перевести текст при помощи переводчика Promt
- перевести текст при помощи переводчика Pragma
- отредактировать лучший из машинных переводов, уделяя особое внимание стилистике перевода
- сравнить переводы, полученные с помощью Promt и Pragma , и сделать вывод о целесообразности применения того или иного электронного переводчика для перевода заданной тематики

Задание подготовить в печатном виде, соблюдая правила верстки текста (поля, колонтитулы, номера страниц и.т.д.)

Задания для перевода приведены в конце пособия, где приведена таблица выбора вариантов оригинального текста для перевода.

### Topics for computer translation

#### 1 Concepts of communication

«Communication is the key» is a quote that is often repeated. In every single relationship communication is essential. Especially among parents and

children. Communication between parent and child has always been important. Today, however, there is an even greater focus, especially in light of all the things children face at school and in everyday life. Without a parent knowing what is going on in the life and mind of their child, it is hard to really understand what they are going through. Communication is the starting point of understanding.

Children learn communication from their parents. Communication is not something that can be studied; it is something that people have to learn by doing. As a parent, good communication needs to be emphasized as they are talking and listening to the child. A child can tell when a parent is not really listening to them, and this can create a big problem in the relationship. Children who feel misunderstood or feel like they aren't being listened to will start to hold their feelings inside. This is the exact opposite of what good communication should be.

Good communication is not merely talking; it is being with someone and relating that nothing else is more important at that time. So many times parents are doing three or four tasks while their child is trying to communicate something to them. They may not even look up from the recipe or newspaper they are trying to read, as the child is desperately trying to get their attention. This displays a lack of interest in the child or what they are trying to convey to the parent. Lack of interest is one thing that will keep families from communicating. When someone doesn't feel worthy enough of attention, they will stop sharing all together. When children stop sharing with their parents, they go to places and people that will show them attention. This can lead to trouble. The child may look for other avenues of acceptance, which could be negative influences. This could easily be avoided if only the parent had shown an interest in the child's life. Part of effective communication with your children is being aware of their whereabouts. A child who is unsupervised or who has a parent that doesn't show an interest in her activities, is likely to shut down and internalize her feelings. Parents also need to be aware of what is going on in a child's life. They need to talk with them and always know where they are going and what they are doing. Children, even though they may not show it, really thrive on acceptance from their

parents. A parent who is involved in the child's life will be more likely to influence that child. When a child knows what standards that their parents have for them, they will more likely obey and want to please their parents. Respect for a child is also important. When listening to a child, make sure to respect what they are saying and really listen to them. Listening is sometimes hard when someone is saying something that the other person may not agree with. But a parent needs to just sit back and listen. And, in return, a parent who is aware of and respects their child's feelings, will promote greater communication from the child.

Listening is something that more parents need to work on. When a child approaches their parent, they are probably wanting to talk about or ask something important to them. Even if the topic isn't important to the parent or is something that is debatable between them, the child wants to be heard. Then when the child is done sharing and asks for input, the parent can tell them how they feel. Nothing is more aggravating than a parent who always wants to tell the child how they should do things without even listening to what the child wants. So parents need to be sure to listen. Two-way interaction promotes confidence and security, and a secure child is one who will open up and communicate.

To gain respect from children, parents must also give in. Be firm in your household rules, but also give validity to their feelings. Encourage open and honest communication by holding family meetings where everyone has an equal chance of expressing himself. In these meetings, let the children know that they are allowed to voice their opinions without anyone criticizing them. This will open the door to open communication and make the child feel more comfortable by expressing their opinions.

Some tips for good communication between parents and children are: 1. When your children are talking, stop whatever else you're doing to listen to them. 2. Express interest in what they are saying without being intrusive. 3. Listen to your child's viewpoint, even if it's difficult to hear. 4. Let your child finish speaking before you respond. 5. Focus on your child's feelings rather than your own during the conversation. 6. Control strong emotional responses when you



disagree with your child's point of view. The guide tells parents, «Controlling this response is one of the biggest gifts you can give your child.».

Stressing good communication skills is very essential in the development of children. Especially in Christian homes. As a Christian, communication is very important. It is the means that we have with our God. Prayer is our communication with God. Without that time of solitude and quiet time alone with God, there would not be a relationship. He also communicates to us through the bible, prayer, and even through other people. This is the same for all relationships. Without communication there is no relationship.

Communication is necessary for everything we do in life and we learn it while we are children. The communication skills learned by children from their families will stick with them throughout their lives. In order to have a society of good communicators, it needs to start in the home. Parents need to start communicating with their children and need to show them how to communicate with others. This is a skill that will be valued all throughout life and is something that shouldn't be ignored. The skill of communication will be valued in every relationship throughout life. It is a necessity.

(5000 ЗН)

2 Branches Of U.S. Government / Ветви власти США

The founders of the United States Constitution knew it was important to form a government that did not allow one person to have too much control. While under control of the British monarchical government, they found that too much power corrupts. Yet government under the Articles of Confederation taught them that there was a need for a strong centralized government. With this in mind, the men wrote the Constitution to provide for three separate, but equally powerful branches of government known as the Legislative Branch, the Executive Branch, and the Judicial Branch. The separation of powers allows for a system of checks and balances within the government. Each branch is given certain control over the other two, which distributes the power and keeps abuse of power to a minimum.

The Legislative Branch

The first article of the Constitution states that there shall be a bicameral legislature containing two separate legislative bodies: a House of Representatives and a Senate, called Congress. The two bodies of Congress work together to write, debate, and pass bills, which are then passed on to the President for approval.

There are 100 senators and 435 representatives. Each state has two senators, whereas a state's population determines the number of representatives. Each member represents an area of the state called a congressional district, and the number of representatives is based on the number of districts a state has. Densely populated states, like New York, would have more representatives than a sparsely populated state, such as Montana.

#### The Senate: The Upper House

The citizens of the United States elect our senators, although it hasn't always been that way. Before the 17th Amendment was passed, each state's legislature would elect them. Also, not just anyone is able to run for the Senate. There are certain qualifications a senator must have. They must be 30 years of age, have been a citizen of the United States for at least nine years, and must reside in the state they seek to represent. A senator is elected for a six-year term, and there is no limit on the number of times a person may be elected.

The Senate has specified powers named by the Constitution; it serves as the judge and jury of impeachment trials, appoints certain officials, and has the power to approve treaties made by the executive government, among others. The Senate and the House must agree on all of the bills passed, and is done so during certain conference committees.

#### The House of Representatives

This house of Congress is known as the lower house. The qualifications to be a representative are more relaxed than those to be a senator. A representative must be 25 years old, must have been a citizen of the United States for at least seven years, and must also reside in the state in which they represent. A representative is not required to live in the district they represent, but some state laws require this.

The Senate has specific powers, and so does the House. The House has the power to

Although Congress has numerous responsibilities and powers under the Constitution, its chief function is to make laws. The legislative process can be quite complicated. A proposed law, or bill, must pass through a series of steps before it is voted upon on the House and Senate floors. At any one of these steps, a bill can be delayed, defeated, or amended (changed). Most bills that are introduced do not survive this process and do not become law.

Suppose you had fifteen minutes to describe the ten most important features of the U.S. Congress — could you do it? Don't worry, help is close by.

### Executive Branch

The executive branch of government makes sure that the laws of the United States are obeyed. Article II, section 1, of the Constitution vests the President of the United States the head of the executive branch. The United States has had 42 Presidents. How many can you name? How many presidents have we had in your life time? No women have been elected to the Oval Office, yet women make up half the population of the U.S. Do you think that a woman will be elected president in the next decade? In the next twenty years? Ever? Why do you think a woman has never been elected to the presidency?

### The President

### Vice President

The Vice President of the United States is second in command. This person must be ready to become president or acting president at a moment's notice if the president dies, resigns, is removed from office, or becomes unable to perform the duties of office. Only nine of our nation's 45 vice president have had to do this: John Tyler, Millard Fillmore, Andrew Johnson, Chester A. Arthur, Theodore Roosevelt, Calvin Coolidge, Harry S. Truman, Lyndon B. Johnson, and Gerald R. Ford.

### First Lady

The wife of a president is called the First Lady. Read about some of our most recent first ladies, Laura Bush, Hillary Rodham Clinton, Barbara Bush, Nancy Reagan, Rosalyn Carter, Betty Ford, Lady Bird Johnson, and Jacqueline Kennedy, and learn how they have influenced their husband's administration. Many of these women were activists for issues of their times. Discover which first lady was a champion of women's rights, which started a «Just Say No to Drugs» campaign, which supported mental health programs and which focused on adult literacy.

The Executive branch is very large so the President gets help from the Vice President, department heads (Cabinet members), and heads of independent agencies.

The Cabinet is composed of the heads of the 14 executive departments.

There are several administrative divisions of the government whose job it is to enforce and administer laws and regulations. Because provisions for these agencies were not outlined in the Constitution, they are considered independent extensions of the U.S. government.

The Executive Branch at the State level is a bit different than the Federal Level. Instead of having a president, states have Governors. Take a minute to read about Utah's past governors. Other major offices include Lt. Governor, Attorney General, State Treasurer and State Auditor.

### Judicial Branch

The role of the judicial branch is to interpret the nation's laws. It consists of two separate levels of courts: state courts and federal courts. The type of court that a case is tried in depends on the law that was allegedly violated. Most of the laws that govern our day-to-day living are state laws. Violations of federal law include offenses involving federal government employees, crimes committed across state lines (for example, kidnapping or evading arrest), and fraud involving the national government (such as income tax or postal fraud).

The Federal and the Utah State judicial systems include both trial courts and appellate courts. Trial Courts conduct the first hearing of a case, and appellate

courts review a trial court's decision at the request of the losing party. The Utah State Court System is comprised of two appellate courts — the Supreme Court and Court of Appeals. Utah trial courts include the District Court, Juvenile Courts, and Justice Courts. These courts are located in each of the state's eight judicial districts. If you don't know which district you live in, use the Judicial Locator Map. These courts handle most criminal matters and most legal business concerning marital disputes, probate of estates, land deals, commercial contracts, and other day-to-day matters.

### Federal Courts

The federal courts, in contrast, have power to decide only those cases over which the Constitution gives them authority. These courts are located principally in the larger cities. If the federal court system is viewed as a pyramid, at the top is the Supreme Court of the United States, the highest court. On the next level are the 13 United States Courts of Appeals and the U.S. Court of Appeals for the Armed Forces.

Utah is in the Tenth Circuit along with the states of Colorado, Kansas, New Mexico, Oklahoma, and Wyoming, plus those portions of the Yellowstone National Park extending into Montana and Idaho. On the following level are the 94 U.S. district courts and the specialized courts, such as the Tax Court, the Court of Federal Claims, the Court of Veterans Appeals, and the Court of International Trade. The U.S. District Court for Utah is located in Salt Lake City.

Federal cases are usually begun at the district court level. If a party is not satisfied with the decision, they may have the decision reviewed in one of the courts of appeals. If dissatisfied with the decision of a court of appeals, the party may seek additional review in the Supreme Court of the United States; however, the Supreme Court primarily reviews only cases that involve a matter of great national importance and only accepts a small number of cases each term.

### Jury Service

The Sixth Amendment of the United States Constitution guarantees a speedy, fair trial before a jury of one's peers. A jury consists of 12 people who are

selected to hear the evidence in a trial. After the jurors hear the evidence presented during the trial, they must try to decide if the defendant is guilty or not guilty. Read Utah's Guide to Jury Service and then answer the following questions:

### Judges / Justices

Courts are presided over by judicial officers. In the courts of appeals, district courts, and other courts, most of the judicial officers are called judges. Where a jury is used, the jury decides questions of fact and the judge decides all questions of law. When all the evidence has been heard, and the lawyers for both sides have addressed the jury, the judge charges the jury, telling it what rules of law apply to the case. A jury is not always used. In some cases, the law requires a judge to decide on the facts. Or perhaps the parties do not want a jury to decide the case. In these cases, the judge decides based on fact and law.

Utah's highest court is the state supreme court. This court has five justices, elected to 10-year terms. The justice with the shortest remaining period in office serves as chief justice. Each of Utah's 8 districts has one or more district court judges, depending on population.

In the United States Supreme Court, the judicial officers are called justices. There are currently nine justices on the Court: a chief justice and eight associate justices. When a vacancy opens, the President nominates a new justice who is then confirmed or rejected by the Senate.

(8 600 3H)

### 3 Altruism

The topic I chose for my third writing assignment is altruism. I am familiar with the idea of altruism but have never considered the validity of it. Altruism by definition is a motive to increase another's welfare without conscious regard for one's self-interests. This is obviously very difficult to accomplish. The last selfless act I did was stopping to help and elderly women up some stairs at the mall. As I was escorting her up the stairs all I was concerned with was making sure she made it without hurting herself. Initially it appears that this act was motivated solely for the well-being of the elderly lady. But as demonstrated in class

discussion there can always be an ulterior motive even if that motive is subconscious.

The social-exchange theory states that interactions are guided by a social economics idea. This theory describes how we exchange not only material goods and money but also social goods. For example we exchange love, services, information and status. As with economics we aim to minimize the input and maximize the rewards. The social exchange theory would state that people do these good deeds for the reward of feeling good about yourself, although the act itself may seem self-less. The helping we give can be disguised in two ways. Either externally or internally. For example when I gave the women help up the stairs, it was external because I sought appreciation. An example of internally disguised helping would be responding with empathy to someone who is distressed. The altruistic acts serve to increase our sense of self worth. The example given in our text describes nearly all blood donors report feeling good about giving blood after they do. A few researchers have attempted to define six motivations for why people volunteer to befriend AIDS patients. They include values, understanding, social, career, ego protection, and esteem enhancement (Clary & Snyder, 1993, 1995; Clary & others.) This cost benefit analysis does seem to belittle the overall intentions of good deeds. When you consider it further it can be said that this in fact speaks volumes about humanity. Humans innately derive pleasure from helping others.

The internal explanation for our behaviors regarding altruism is that of empathy. Empathy seems to insinuate a purely emotional response to the misfortune of others. But what is theorized is that we do not like the feeling of distress brought on by the suffering of others. To alleviate that distress we attempt to help the person. The feeling of empathy is found to be strongly correlated with how well we know the person.

I think altruism is an important concept to consider because it defines peoples basic desire to contribute to society. It doesn't contend that you are wealthy or famous to have a positive impact on the lives of others but rather the

profound effect a simple act of kindness can have. Although it is pretty apparent from the research that no selfless behavior is truly selfless, that behavior still can help others in need. I think the outcome of our actions can in some instances outweigh the motives behind it.

2600 3H

4 To what extent is language the most important way of knowing?

To answer this question, let us first define language and knowledge. Language is any system of formalized symbols, signs, sounds, gestures, or the like used or conceived as a means of communicating.<sup>1</sup> While knowledge is a justified true belief. In my opinion, language is an important way of knowing; however it is not the most important.

Language is not restricted to merely words, it encompasses actions as well. Without it, how can we communicate and thus obtain knowledge. We often acquire knowledge from books, teachings and actions. With that in mind, let us ask ourselves: What would we understand from these if there were no language in the world? Nothing. However, language is biased. Who is to say whether a person is a terrorist or freedom fighter, after all, the definitions of these two words are similar, but their connotations are different.

It may be argued that language is only one of the four ways of knowing, however, I would like to emphasize that language is the basis of emotion, reason and perception. People may say that we can infer happiness from a smile; and sadness from a frown, however, as mentioned earlier, isn't the smile or frown an action, a language? Another example of language controlling emotion would be where we are able to derive sorrow from the phrase "I am sorry for your loss".

On the other hand, emotions could have control over language. When we are angry, we would use certain different words as compared to when we are happy. This means that we emotions control the use of words, in contrast to the earlier view that we use words to express different emotions.

Language is used to perceive. For example, people are shown three pictures, one of a man about to kick a ball, one of the same man having just kicked a ball,



and a third of a different man who is about to kick a ball. They are then asked which two of the three are the most similar. Indonesians generally choose the first two pictures, which have the same man in them, while English speakers are likely to identify the two pictures that show the ball about to be kicked—an emphasis on the chronological, rather than the spatial, relationship between the principal objects in the picture.<sup>2</sup>

However, in different languages the divides between, say, red and pink may be different, but this does not imply that people speaking different languages do not perceive the difference between a darker pink and a lighter pink. Through this, we can see that humans are capable to perceive the «objective world» overcoming the biases that language may impose.

The 19th century German Philosopher Wilhelm von Humboldt claimed that language was directly connected to thinking.<sup>3</sup> I agree with his claim. We are born with the gift of language. Even people without the five senses possess some form of language relative to their own existence. To be able to reason, we need to think, thus we need a medium in which to think, language provides this. For example, in mathematics, we use symbols to logic out the problem and deduce the result. These symbols are forms of language.

Conversely, language is biased, thus it may cloud reason. Through perception of language, we may have preference for one thing compared to another. For instance, a biased claim such as “Jimmy Carter is a bigot”<sup>4</sup> is full of fallacies, such as the red herring fallacy and the appeal to emotions and novelty. These fallacies defy reason hence are not knowledge.

To conclude, I feel that language is a good attempt to link the ways of knowing together, however, it is not without its drawbacks, thus it as yet cannot be considered the most important way of knowing.

(3000 3H)

5 Truth

Knowledge has a close relationship with truth as for belief to be knowledge, it must be true. Thus, it is necessary to understand the existence of truth in order to

have a deeper understanding of knowledge. Therefore, this reflection will show the definition of «truth» for me and its characteristics in different culture or groups of people.

«Truth» itself is defined as «success in inquiry» by John Randall. The definition may also mean «verification» and it comprises all the three definitions of truth presented by The Correspondence, Coherence and Pragmatic Theories of Truth. The «success» means bringing scientific solution from the critical employment of the best method that we can develop to solve the «inquiry», the world's problems. Thus, the «success» is worked out «through action» (in Dewey's words) and it fulfills the criteria of truth as an agreement with fact or reality in the Correspondence Theory of Truth. The success must also be verified by our previous body of knowledge as a success (or a solution) to a problem that will be acknowledged by the society who understands the problem in the long run. Thus, the «Truth» corresponds to the Coherence Theory of Truth. Lastly, the «truth» brings useful and helpful solutions or answers to problems thus; it also renders the Pragmatic Theory of Truth to be a fulfilled criterion.

Therefore, a true belief must give solutions or answers to people's problems and is acceptable by the people's body of knowledge, as well as, practical in their lives. An example of a true belief is a religion. The religion is a truth for a certain group of people who hold faith over the religion as it is acceptable by their knowledge formed through life experience. They also see the religion as the answers to their problems or questions about their existences in the world. Hence, religion brings values or solutions to this group of people. It teaches them values that are accepted as facts such as «killing innocent people is a sin» and this correspondence of religion values to reality shows religion's conformity to facts.

Thus, truth may differ from one culture to another, as what may benefit or answer the problems of a specific group of people, may not be useful for another group. Religions are the example. The truth in Christian belief that heaven is the life after death do not synchronize with the truth in Buddhist saying that human keeps reincarnating until perfection is achieved. Then, it is also understandable that

all these «truths» based on religions can be true at the same time eventhough they may not be all true for a specific individual. However, there is also a possibility that all these «truths» are false. It happens when during an individual's death, nothing spectacular like reincarnation or the opening of the Heaven's Gates actually occurs as this argument renders religions, with its values, to be useless and not corresponding to the facts. Ultimately, the false truths (in this case the religions) can not be considered as truth anymore for, basically, they are not true.

The possibility of false truth to exist then arises a question of whether truth does actually exist or that there is no truth at all. If all truths are false then there is no truth anymore and if truths are relative from one group to another, is there an objective truth? For a «truth» as «verification» may be a mere lie invented by a group of people to influence others. Then, the verification is not a truth anymore for the inventors know the actual fact of the truth as a mere lie. Another argument is the fiction story in a book. The story may be useful to the public or fulfill the criteria of the Three Theories of Truth but, still, people would never consider a fictional story as truth, would not they? The story may describe a factual incidence that can happen in a real life, give useful solutions or answers to the problems in life, as well as, introduce a new scientific theory that is relevant to our body of knowledge. However, can the story be accepted as a true story? A fictional story will remain a fantastic imagination of the writer only. Thus, it is shown that the three Theories of Truth are flawed and so, is it appropriate to use them in determining what is the truth?

Despite all these arguments, I still cannot claim that there is no truth. If I state that there is no truth, then, I would possess no knowledge for knowledge comes from true belief. Furthermore, without knowledge, what are the bases on which I put my arguments on claiming that there is no truth? I would only declare opinions which are unknown to myself because I have not even the slightest knowledge about those opinions. Hence, I believe that there is truth for knowledge does exist. However, I can be certain that objective truth will never be achievable by human as we are social beings and our views are affected by each other. We

also have feelings and emotions that will hinder us from obtaining the objective truth. The truth is relative to our societies. Moreover, as the three Theories of Truth are questionable, I believe that people cannot comprehend «truth» completely at this stage and so, perhaps, the journey in finding the real truth and knowledge is still a long way to go.

(4300 3H)

## 6 Conflict Management

This paper will introduce the reader to the concept of conflict and the different approaches to a conflict management. The author will present different types of conflict that are common in most organizational environments and the underlining causes which created them. Additionally, the author will illustrate the differences between constructive and socio-emotional conflict and differentiate between the concept of conflict and the concept of attack. Furthermore, the paper will discuss different styles of conflict management such as: confrontation, collaboration, facilitation, compromising, avoidance and denial.

Conflict, what is it? Many definitions of conflict have been developed over the last decades to describe what the conflict and especially organizational conflict is. One of definition states that conflict is “an antagonistic interaction in which one party attempts to block the intentions or goals of another”, another definition describes the conflict as “a process in which one party perceives that its interests are being opposed or negatively affected by another party”. In either way the conflict represents the conflicting views on the same subject presented by different parties.

In order to handle successfully any type of conflict he or she must understand the conflict process itself. Generally, the conflict process starts with the sources of conflict that can represent opposing views and values, inadequate resources, unclear rules, or limited communication. Next the process includes the set of perceptions and emotions involving the issue, and the conflict manifestation followed by the conflict outcomes that can be either positive characterized by

decisions and cohesiveness or negative characterized by turnover, politics, and stress.

Of course, many different types of conflict can exist in every business environment, and successful manager must learn to differentiate among them. For example, McShane & Von Glinov (2005) recognize the following conflicts: intrapersonal that can occur within the person or interpersonal that can exist between two or more persons and in business environment they recognize intraorganizational conflict that can exist inside the organization or interorganizational conflict that can occur among different organizations. At this point important is to accentuate that not every conflict is detrimental to the company morale and business results. In certain situations one may encounter a constructive conflict sometimes known as task-related, this conflict occurs when different perspectives or perceptions are present regarding particular issue, which enables involved parties to keep the focus on the issue instead of people. Opposing to the constructive conflict is the socio-emotional conflict. The socio-emotional conflict arises when the issue becomes personal and emotional. In this situation opposing perspectives become personal attacks and the bias distorts communication processes.

To fully understand the dynamics of conflict he or she must be able to differentiate between the concept of attack and the concept of conflict. The major difference lies in motivation behind them. According to Kenneth Boulding two separate hostilities exist: the malevolent and non-malevolent. The purpose of malevolent or malicious hostility is to hurt or destroy the position of the opposing party without any regard to for anything else. On the other hand, non-malevolent hostility “may well worsen the position of others but is acted out for the purpose of improving the position of the attacker”. As one can notice the major difference is whether the involved sides want to destroy the system or are motivated to work with it.

Another important aspect in dealing with conflicts is conflict management. The conflict management is not an easy task; the major dimensions are the extent

to which an individual is assertive versus cooperative in his or her approach to conflict. Many approaches exist to solving organizational conflicts; as a result, effective leaders vary their styles of handling conflicts to fit a specific situation. Among many approaches one can mention the confrontation. Confrontation is a non-negotiable demand or ultimatum, generally it compels opposite party to do what is or was decided, and as such is not a very productive approach, which at the end generates a win-lose situation. Another approach is collaboration. According to Daft & Marcic, this style “reflects both a high degree of assertiveness and cooperativeness” (1998), and enables both sides to win. The collaborating conflict resolution style is necessary when opposing views are too important to be compromised and when the commitment of both sides is needed for consensus. The facilitation is another approach to conflict management. It can be used in situations when conflict exists but the skills are not fully developed. In this situation, the facilitator can help the group learn the new ideas and the collaboration processes. The facilitator is not “involved in the substance of decisions only in the process of making them”. Among many different conflict management approaches one must mention compromising. The compromising is a process of splitting common differences very often associated with bargaining. This approach creates the situation in which neither party loses. The last approach is avoidance. The avoidance is useful in situation when the latent conflict can not be resolved or the issues of the conflict are not very important to the sides “as to require the time and resources to work them out”. The negative aspect of avoidance is that the hostile aftermath of the conflict is avoided but the underlying causes of the conflict remain untouched.

In conclusion one can state that conflict is a process in which one side perceives that its own interests are being opposed or threatened by other side, it is a combination of several aspects influencing each other such as: sources of conflict, perceptions and emotions, conflict manifestations, and the outcomes. The conflict can be constructive or socio-emotional, as a result different types of conflict exist. In analyzing conflicts important is to differentiate between the concept of attack

and the concept of conflict. And lastly the management of conflicts includes many different approaches such as: confrontation, collaboration, facilitation compromising and avoiding. Organizational conflict is not only inevitable, but on the contrary, it can serve as a useful tool in stimulating creative solutions for the benefit of the whole organization.

(5500 3H)

## 7 The Lymphatic System

The lymphatic system is a complex network of vessels, ducts and capillaries, which run through out the body. There are many 'components' in the lymphatic system, including; lymph fluid, lymphatic vessels, the lymphatic duct, lymph nodes, lacteals and the spleen. The lymphatic system and its importance were not recognised until the 1960's.

The lymphatic system has 3 main importance's and functions. The lymphatic system plays a large part in the immunity of the human body, It aids in resisting the spread of disease. The system does this by identifying, removing and destroying toxic substances. Another primary function of the lymphatic system is the transportation of digested fats away from the intestine to the bloodstream.

The lymphatic system transports a fluid known as lymph. Lymph consists of a diluted blood plasma and a large number of white blood cells. The majority of the white blood cells are lymphocytes. Lymphocytes are manufactured by bone marrow. Lymph may also contain a small amount of red blood cells.

Lymph is transported around the human body travelling from the blood stream through lymphatic vessels. Passing through 'glands' known as lymph nodes. As lymph travels through the lymphatic vessels lymphocytes are released to attack foreign bodies and toxic substances found in the system. Lymph nodes also assist in the attack of foreign bodies. Lymph nodes are situated at regular intervals throughout the lymphatic system and are pocket-like in structure. The nodes contain a number of Leukocytes, also known as white blood cells. Nodes also produce phagocytes. Leukocytes and phagocytes destroy poisonous substances.

Once lymph has passed through the vessels it enters the lymphatic capillaries. These capillaries are similar to very thin veins and carry the lymph to the main lymph duct. Lymphatic capillaries collect digested fat in the intestine and carry it away from the tissue.

The main organ that is included in the lymphatic system, is the spleen. The spleen is related to the circulatory system. It plays a part in the human body's immune system and works with and as part of the lymphatic system to destroy old red blood cells which may cause a danger to the body. It is only very recently that the various functions of the spleen have been discovered. The spleen has various other functions that are not connected to the function of the lymphatic system; these include, the production of opsonins, properdin, and tuftsin and the creation and storage of red blood cells

There are several conditions that can affect the lymphatic system these include; inflammation of the lymphatic, tuberculosis of the lymph nodes, malignancies and elephantiasis.

We can therefore see that the lymphatic system plays a very important role in protecting the body from toxins, poisonous substances and illness.

(2300 3H)

## 8 Repression

Repression was first introduced by Freud over a century ago. Repression is basically a defence mechanism from when a very traumatic event is experienced (e.g. sexual abuse, abduction or witnessing a death). The subconscious mind blocks unwanted thoughts or desires from the consciousness. The ego is not entirely successful at doing this, and memories may surface as slips of the tongue, or symbols in dreams: more serious mental problems may be shown because of the internal conflict caused by repression. The displacement of the traumatic event makes one feel better, at least temporarily.

Some controversy over repression is that it touches on a very sensitive topic e.g. death, abuse etc. And asking people to take part in a study who have witnessed such events may be too much for them, so there are some ethical issues.



Evidence that supports repression is William's (1994) study of the role of repression. In between 1973 to June 1975 — 206 girls were admitted for sexual assaults. In 1994 — 20 years later, Williams studied 129 women who had been treated as a child aged 10 months to 12 years in a large city hospital. The interviews were conducted about 17 years later when all had reached adulthood. 16 women (12%) said that they had no memories of childhood sexual abuse; 38% said they did not recall the incident that brought them to the hospital. This study is often cited as proof that sexual abuse memories are often repressed, evidence for repression. Some criticisms of the experiment were: sexual abuse might have been suspected, but did not actually occur in some cases, some of the children brought to the hospital were under the age of 24 months, before the age when memories are retained; others were under the age of 36 months when memories are unreliable and frequently forgotten, the sample was biased as it mainly consisted of urban women, 86% of whom were African American and finally it was possible that the women did not want to tell the interviewers about the abuse incidents. This is evidence that may suggest William's study may not be 100% accurate.

Studies of World War 2 veterans showed that many who experienced battlefield trauma appeared to repress the memories and then the traumas were remembered in therapy many years later: more evidence which supports repression.

Evidence that goes against repression — experimental evidence for the existence of repression is less convincing. In an extensive review, Holmes (1990) argues that laboratory studies have failed to produce clear evidence for repression, despite more than 60 years of attempts to do so. The syndrome of PTSD shows that verifiable traumatic events, rather than being repressed into the unconscious mind, leave trauma victims haunted by intrusive memories in which the victim relives the trauma. Further evidence against which several studies discovered was even peoples whom were not present at the time of the traumatic event still had memories of the event, hence being 'false memories' which were created from exposure to the stories of others who were there.

In conclusion I think the evidence for repression outweighs the evidence against. So I believe that when a very traumatic event is experienced it is then repressed, which is supported by William's study and studies of WW2.

(2700 3H)

## 9 TV Violence

Violence is one of the most primary and controversial issues in today's society. And true that violence is on the rise. A major concern for many parents is the violence within television shows and movies, and the effect on children's aggression. I particularly do not believe that violence in television affects children's aggression, but who am I to say such a thing, for I am not a qualified psychologist. But I have many reasons for my accusation and references to back it up. Now television plays a major role in today's society, and it occupies almost every home in the United States. Parents have such a big concern for the children watching television, but children throughout the U.S watch an average of twenty hours of television. So I posed the first question. Who allows these children to watch so much television? Obvious question answered with the complainers.

Many studies show that television does have an effect on children's aggression, but also on their knowledge, and their ability to decide from right and wrong. In a certain study, researched showed that young boys who watched non-violent television tend to be more aggressive than boys who watch violent television. Another point is that violence is apparent regardless where it comes from, whether it is from cartoons, movies, or the news. So take away all the shows and movies that incorporate violence, what's left? The news, which shows the most drastic and real violence that, is apparent to everyone even if you do not watch it. It still affects everyone. But lets look at the big picture. Cartoons play the majority of the role. They have been around for centuries. So why make such a big deal about them now? Are the cartoons in earlier years any different from newer cartoons? Yes I agree, but there is a purpose. The Monaco 2 newer cartoons attract the newer generation. If parents say that cartoons now are more violent than those of earlier years than why are there so many, and so many different ratings

accompanied with the beginning of every show. What about «Bugs Bunny» and «Daffy Duck» with «Elmer Fudd,» and how many fights and hunting scenes there was. What about «Road Runner» and how many times «Wylie Coyote» tried to kill him. All these cartoons amused many children in earlier years and present years. So why start complaining now? Can parents not control their children? Maybe parents should pay more close attention to what their children watch, instead of making excuses and blaming others for practically their own decisions. Because it was their decision to have children, right?

Like all children's shows and movies, it let's the mind run free, and also let's the children be imaginative within their own realm of mind. So let's not take these away, and just try to limit what they watch. Let us rate these shows and movies. Oh yeah, the government did that. But yet parents still let children watch the movies and shows that they did not want to watch in the first place. Is there something wrong here? Parents complain, laws are passed to limit what their children watch, but parents still let the children watch them?hmm. I think that the parents are just looking for a scapegoat to rid them of their faults as parents, for them not to look bad.

Many researchers have study this one particular question. Does viewing television affect children's aggression? Well I think I have made my point. Respectively, television does play a factor in dealing with aggression within children, but not to a great extent. I believe strongly in it, that if parents can control what their children watch then there would not be such a problem. Hey wow!! I seem like a future early childhood parental counselor. Maybe it's a future career.

(3000 3H)

## 10 Watson'S Theory

Give me a dozen healthy infants, well-form, and my own special world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select – doctor, lawyer, artist, merchant-chief, and yes, even beggar-man, and thief, regardless of his talents, penchants, tendencies, abilities, vocation, and race of his ancestors. I am going beyond my

facts and I admit it, but so have advocates of the contrary and they have been doing it for many thousands of years.

Watson's theory, in my opinion, is making assumptions and having overconfidence in a decision. His theory is consumed in the topic of nature vs. nurture. There's a possibility that he could actually do what he said but the simple fact that it wasn't proven or hasn't been proved remains. I agree to his theory up to a certain aspect. I believe that a child does become what he/she is by the simple fact of how they are nurtured or brought up. However, that isn't the only factor that comes into play. Watson states that no matter what his abilities, talent, etc. may be he can still be sure that they'll end up the exact way/ professionally (career wise)/ what they do. The environment a child grows up in has a huge impact of him/her, so even stating that with 100 percent confidence is not only risky but untrue in reality.

Watson's theory is definitely a highly intriguing one. But nonetheless his demands for it are out of line. I doubt that mothers would actually participate in giving up their babies to become a thief as a living. He also asks for his "own special world to bring them up in". No one can offer him the "ingredients" that he asks for this theory to even take place in, it's unrealistic. However, putting that aside I believe is someone was to come up with all of that to prove his theory wrong or right people might not agree to it. This theory taking action would definitely be a sight to see. How the kids grow up to be a doctor, lawyer, merchant, peasant, or thief. Being highly educated isn't easy that any child can do it by the way they are nurtured. It takes much more than that and Watson isn't putting the other factors into perspective. And that is where I think his theory would fail in the real world. Concluding, that Watson theory's, in my analysis wouldn't be proven, at least correct. Many things come into play in nurturing a child to what they can or do become, environmental being one of them. Ultimately it is the child who's decision it is to end how they will and no one can change it.

(2000 3H)

11 Blood

The term artificial blood is somewhat misleading. There is no one product that is being designed to replace the function of human blood. There are two main categories; which consist of volume expanders, which only increase blood volume, and oxygen therapeutics, which substitute for the blood's natural ability to carry oxygen.

We need blood substitutes due to increasing demands. According to the American Red Cross blood donation is increasing 2-3% annually in the United States, but the demand steadily is climbing by between 6-8%. The demand is climbing due to the fact that our population is aging and more operations are involving the use of blood and blood transfusions.

Another reason for increasing demands is due to developing nations. Appropriately 10-15 million units of blood are transfused each year without testing for HIV or hepatitis. Blood transfusion is the second largest source of the new HIV infections in Nigeria. A disease free blood substitute would be so beneficial in these regions. Hemopure is currently approved for use in South Africa.

The United States Army is where the first research into producing blood substitutes was conducted following the Vietnam War. When you are out on the battlefield the armed forces would definitely benefit from blood substitutes because there are dire needs when time is of the essence and typing blood is not on the priority list when it is life or death.

Hemospan is a blood substitute that can be dried and transported as a powder, stored for years and then reconstituted as liquid before transfusion. This would have been a tremendous implication for the military as it would be very easy to administer. Hemospan does not even require typing. There are other types of blood substitutes in the working as well such as HemoTech that eliminates the need to match blood types between patients and donors, because pure hemoglobin is not affected by varying factors found in human blood. In addition, HemoTech has a shelf life of at least 180 days—significantly longer than the typical 42-day period during which donated blood can be used.

I was able to speak with the 433rd Chief of Medical Operations located at Lackland Air Force Base, San Antonio, Texas and he was explaining to me how the military has a vested interest in the success of blood substitutes. During our conversation he spoke to me on the safety of blood substitutes. During HIV infection test results can be negative, as antibodies may not have formed. Blood substitutes could lower the number even more.

Last year I tried donating blood, but I spent time in England and due to Mad Cow's disease I was unable to donate. Currently there is no way to test for Mad Cow, Smallpox and other diseases so the blood supply has been decreasing. Just think of all the people that could donate blood if there were other means of testing.

Last, but not least blood substitutes could be cheaper. Current range of blood substitutes range between 300 to 1000 dollars. The region is a determination of the cost as well. The cost of blood substitutes will fall, as manufacturing is refined. The cost of storage and administrative cost will lessen. Also where there is two or three units of blood needed there would only be a need of one blood substitute so that would cut back on price making price less significant.

(4800 3H)

12 We're following the leader

One of the benefits of participating in sports is being able to develop many different leadership skills. Leadership has been defined as a process whereby an individual influences a group of individuals to achieve a common goal (Dupuis & Bloom, 2006). Certain individuals may earn the respect and support from teammates and naturally come forward into a formal leadership role (Dupuis & Bloom, 2006). This meaning that the coach and teammates may designate the specific individual athlete as the formal team leader usually known as the «team captain». But under many circumstances, leadership is such a big role that one might not be able to carryout alone, therefore sometimes the «team captain» many include more than one athlete. But regardless of whether there is one or three «team captains» it is these individuals that must be effective and he/she or they

must be recognized as having the most influence of the behavior of group members (Anshel, 2003).

Kevin Meadows was interviewed for this essay being the starting quarterback for a very successful high school football team called James Madison in Jackson, Tennessee for four years and becoming the «team captain» his senior year. By becoming the «team captain» Kevin went from being just one of the athletes on the field to the spokes person of the athletes on the field. So what exactly does being a «team captain» and having that leadership role feel like? Kevin states, «Your anxiety level in a position such as «team captain» goes from about 100 to 210, just knowing that if something goes wrong you'll be the person that will get put on the spot and probably get crapped on from not only the coach but all the other players and oh yea the fans too! But it also feels good to know that you are the person your teammates are relying on for certain plays, a quick pep talk here and there, teammates ask you on how they can improve some of their skills or even tell you how both of us can work together to make a play better. But mostly I like being that person that your teammates can come to when they don't feel like dealing with the coach because even though winning is an awesome feeling you know as a «team captain» the best thing you can say is, it only a game and we'll get them next time!» But some examples of effective leadership include taking responsibility for team failure; giving direction during practice, devising and communicating pregame, game, postgame strategies; and articulating expectations to each team player (Anshel, 2003).

As a team captain is it more important to take the successful leadership role and just tell the team «let's win the game and everyone will be happy» or is it more important to be effective and tell the team «everyone knows their positions, we went over the plays several times in practice, so lets go out, play like we're supposed to and win that game»? «I think you need a bit of both. To be a successful leader you have to be smart, tough and determined when you're entering that game. But you have to care for the other players and talk to them if you think their not playing to their ability or if you think they need help with something. Yea

we all get mad and yell at each other but to a certain point. So as an effective team leader you need to be the bigger person and approach the situation to create in the long run a successful outcome. Because trust me tension within the players is asking for trouble», admits Kevin. Team captains tend to feel better about their role when coaches give them a sense of importance, perhaps a significant responsibility such as leading a team meeting or gathering information from team members (Anshel, 2003) Different leaders also possess different leadership styles such as: authoritarian, behaviorist, humanist or democrat, which one are you? Kevin smirks, «Honestly I think I'm a humanist. I know that may sound sissy to say but it's true! We're all a bunch of different guys that play different positions but put together on one team to play a game we all love. Yes, everyone does want to win, but as a humanist and a leader you want every player to play their position just right so the team can make the play successful to score points and win the game!» Humanists are approachable and players can confide in a humanistic coach and disclose their feelings to him or her (Anshel, 2003). So what exactly is being a leader? «To lead, you have to have the trust of the players and do what you can to connect with them and find a common ground with everyone on the field even though you two might hate each other off the field. I think the sport of football has to be successful with a good coach, good skills but most important it's a people driven issue. You have to intertwine with each other and be on the same page to make the successful plays, rack up the points and win the damn games!», shouts Kevin.

The development of effective leadership demands time and involvement. «Team captains» are as important as the coach in helping the other athletes to think for themselves and develop a sense of independence while at the same time helping the team learn to work with each other. This is why coaches choose a «team captain or captains» within the team who can provide motivation and direction to their teammates for an effective team performance (Loughead, 2006).

(4300 3H)

13 Sleep: Important Function or Waste of Time



Sleeping is essential in order for one to be a functional human being. There have been many different ideas about getting enough sleep, including that a person needs seven to eight hours of sleep nightly. One myth about sleep is that during sleeping, one is in a state of «suspended animation» basically a small coma. In truth, however, it has been discovered that during sleep the brain is active, variations in heartbeat and breathing occur, and the eyes and ears are active. These are important stages during sleep because they help that person be more aware, awake, and alert during consciousness. A student's sleeping pattern affect them during the day, and with a few small steps can be prevented.

Memory, an important function to every student, is an element affected by lack of sleep. Short term memory, as well as long term memory, decreases. If a student has multiple tests in a given week, that student may be counterproductive if trying to study for too many hours. The student may actually be better off studying less, and sleeping more depending on the person they might actually retain more. It is very difficult for sleepy participants?to keep their attention fixed. As sleep deprivation is prolonged, the effects become more severe. Paranoia and aggressive behavior have been linked with the continuation of sleep deprivation when present for more than five continuous days. In the most extreme cases, sleep deprivation can be accompanied by misperceptions, illusions, and even hallucinations.

When examining sleep with students, many unusual sleeping patterns are observed. It is not unusual for a student to go to bed at 12 or one a.m. and wake at six or seven. This sleeping pattern can be disturbed when a student is overloaded with work and either stays up later than usual, or gets up earlier than usual. Here, the student's normal sleeping pattern is disturbed and the student may experience extreme tiredness during the day. With the demanding schedule that students have, the amount and time may vary greatly from night to night, affecting the way that they feel from one day to the next. Students are at a high-risk for sleep deprivation. Many factors of a student's life can lead to sleep deprivation, including their job excessive homework, a busy work schedule, and their activities at night. They put their academic and social wants in front of their body's needs and, are affected

negatively. These include caffeine, noise, irregular hours, job and work stress, money worries, pain, depression, alcohol, and medications.

Students can take several approaches to ensure a quality nights sleep, they can use earplugs to drown out noise, or headphones with soft quiet music to sleep too, drinking ice coldwater or a warm beverage before bed helps neutralize stomach acid an prevent huger pains and growling. In extreme cases the student might need medical attention or a prescription. If over the counter drugs are used they need to be monitored to help reduce the chance of dependency.

Research shows that sleep is a necessity in order for someone to be able to perform at their maximum potential. Students are no exception to the rule and are often at a greater risk to suffer from conditions that accompany sleep deprivation. Regardless of the time period, a student must be well rested in order to perform at his or her best in terms of physical performance, memorization capabilities, and test-taking abilities. Also, without adequate sleep, the person will be more susceptible to illnesses, both mental and physical. In conclusion, I believe that sleep deprivation among students is extremely common and has a direct effect on how well that student will perform or feel.

(3000 зН)

14 Johari Window / ОкноДжохари

There are three different areas in which we completed surveys; relationships with employees, relationships with colleagues, and relationships with supervisors. I was not surprised at where I ended up on the three sections. My relationships with employees and colleagues fell into Type D, while my relationship with my supervisor fell into Type B.

I believe that I have a great working relationship with my employees and my colleagues. I am extremely open for suggestions and thoughts from colleagues and employees. This is what I interpreted as the «Ideal Window». This reflects a high degree of trust in the group or in any important relationship. I feel like I have an excellent working relationship with my employees and colleagues because I not only give factual information, but also feelings, wants, needs, desires, and allow

myself to be open to criticisms and where I am coming from a personal level. The size of my arena is not too large where I loose control over what I want them to know about my, but I am open enough when there is minimal defensiveness. I facilitate a group setting where giving and receiving feedback is welcome. I believe that due to my openness, other group members do not need to interpret more personal meanings into my behavior.

As in any organization communication plays a very important role in their success. Leaders must create an environment that creates trust and the sharing of information. Productivity and interpersonal effectiveness are directly related to the amount of equally held information. The larger the arena becomes, the more rewarding, effective, and productive the relationship will be. I think the trick to keeping a Type D management style, is to not open your arena too much where you leave nothing personal. There are personal aspects to your life that you should not share with people because it can interfere with daily work activities and could create a perception of you that you may not want.

While my relationships with my employees and colleagues fell into a Type D, my relationship with my supervisor fell into a Type B. Type B is someone who has a large hidden area. I keep a lot of information to myself and don't let my supervisor know too much about my personal life outside of work. Although, the last few years I have opened up and gave him some insight into my personal life, but not a lot. I seem to only share information when asked and don't express my opinion vocally until asked. My fear is that I may be risking too much, with exposure to doubt. I want to protect myself from being criticized. On the other hand, I may keep certain kinds of information secret to support and protect others. I want to know where other people stand before I commit myself.

I don't necessarily want to change my relationship with my supervisor. We have a great working relationship and I don't want to open up anymore than I have from a person vantage point. I would however, like to express my opinion without reserve in a group setting. I feel that my working relationships with my employees and colleagues are solid. In fact, when we were given this assignment I copied the

«relationships with supervisors page» and erased my answers and gave them to my employees to fill out. I explained to them that this was a survey for them and myself to help me become a better supervisor and that this would not reflect negatively on them. I received the surveys back and most of them were where I thought they would be; in the Type D range. There was one employee that was more in the Type A range than I would have thought.

Every other week I have group meetings with my staff and we discuss weekly activities and upcoming events. This time after our bi-weekly meeting, I thanked them for their response and asked them if I could meet with them all individually to discuss the results. I have not yet spoken with the Type A range person yet, but I hope to next week, so that I can assess what things I can be doing differently to reach this person.

(3300 3H)

15 True existence

A waking life is what we all live but sometimes we cannot decipher whether or not we are awake. Wiley Wiggins quest to find if this world that he lives in is a realm of thought or the real thing, brings you the views of many passionate individuals that make you think and ask questions about your very own existence. The movie lets you look into a realm where a young boy cannot determine if he is viewing life as a conches human or if he is in some type of dream state. The film takes you along as he travels on a quest for truths meeting very eccentric people with wild minds and views on how things are an Alta bee. As you watch these different charters express their views so passionately you cannot help but think to yourself about what the living life is all about. What is your importance, and why do I have the ability to think about all of it? The following is a look at three ideas that came to me while watching these events take place.

I the early stage of the film wiley is cked up by a captin of the streets who steers this vessel making you question many things. This ship sets you adrift out onto a voyage for knowledge and answers to questions about are true existence that really sets your mind up for the rest of the film.

First is this idea that we are selling are waking life for minimal wage really made me think how true that statement is. As a society are culture has reached a point where we must work. You cannot survive without some type of financial income to support yourself with. Without an education of at least high school or better finding good satisfying work is very hard, so hard inn fact its almost to the point where it doesn't even exist. Corporate America has taken over having an influence on everyone from the wealthy down to the less fortunate people in poverty that normally aren't effected by politics and corporate mergers as the more wealthy classes are but, now have to worry if a machine is going to take over ones job. We are constantly trying to do better at work and have a better job, but we are missing the true experiences that make are lives so important. I think the Indians knew best on how to live very simple fulfilled lives with great spirit and sole implemented in their day to day lives. Today we are so infatuated with quotas and the next marketing campaign we don't realize what living is all about. In today's modern society work is referred to as the rat race and we really are lab rats running around with corporate America watching down on us looking like worker bees frantically scrambling to make deadlines and arrive on time while the top CEO's take all the earnings.

Even this concept of time is bogus we manufactured this idea of breaking the day into different hours of time. Yes I know time itself exists because I see things changing around me, so there has been an obvious elapse of time, but it doesn't need to be monitored every waking moment like someone in critical care. We plan our lives around this concept of time with the constant thought of, are we going to have enough time to do this, or get there, and I have to be at work no later than six its sad that we have lost touch with are spirits. (2500 зН)

## 16 Economic Systems and Environmental

An economy is a system of production, distribution, and consumption of goods and services that satisfies people's wants or needs. In any economic system individuals, businesses, and governments make economic decisions about what

goods and services to produce, how to produce them, how much to produce, and how to distribute them.

There are 4 types of resources that go into creating an economic system, the first being natural resources, or natural capital. These are goods and services produced by the earth's natural processes, which support all economies and all life. There are no substitutes for many of these natural resources, such as air, water, fertile soil, and biodiversity, and the natural income they provide. The second type of resource is human resources, these are human beings physical and mental talents that provide labor, innovation, culture, and organization. The third resource is financial resources, these are cash, investments, and monetary institutions used to support the use of natural resources and human resources to provide goods and services.

The fourth resource is a manufactured resource, which are items made from natural resources with the help of human and financial resources. This type of capital includes tools, machinery, equipment, factories, and transportation and distribution facilities used to provide goods and services.

There are two major types of Economic systems are command and market. In a pure command economic system, the government makes all economic decisions about what and how much goods and services are produced, how they are produced, and for whom they are produced.

There are two types of market economic systems: pure free market and capitalist market. In a pure free market economic system, which so far exists only in theory, there are a few characteristics that define the market economic system. One is that all economic decisions are made in markets, in which buyers and sellers of economic goods freely interact without any government or other interference. All buying and selling is based on compensation, in which no seller or buyer can control or manipulate the market. All sellers and buyers have full access to the market and enough information about the beneficial and harmful aspects of economic goods to make informed decisions.

The capitalist market economic systems found the real world are designed to subvert many of the theoretical conditions of a truly free market. Here are the basic rules for a company operating in the world's capitalist market economies. Drive out all competition and gain monopolistic control of market prices on a global scale. Lobby for unrestricted global free trade that allows anything to be manufactured anywhere in the world and sold anywhere else. Lobby for government subsidies, tax breaks, or the regulations that give a company's products a market advantage over their competitors and governments to bail them out if they make bad investments. Withhold information about dangers posed by products and deny consumers access to information that would allow them to make informed choices. Maximize profits by passing harmful costs resulting from production and sale of goods and services on to the public, the environment, and in some cases future generations. A company's primary obligation is to produce the highest profit for the owners or stockholders whose financial capital the company is using to do business.

In making all of these important economic decisions there are internal and external costs. An internal cost is the direct or indirect cost, which are to be paid for by the seller and the buyer of an economic good. External costs are passed on to the public, the environment, and in some cases future generations. Some external costs are depletion of nonrenewable energy and mineral resources, produces solid and hazardous wastes, disturbs land, pollutes the air and water, contributes to global climate change, and reduces biodiversity.

There are a few things we can do to prevent environmental damage one is reducing resource use and waste by refusing, reducing, reusing, and recycling. Improve energy efficiency, rely more on renewable solar and geothermal energy, and shift from carbon based economy to solar- hydrogen based economy.

(3500 3H)

## 16 Unemployment

One of the greatest factors in our economy today is unemployment. Unemployment is the labor force participants that have inability to find jobs. There

are certain exceptions to being unemployed such as woman who devotes her time to being a housewife or a person who is doing charity work and donating their time. An important rule of thumb before discussing how unemployment affects our economy is to remember that, to get the maximum out of the available production capacity we need to reach full employment.

Before I get started on discussing how unemployment effects our economy I would like to show some interesting statistics. According to the Government 6.5 million people are unemployed, 5.5% of people are unemployed, and 12% of people are below the poverty line. But according to the infamous Michael Moore up to 13 million people are unemployed, up to 11% of people are unemployed and 20 % of people are below the poverty line. As you can see, the United States Government has totally different numbers than Michael Moore. This is because the government can not account for everyone in their country. People without homes can not be counted as homeless because there is no way to contact all of them, or not count them twice.

The types of unemployment are cyclical that is related to the business cycle, falling GDP growth, and workers who are laid off due to falling demand for labor. It is caused also by declining aggregate demand. Then there is structural that is a mismatch of labor skills with the offered job vacancies. It is cause by economic reforms and new technologies such as the car industry and by workplace downsizing and tariff or quota cuts. Frictional is another type of unemployment and is from people moving jobs or looking for their first job or rejoining the work force, this is just normal labor market turnover. Seasonal unemployment is self explanatory; examples would be Christmas jobs or fruit pickers.

Arthur Okun measured the relationship of the production possibilities curve and unemployment. Okun's law can be stated as saying that for every one percentage point by which the actual unemployment rate exceeds the «natural» rate of unemployment, there is a 2 to 4 % «GDP Gap». That is, unemployment above the inflation-threshold unemployment rate corresponds to real gross domestic product below potential output.



When a country is facing unemployment problems there are certain opportunity costs for its citizens, which means the economy is not running on full production frontier. These opportunity costs are lower living standards, consume resources, no production contribution. A decline in labor market skills for the long term unemployed and finally lower wage growth.

One of the reasons so many people are unemployed is DOWNSIZING. Downsizing is laying off a lot of people all at the same time. It is mostly done to increase company profits. For example AT&T laid off 40,000 people and made \$16 million and IBM laid off 60,000 people and made \$2.6 million. During the late 1990's, many large companies started downsizing, but then the news caught hold of it and it made headlines all around the United States. The cover of Newsweek had mug shots of CEO's with the title «Corporate Criminals».

Many large companies soon realized that they had to lay off people in smaller amounts. But I have a list of many of the companies that laid off people under the radar: NEC, Oshkosh, AOL, Westinghouse, Honeywell, RJR Nabisco, Hewlett-Packard, US West, Wells Fargo, Kmart, Office Depot, Honeywell, Whirlpool, Lockheed Martin, First Boston, TRW, Goodyear, Samsonite, Sunbeam, Raytheon, McDonnell Douglas, WM. Wrigley Jr. Co., and many many more.

I would like to now go into more effects of Unemployment economically and socially. First off higher unemployment causes lower real GDP, reduced national income and lower living standards. Economic and social hardships are suffered by families of the unemployed. There is also a social stigma attached to unemployment. The longer a person is unemployed the harder will be for them to ever set foot in the productive world again.

The increase in the taxation burden as taxpayers must fund the social security payments. It can also lead to a less equal distribution of income. Other social costs include the rising crime rates, family breakdowns, loss of dignity, drug use and alcoholism.

(3600 3H)

17 The Function Of Organizing

Organizing is very important for an organization. There are different ways of organizing a company. A good idea for companies is to have an organization chart. An organization will show the structure of the organization who is in charge of which department and how the department's organization work from within. We will see how the human resources department, the assets, finance and technology department are organized and their functions within the organization.

Large organizations are structured by department. One important department is the human resource department. The human resource department is responsible for staffing the organization's need. The staffing process involved different stages. An organization can staff the organization through recruitment. "Recruitment is the development of a pool of applicants for jobs in an organization." An organization can perform an internal recruiting. Internal recruiting is moving or promoting employees within the organization. It is an opportunity for the employees to be promoted and also to look at the employees skills. The skills inventory can allow the recruiter to give the employees a better opportunity in another department. A downside of internal recruiting is if an employee is lacking of skills. An organization can perform an external recruiting. External recruiting consists of recruiting applicants through news paper ad, job fair, internet job search site. It is sometimes difficult to hire people from outside when we do not know them. Although most organizations are required now to perform background check, reference check, drug test. However it still does not guarantee that the candidate will be good for the organization. In another hand a candidate from outside the company can bring new ideas to the company but it can takes them longer to get accustomed to the organization mission statement if the candidate is not familiar with the environment.

The organization of physical assets can be challenging as it involves securing the organization assets. It is the best interest of the company to have a person (manager) responsible for its assets. Assets can be machinery, electronics, and food. All assets must be inventoried; it can be daily, weekly, monthly or twice a year. It is important for the organization is re-evaluating the assets, they have in

hands, and how they are being used. Once this evaluation is done, the management can decide, if the assets are being utilized in a good and efficient manner or if the assets need to be removed, transferred, replaced or even purchased additional assets. It is very important to keep the assets organized for an organization. It can be a loss for the organization if assets are not managed. An organization can invest in more expensive assets if they feel that the assets they have in hands are not being productive.

The finance department is an important part of the organization. It is not always viewed as a department that understands the business needs. The finance department will control all aspects of the organization's finance. The finance department's responsibility is to communicate the budget to each manager and make sure that the managers understand the budget. The most difficult part of the finance department is to have the managers stick to a rigid budget. From an operation manager's point of view, the finance department is all about numbers. However, numbers are good indicators of how the organization is doing. The finance department will use metrics to measure the productivity and can help the operation team to make decisions, if something needs to be changed in one department like changing employee schedule or downsizing. The finance department can advise the operation team and upper level management about some investments that can be made.

The organization of the technology department is useful for organizations that are using their own software. Many organizations are reluctant to use popular software on the market. Some think it will be too easy for hackers to steal data. In this case, the technology department will need to use also an organization chart. The organizational chart will have a director of technology, divided by different branches, like technical support, research development, market development, application development, solution deployment. The issue for a company who used their own software is that it becomes expensive on maintenance and manpower as there is no outside company to support in case of any technical issues. It requires a lot of knowledgeable employees in order to run their information technology department.

As new technology evolves they need to stay up to date with the latest development in order to make sure that their systems work and are compatible.

Although it is expected that most department work together, it is easier to ask the right person for guidance having an organization chart. The chart will show different level of management. Corporate office will have the chart with the president on top of the chart and the different directors who reports to them. A regional unit or field unit will possibility show a district manager, all other different level of management and supervisors. Some organizations are centralized while others are decentralized. In centralized organization, the top level management makes “most of the decision and pass them down to lower levels for implementation”. It is sometimes easier to manage in a centralized organization as it is easier to oversee all the organization activities. The advantages of centralization, is that top level management are aware of every single transaction that are taking place in the organization. In decentralized organization, decisions are sometimes made at the front line management level. Decentralization is sometimes difficult to manage as it requires a good front line management. Decentralization has it advantages like the front line management making decisions about purchases, however it does involve that they have a good understanding of management, and whenever decision they are making, they will need to take responsibility for any consequences. It also requires good communication skills as any decision will need to be reported to another authority.

Organizing an organization is crucial for its well being. If an organization is well organized, it will be able to operate a profitable business. It is also true that not all organized company are profitable, but spending time to organize each department, making sure they are staffing accordingly, that they are the resources they need to operate the department is fundamental for the business. It is important that the top level managers follow with each team members on how the business is going. Getting everybody involved is an opportunity for new ideas.

(5700 3H)

18 Global Warming

Humans have ruled this Earth for thousands of years. Blood has been spilt upon land where the sun once shined. Of course, the sun is still shining above us, but it has a dark aura about it. It is no longer just providing heat and warmth to our society, but is also, now, slowly changing the landscape, rendering it almost useless, and we are the ones to blame. As the need for fossil fuels rise, the prices go up, and carbon dioxide emissions are higher than ever before and build up in the atmosphere as well. We are all no longer just facing some preposterous theory that some random scientist who happens to have a PhD made up just for the attention. No. This battle is against our own society and future. If we do nothing about global warming now, the future may have to pay the price with their lives.

Oh sure, the polar ice caps haven't melted yet, the oceans haven't dried up, nor have the weather patterns changed, but they are beginning to, and are taking their toll upon the land we have now. If all the ice in the world melted, sea levels would raise a minimum of 20 feet, if not any more. We would lose more land than we can afford with our rising populations which, in recent years, have sky-rocketed off the charts. Don't blame nature, nor the Earth, for it is not their burden to carry. New Orleans, just a few years ago, was hit by Hurricane Katrina and destroyed. Rivers of tears were shed, but we did nothing but tend to the fallen. Did nothing to find out why such a small storm suddenly exploded into a raging hurricane. I'll tell you why: Everything we do, be it washing your bike or throwing away paper, is weighed the scale of the Earth. Right now the scale is tipping and soon it will plunge us all into darkness unless we do something about it.

Allow me to introduce you to another theory on global warming. Many scientists believe that the world is going through a cycle as it has been for many years. We, as humans, address them by name: Spring, summer, fall, and winter, in our region. Each year we go through the cycle of seasons and by doing so, scientists believe that global warming is just yet another cycle to live with. Please acknowledge Katrina, once again, in 2005, when it hit Florida. It was only a tropical storm but, a few miles into the Gulf Coast and New Orleans was devastated with a towering Category 5 hurricane. As the ocean warmed up in the

hotter months, it kept the heat in because of the greenhouse effect. When the sun beamed down onto the ocean it stayed there because the rays could not escape the atmosphere while carbon dioxide built up there, and because of this Katrina grew into such a horror that many are forbidden to use its name.

I believe that global warming is as big of a problem as scientists say it is. As each year passes the cycle that the Earth is in is more loosely followed and the simplest joys are slipping. We are getting less snowfall each year and the beaches that once were an escape to another land are now terrors to live next to, for they are being swept away into the open with nothing to hold them down. Although many agree with this statement, they choose to think nothing of it and that the scientists will fix everything. What we must know, is that the scientists can do nothing more than we can. Even though it was them that did all the research, they can choose to shut themselves up inside an office 24 hours a day with all the paperwork right there with them, and do nothing. Before this decade even ends, we all may be facing a dramatic change in our lifestyle, one that may go, for the worse.

Global warming is already having a huge impact on our world. We can all just ignore it and pretend the ice caps aren't melting or we can all know this as fact and do all we can to protect the Earth from changing as much as we can. It is a problem that will teach us all a valuable lesson in time, when it is finally solved. As ordinary citizens, you may believe that we can do nothing to stop such a big thing, but we can. Almost all the products we use daily can be recycled and that's what we should do to them regularly. I, myself, can help by riding my bike to school or take public transportation in order to reduce carbon dioxide in the air and so can you. Everyone in this world was put here for some reason and you can make that known by helping to make our lives better. In the future, hope for better things, hope for the land to be that the skies are a deep blue and the hue of the landscape is green, and it is possible, because all it takes is your actions you do in your everyday life. Do it not so that you may be remembered when you pass to the next life, but so that many will hold you in their hearts for the life you lead.

## 19 Working Environment

Our surroundings can have a significant effect on the way we feel, think and work. The type of environment we favour for problem solving varies, depending on what puts us in the right frame of mind for a particular task. Some people thrive in a bustling atmosphere while others prefer more calm surroundings. Often we require different circumstances for different types of task. Quiet may be more suitable to analytical thinking, whereas lively surroundings might help us to get into a more relaxed, free-thinking frame of mind. We can learn from experience what conditions suit as best for different types of mental task and then try to recreate these when needed. Environmental stimulants determine our level of mental arousal, which affects the ease with which we can use various mental skills. The optimum level of arousal varies for different people. The sight of flowers, the smell of coffee, the sound of traffic, etc, may raise or lower arousal depending on the individual. Emotions such as frustration and anger also affect the level of arousal. With such a wide range of influences affecting people in different ways, there are no hard and fast rules about the best physical environment for problem solving. However, some aspects of the environment are particularly important. Adequate resources, available for employees to use, are essential. Lack of resources may cause frustration. Physical comfort is also very important, although some individuals may find it too sleepy to be creatively stimulating. Discomfort can create a distraction, raise levels of arousal, and result in stress or sleepiness. Proper temperature, good lightening, ergonomically designed furniture and office systems, little noise, and airy environment also help to create a physical comfort.

Now time to talk about policies, processes and procedures has come. The way organization is structured, the rules and regulations, the channels of communication, all impact on employee performance. With the flattening hierarchical structure and greater empowerment of the work force, many employees now have more autonomy to make a creative contribution to the success of their organization. Given greater accountability they are encouraged to apply their problem solving skills in their day-to-day work. When employees make a

significant contribution to corporate success this must be equally well publicized, both as a reward to the individual and to encourage others. Reward through promotion, bonuses and other cash incentives plays an important role. Suggestion schemes are a popular way of encouraging employees to contribute ideas for the successful running of a business. Often there is a financial reward, such as a share of any saving to the company when an idea is implemented. Quality circles are another way of encouraging employees to contribute through problem solving. Employees should also have the opportunity to suggest solutions to problems outside their own job role. However, money is not always the most powerful incentive. Many people who leave a company to build their own business do so because their attempts to develop their ideas within the company have been frustrated. Their incentive is often achievement rather than money.

The last thing I would like to talk about is culture and management style. A commitment to original thinking, aimed at finding better ways to respond in the changed environment, needs to be reflected in the business strategy and throughout its operations. Individuals should have the expectation of high achievement through their own efforts. It is vital that this involves the whole organization. We tend to assume the attitude of those around us without realizing. If our peers and managers are happy with the status quo we may easily adopt the same view. Management style can influence both our attitude and freedom to respond creatively to changing circumstances. Consider the different influence of two team leaders. One believes in leading from the front. He both suggests implements work changes based on his own perspective, persuading other team members that this is the best course. The second team leader leads from within the team. She is always asking the others for their views, trying to get a complete picture of what is happening. When she identifies an opportunity she tells the others, 'It's time for change, where do we go from here?' She makes change a team effort. The first group of employees inevitably feel undervalued and their potential contribution is thwarted. The second team is active in building a successful business. Setting targets and standards that stretch individuals also plays an important role. It



provides a stimulating challenge, encouraging people to search for more effective ways of working, and creates an environment where individuals think only the best is acceptable. While some people find being under pressure of work or a deadline a stimulus to problem solving, others find it an obstacle. The right atmosphere must exist to encourage people to express their ideas freely. As well as being asked for ideas and problems as they arise, people need to feel that will listen when they make suggestions and not be unduly critical if their ideas are unusual or seem unpractical.

(4400 зн)

20 Yum! (американская корпорация)

Yum! Brands is the owner of five different fast food chains across the world. These include Pizza Hut, Taco Bell, Kentucky Fried Chicken, Long John Silver's and A & W Restaurants. As the owner of five such restaurant chains, there are a variety of potential projects or events that require an investment. These can include such things as an expansion, buying new equipment, mergers, recalls, and so on.

Within Yum! Brands there are two projects that I would recommend to the corporation to be done. The first would be a corporate office for the international offices and the second would be a updating the current computer systems within the restaurant locations. One of these will be funded by current source of funds and the other sourced by non-current funds. «Current sourcing of funds are traditional ways, which can be circulated and repaid within the accounting period or operating cycle of the business. These types of funds are easily converted into cash or equivalent.» Alternatively, «non-current sources of funds are for a longer period of time, typically at least over one year. Normally long term sources are used for capital expenditure such as land, buildings, and machineries for the enterprises.»

Creating an international corporate office for Yum! Brands would be considered a non-current project. «Yum currently has a corporate office for their China division, but everything else is run from their regular corporate office located in Louisville, Kentucky.» This expansion would be considered a non-current project because it would be a long-term event that would take over one

year to complete. I think that the best way to raise the capital for this project would be to use a non-current debt instrument. I would recommend that Yum use mortgages and even notes payable to fund the additional corporate office for their international business. This would allow Yum to borrow the money today and make payments on it later when the profits are increased.

The second project I suggest is to update the current computer systems in the restaurants. This is essential because in today's world technology is the key to success and profitability. Companies want to make sure they are up to date on the latest technology. This is a project that will occur immediately and would therefore be a current project. I feel that the best way to fund this project would be to issue common or preferred stock in the company. Because Yum owns such popular food chains it would be easy to sell enough stock to raise the capital needed to get an adequate amount of money to update the computers.

(2100 зн)

21 Walmart (американскаякомпания)

Whether or not Wal-Mart is good for America, it raises many controversial issues. Wal-Mart is a very powerful and rich company. It is in fact the largest private leading company in the world. It employs over hundreds and thousands of employees. This superstore creates everyday living necessity at a low and affordable price with their famous slogan, "everyday low prices." People go to Wal-Mart in search for bargains on items where they might have to pay more elsewhere. They create a one-stop, no hassling shopping experience where you can find everything you would possibly need in one place at a reasonable price. However, it was not easy for Wal-Mart to be able to provide great buys at low price. Wal-Mart has the reputation of being careless and an immoral company that neglects their own employees with low wages and expensive health care insurance. Wal-Mart may be criticized by many other as tyranny in the retail business world; however they lack to see how Wal-Mart really benefits America.

From small towns to big towns, Wal-Mart has been launching new store locations almost on a daily basis all over the world. Many people have rejected the

proposal to have Wal-Mart enter their town fear of destroying many small local businesses. Wal-Mart sells a lot of variety of products from hair products to clothes to electronics and others; it is highly impossible for anyone else in the same business to have fair competition. They have the ability to cut their prices with the result of selling more of that product. Small local businesses do not have that advantage. It is very difficult for small businesses to survive in an area where there is a Wal-Mart around. Wal-Mart has a great variety of items for sale. Wal-Mart's variety is beyond control. To really survive as a local business, you would either need to beat Wal-Mart's price or offer something that Wal-Mart does not carry. Why go to a family business to purchase a good that is readily available at Wal-Mart, the store where you can trust to get a good bargain? You don't. Wal-Mart is here for the good. Yes, they might destroy many businesses but to run a business, you need to look out for the consumers, see what products they are interested in and at what cost they would be willing to spend for them.

Even though Wal-Mart might be around other businesses, it does not necessary mean that other business are doing bad or will go out of business. Even if Wal-Mart offers the best price around, that does not mean everyone is doing all of their shopping at Wal-Mart. Wal-Mart is simply just a choice of low prices with consumer seeking great bargains. Because of this, Wal-Mart destroyed many businesses leaving people jobless and unable to make a living. They failed to realize that with Wal-Mart growing, more and more jobs are created to balance unemployment. They create more jobs everyday than a small business can afford.

The disadvantage of Wal-Mart is the employment environment. The employees of Wal-Mart are being mistreated. The months of employment before benefits starts has been increased and the wages are extremely low. However, Wal-Mart offers a chance for an increase in employment. For some people who are in need of a job, Wal-Mart offers more job opportunities. An increase in job opportunities will cause the social status of a small town to rise. Wal-Mart can allow a small town to grow economically.

The sole purpose of Wal-Mart is to provide lower cost of consumption to the consumers everywhere. They benefit the consumers who are unable to afford expensive, lavish things. They help the single mother out there who is trying to get back on her feet while supporting her children. With Wal-Mart around, they are able to purchase products with brand without paying an extra couple cents to dollars they normally would. They support those family less blessed than everyone else with a chance to buy products they couldn't afford elsewhere. All Wal-Mart is really doing is keeping the costs down which benefits the consumer while keeping their profits up thus making the economy grow. People contribute to the economy by making purchases helping the economy circles. Wal-Mart increases the competition between retailers, thus stimulating the economy. Small businesses out there are complaining about how Wal-Mart is destroying their businesses. But if business out there cannot handle the competition, then they shouldn't be around. Wal-Mart gets their products in bulk which allows them to adjust the prices lower to still make profits. Wal-Mart have the advantages of doing business with China, when in the years to come, China would be the center of all businesses and trade. Wal-Mart is one step ahead of all business soon to realize that all resources are found within China.

Just because Wal-Mart offers "everyday low prices" doesn't mean that it is the only place to go. If Wal-Mart is doing well, it simply means that people of America are supporting Wal-Mart. Wal-Mart started as a small business as well. Over years and years they have become the largest company. If Wal-Mart is bad for America, then they wouldn't be the largest company around. Yes, Wal-Mart might not be as perfect in certain aspect like how they treat their employees or how the low prices come with high cost. But, overall Wal-Mart has employed over thousands and thousands of employees creating a job for them doing something family business cannot do. They become extremely successful is because us, the consumers. The consumers are supporting their way of conducting business whether it is moral or not. We are supporting it by shopping there. By shopping at Wal-Mart you can buy something that would normally cost more elsewhere, but at

Wal-Mart you can get a really good buy. It weird how the main focus on Wal-Mart is the environment they created for their employees. How about other companies? Other companies might have the same working environment as Wal-Mart with bad benefit and high cost of insurance. Why doesn't anyone pay attention to that? Is it just merely the fact that Wal-Mart is profiting to a point that they have no competition?

(5100 3H)

## 22 Promoting a World Wide Web Site

As we enter the new millennium, more and more businesses are deciding to go along with building what is called sites on the world wide web, better known as a web site. It seems as though these days to many people is that all you have to do is build a web site and you are set to go. Being as upfront as possible there is an extreme downside to this method. Just building the web site will not bring anybody to the web site. To get people to visit a web site certain processes have to be taken to promote the web site. There are numerous ways out there to promote a web site.

One very common and successful way to bring visitors to a web site is to send out direct electronic mail or commonly known as email. This is a very simple process in general. It simply consists of sending out emails at random or premeditated if you have the time. The emails need to contain a short paragraph describing a little about your web site and what it has to offer to those who visit the web site. Remember that with this method it is wise to not be too wordy otherwise this process can develop to be very time consuming and irritating to the sender and the receiver of the email. However it is possible to email well over 10,000 emails in just under an hour. This process can only be done if everything has been thought out thoroughly and ready to go before the process has even begun. Another possible advantage to this method is that the recipient of the email may enjoy the site and forward the same email to people that they know. Emails also cost nothing if there is already access to the World Wide Web through an ISP (Internet Service Provider). This method is the most commonly used and it can and does work.

A very similar way but much less direct method is simply to attach a signature to the end of outgoing emails. Most email providers offer this option. It simply means that at the end of outgoing email that is sent out there will be a message of individual choice at the bottom of the email where a signature would normally be on a hand written letter, thus giving it the name signature. What the message says is entirely up to the sender of the email. It is recommended that more than one signature be provided to pertain to different types of people that are emailed. The message should include your web site name, address, and a short catchy little phrase to catch the eye.

Another method of promoting a web site is to enter the site in a search engine. A few examples of search engines are Yahoo, Alta Vista, Excite, Lycos, Infoseek, and Webcrawler. The whole process in itself is very easy but it takes time and patience. An application is provided for individuals by the search engine. The application requests name, web site name, web site address, a description of the web site, what kind of site it is, a list of key words, and what category would be desired for placement of the web site. Always double check to see what the search engine did with what they were given. Check to see where the site was placed and to see if the site was placed at all. «Perhaps as many as 50 percent of all submissions are rejected». If for some reason or another the site wasn't posted simply keep reapplying. Be persistent and keep registering but each time use different key words. Eventually the site will be posted.

An approach to promoting your site that does work quite well on a regular basis is to advertise by using banners and ads that link to the web site that is being promoted. The downside to this method is that it does get expensive. It is simple though. Simply come up with a banner design that is catchy and convince other web sites to carry the banner. Usually they will not do it for free so it is best to offer them a sum of money to carry the banner for a certain amount of time. Then negotiate down to what meets both web site's needs. Many sites will offer a chance to place an ad on their web site if in return the person desiring the ad placement

will apply the web sites ad on their web site. This works well if it has the opportunity to have this setup with multiple web sites.

There is another way and that is to apply to what is known as a link page. This is a web site that consists of only links to other web pages. Usually all the web pages have something in common with each other. Convincing the link page to accept the offer to contain the web site link to the site that is currently being promoted is easy although sometimes there is a small fee.

The internet provides many news services that contain what is known as a message board. This is where there are always discussions on certain topics. This is a good place to sneak in an ad from time to time as long as it is respectfully done and doesn't disrupt the conversation. The best way to do this is by disguising the ad as a perfectly acceptable response to a conversation. «Go to where the people you want hang out». Do not get carried away because the promoter of the site can end up with a bad reputation that gives the site a bad reputation for what is called «spamming». Knowing how to post good messages is a way to promote the we site in itself. Show ads that interest people and do not use short flashy ads. Short flashy ads irritate people. It is bast to use long indirect informal ads that make it seem like a sensible conversation and not an ad. It is best to only post messages from time to time.

There are many software programs out there that will do most of this stuff extremely fast and efficient. The price of the software varies. The software will do in minutes what the average person could do in hours saving valuable time and effort. And all the information is saved making it even faster to redo the process again and again.

There are also promote web sites that are dedicated to promoting other web sites. It is their specialization and naturally there is a fee. They offer just mainly the ability to fill out one application and be entered into practically every search engine available to the public. Some even offer free statistics to see how the web site is progressing.

Also the more things that are offered on the web site the possibility for more people to visit the site increases dramatically. It will hook people in and keep them coming back. A very good example of this is to give away free gifts. Giving away gifts is the best way to get a web site up and running the way that is desired. It will bring in visitor and those visitors will recommend others to visit. It's a ongoing chain reaction that happens everyday on the web. Everybody loves the word free regardless of what is free. It could be something as simple as a download.

Free information is another way to attract visitors to the web site. The more that is offered the more that will come. It is best to make sure the information is something that others would be interested in. Look around at news groups and see what information is talked about often and then post some info on the topic on the web site. Then simply invite people to view the information but do it casually. Work it in the conversations.

Another way that will cost some money on most occasions is to write up a press release. A press release is basically an application to have the web site promoted through some sort of media whether it be the news, a magazine article, a radio program, a newspaper, etc. Just about anything that is seen or heard by a lot of people.

The web site promoters can also offer what is known as an affiliate program. This allows viewers of the web site a chance to carry a banner from the web site on their web site. In return offer a small commission for each person that visits the web site through the link applied on their web site.

As the days go by more and more people will have their own web site. Along with more people having a web site comes more ways to promote a web site in due time. It is always a good idea to

(6400 3H)

## 23 Energy Crisis, Global Warning

The most important source of our modern civilization is energy. Energy is in everything. It comes in different forms — heat (thermal), light (radiant), mechanical, electrical, chemical, and nuclear energy. The use of energy has been a



key in the development of the human society by helping it to control and adapt to the environment. Managing the use of energy is inevitable in any functional society. In the industrialized world the development of energy resources has become essential for agriculture, transportation, waste collection, information technology, communications that have become prerequisites of a developed society. The increasing use of energy since the Industrial Revolution has also brought with it a number of serious problems, some of which, such as global warming, present potentially grave risks to the world.

In society and in the context of humanities, the word energy is used as a synonym of energy resources, and most often refers to substances like fuels, petroleum products and electricity in general. These are sources of usable energy, in that they can be easily transformed to other kinds of energy sources that can serve a particular useful purpose. All forms of energy are stored in different ways, in the energy sources that we use every day. These sources are divided into two groups — renewable (an energy source that can be replenished in a short period of time) and nonrenewable (an energy source that we are using up and cannot recreate in a short period of time). Renewable and nonrenewable energy sources can be used to produce secondary energy sources including electricity and hydrogen.

Renewable energy sources include solar energy, which comes from the sun and can be turned into electricity and heat. Wind, geothermal energy from inside the earth, biomass from plants, and hydropower and ocean energy from water are also renewable energy sources. However, we get most of our energy from nonrenewable energy sources, which include the fossil fuels — oil, natural gas, and coal. They're called fossil fuels because they were formed over millions and millions of years by the action of heat from the Earth's core and pressure from rock and soil on the remains (or "fossils") of dead plants and animals. Another nonrenewable energy source is the element uranium, whose atoms we split (through a process called nuclear fission) to create heat and ultimately electricity.

We use all these energy sources to generate the electricity we need for our homes, businesses, schools, and factories. Electricity "energizes" our computers,

lights, refrigerators, washing machines, and air conditioners, to name only a few uses. Oil is one of the most important of all these energy sources. Oil that we use these days comes from a material called Crude oil. Crude oil is a smelly, yellow-to-black liquid and is usually found in underground areas called reservoirs. Scientists and engineers explore a chosen area by studying rock samples from the earth. The amount of crude oil produced has been getting smaller each year. However, the use of products made from crude oil has been growing, making it necessary to bring more oil from other countries.

As the supply of these crude oil is decreasing with the increasing demand we call it a Energy crisis. More precisely an energy crisis is any great bottleneck (or price rise) in the supply of energy resources to an economy. It usually refers to the shortage of oil and additionally to electricity or other natural resources. An energy crisis may be referred to as an oil crisis, petroleum crisis, energy shortage, electricity shortage or electricity crisis. As we live in the age of oil, but it is drawing to a close. The world's most widely-respected geologists, physicists, bankers, and investors in the world are absolutely terrified by a phenomenon known as global "Peak Oil."

Peak oil is the point in time when the maximum rate of global petroleum extraction is reached, after which the rate of production enters terminal decline. The concept is based on the observed production rates of individual oil wells, and the combined production rate of a field of related oil wells. The aggregate production rate from an oil field over time appears to grow exponentially until the rate peaks and then declines, sometimes rapidly, until the field is depleted. It has been shown to be applicable to the sum of a nation's domestic production rate, and is similarly applied to the global rate of petroleum production. It is important to note that peak oil is not about running out of oil, but the peaking and subsequent decline of the production rate of oil.

If 2005 was the year of global Peak Oil, worldwide oil production in the year 2030 will be the same as it was in 1980. However, the world's population in 2030 will be both much larger (approximately twice) and much more industrialized (oil-

dependent) than it was in 1980. Consequently, worldwide demand for oil will outpace worldwide production of oil by a significant margin. As a result, the price will skyrocket, oil dependant economies will crumble, and resource wars will explode.

The issue is not one of “running out” so much as it is not having enough to keep our economy running. In this regard, the ramifications of Peak Oil for our civilization are similar to the ramifications of dehydration for the human body. an oil based economy such as ours doesn’t need to deplete its entire reserve of oil before it begins to collapse. A shortfall between demand and supply as little as 10 to 15 percent is enough to wholly shatter an oil-dependent economy and reduce its citizenry to poverty. The effects of even a small drop in production can be devastating. For instance, during the 1970s oil shocks, shortfalls in production as small as 5% caused the price of oil to nearly quadruple. The same thing happened in California a few years ago with natural gas: a production drop of less than 5% caused prices to skyrocket by 400%. Fortunately, those price shocks were only temporary.

The coming oil shocks won’t be so short lived. They represent the onset of a new, permanent condition. Once the decline gets under way, production will drop (conservatively) by 3% per year, every year. War, terrorism, extreme weather and other “above ground” geopolitical factors will likely push the effective decline rate past 10% per year, thus cutting the total supply by 50% in 7 years. These estimate comes from numerous sources, many of which believe global oil production will peak and go into terminal decline within the next five years, if it hasn’t already. Many industry insiders think the decline rate will far higher . Andrew Gould, CEO of the giant oil services firm Schlumberger, for instance, recently stated that “An accurate average decline rate of 8% is not an unreasonable assumption.” Some industry analysts are anticipating decline rates as high as 13% per year. Source A 13% yearly decline rate would cause gobal production to drop by 75% in less than 11 years. If a 5% drop in production caused prices to triple in the 1970s, what do you think a 50% or 75% drop is going to do? Estimates coming out of the oil

industry indicate that this drop in production has already begun. The consequences of this are almost unimaginable.

People tend to think of “alternatives to oil” as somehow independent from oil. In reality, the alternatives to oil are more accurately described as “derivatives of oil.” It takes massive amounts of oil and other scarce resources to locate and mine the raw materials (silver, copper, platinum, uranium, etc.) necessary to build solar panels, windmills, and nuclear power plants. It takes more oil to construct these alternatives and even more oil to distribute them, maintain them, and adapt current infrastructure to run on them.

If oil production remains constant, there is enough to last 42 years. That figure is 61 years for natural gas and 133 years for coal. Oil and gas wells produce less as they become depleted which is just one reason production will not stay constant. Everyone realizes oil and gas will become scarce and expensive within the life times of living humans. Inevitably, there will be a transition to sustainable energy sources. The transition may be willy-nilly or planned—the choice is ours. Because of our numbers and our technology, we humans greatly influence the ecology of Earth. Yet Earth does not come with an operating manual and we need to look to science to create one. The new era of limited and expensive energy will be very difficult for everyone on Earth but it will be even more difficult if it is not anticipated. It is of utmost importance that the public and especially policymakers understand the global energy crisis and the underlying science.

(7200 3H)

## 24 YouTube

A video empire escapade, this is what YouTube.com is becoming. It is a collection of short clips of video. The range of videos is as big as your mind can expand, where any topic of video is most likely on YouTube.com. YouTube.com serves as a learning device, so where if you would like to learn something, you more than likely can find video to teach you.

Learning with videos is a big deal to many people out there in today’s world. On TV especially there are many info commercials that want you to buy their

videos on how to make money, how to run computers, and how to sell real estate. These videos also cost money and the price is not cheap. Many of these videos are scams just to get your money and the video doesn't even do its job. With YouTube you don't have to pay any kind of money to look at videos, just the topic you would like to learn.

A good learning video that would might helpful through YouTube is golf. The game of golf in my opinion might be one of the toughest games to play, if not learn. It takes years and years to accomplish minimal changes in your game. It is a game of reputation and has to be exact and precise every time. YouTube brings you videos that will help you in any part of your game. Putting is a tough part about golf and there hundreds of different putting lessons on YouTube. If you do not like one style of putting you can switch to a different style and learn it through videos. Golf etiquette is a HUGE part of the game and must be dealt with in a calm fashion. YouTube will show you what you should do in certain situations on the course. It will show the proper way to mark a ball on the green and where you should be stepping when someone else's line is in your way. These are just a variety of golf tips that you might encounter in the golf world.

Another idea YouTube brings to the table is the fact that you can learn any useless trick you want. If you want to learn a back flip, YouTube has a video that will teach you how to a do backflip by yourself. There are many useless tricks that one might learn in his or her life time and these tricks could be learned to impress a friend. People want to learn unique stuff and YouTube has what they are looking for. Many college kids these days are looking for new and fun drinking games they can play with their friends. Quarters is a game is widely known by the drinking community and can be taught at YouTube. There a bunch of different techniques, but one really solid game fact and that is to get your quarter into the glass as quick as you can. There are many people that might get bored with this game, so they turn there heads to YouTube and find Flippy Cup which is a game that you drink the beer from your cup and then try to flip the cup so that it lands the way it should

be on the table. There are teams and only one person from the team can go at a time. When one team finishes all the cups they win.

The last topic I am going to talk about is music and beat making. This topic relates to me in big way that it has taught me something that I might never have gotten into if it was not for YouTube. A couple of months ago I was on the internet looking through beats in that back of hip hop and rap songs wonder how hard it would be to make those and if it would sound any good if I did try to make the beats. Well I had no clue what I would need to start my experiment. I went to YouTube and searched everything for the project that I was about to start. When I finally got my programs and keyboards set up I started making beats, but it did not go well at all. So I went back to YouTube and learned how to start off with some piano and drum backgrounds to start it. From there my project has successful and I am now in the process of making my own video for YouTube.

YouTube brings a whole other ballgame to the picture when you talk about learning. It is revolutionizing the world of what you can accomplish on the internet. It consists of learning a new sport such as golf, or learning that new back flip to make a friend be impressed, or that business that you never knew you had before going to YouTube. All these things are just different ways to learn the thing every human wants to learn without the help of someone else.

(3400 3H)

## 25 The Renaissance

When the Renaissance began in the 14th century, art began to take on a different level of expression as time passed by. The 16th century marked a period where the Renaissance was believed to have reached its peak in Renaissance art. This period was known as the High Renaissance and lasted from 1500 to 1527.

The period involved a shift in artistic style and objectives as well as a shift to Rome and the Papal court. The church continued to be the greatest patron of the arts, where they had reached the peak of its influence in Rome. Famous artists working for the church during the time started painting works of art that contained similar characteristics of the Early Renaissance, only much more improved. One of

the main characteristics of paintings was the construction of ideal harmony and balance.

The artists that became famously known in the High Renaissance had worked on their advancements in the artistic styles and techniques from the earlier Renaissance. By looking back at how they achieved this, I will use Correggio's *Virgin and Child with Young St. John the Baptist* to see how ideal harmony balance was specifically constructed.

#### From the Early Renaissance to the High Renaissance

The fourteenth century marked a painful transition from the medieval period to the world of the Renaissance. Its beginning was burdened with disaster and racked by war which had led many people to produce changes about the European society. Moving in towards the Renaissance, new stirrings such as realistically portrayed art were brought in, including the significance of the unique talents and potential of many individuals. Florence became a place for talented artists and the power of the banking families played a large part in the patronage of the arts. Artists began signing their works and producing art that was turned away from the religious subject to a depiction of the natural world. Advancement in artist's work included representation of perspective, use of space by making it look uncluttered, a clear focal point, unity, clarity, and use of muted colors.

However, this representation was not enough for the great artists of the High Renaissance. Leonardo da Vinci, Raphael, and Michelangelo revealed not only the complete mastery of the earlier advancements in the Renaissance, but also represented ideal qualities and harmonious compositions. If the artists of the Early Renaissance in Florence had created and worked hard to introduce the techniques and styles of Renaissance art, then these artists were responsible for taking art to a level of noble expression by mastering those techniques. Art took in a toll in becoming more geometrically precise, more realistic, mathematically accurate, subjects showed more signs of emotion and movement, and more detailed backgrounds were present. It was Pope Julius II who commissioned such artists to produce fine pieces of art carrying these characteristics.

## The Switch of Power Leading Into the High Renaissance

The sixteenth century shifted to Rome and to the court of Pope Julius II. Pope Julius II had appreciated the fine arts. He had hired many leading Italian artists to Rome to produce projects such as the Sistine Chapel and frescoes such as the School of Athens.

If it wasn't for his uncle, Pope Sixtus IV, Pope Julius' career would not have risen. Known as GuilianodellaRovere before becoming pope, he had become Cardinal Priest of San Pietro in Vincoli in Rome. From this, he became wealthy and received many benefices. When Sixtus died in 1484, Guiliano had a slim chance of becoming pope, however he was responsible for Innocent VIII's promotion to the Cardinalate. After Innocent VIII's death, it was then that Guiliano was destined to become pope. The Cardinals resented him and instead elected Cardinal Rodrigo Borgia in 1492 who then became Alexander VI in the papacy. Guiliano's and Alexander VI were known to be enemies, and for his safety, he avoided Rome during his papacy but not for long when Alexander VI passed away in 1503.

The Cardinals then elected Pius III, whom was known as Guiliano's successor. For a short period of time, Pius III held the throne and died 26 days shortly after being elected. Guiliano was now determined to become pope and he had fought to extend the reach of the papacy by leading an army into Umbria, Italy under Pope Sixtus IV. Finally, on November 28, 1503, Guiliano's aspiration to become pope was official. Because of Sixtus' influence, Julius II had also played a large part in the patronage of the arts. His appreciation in fine arts led him to commission two well known artists, Raphael Sanzio and Michelangelo Buonarroti. Both very talented, each of them were individually known for their use in the different techniques they utilized in their work.

Michelangelo was more of a sculptor than he was a painter. Lorenzo de Medici in the school for sculptors established him just when he was thirteen. He was called by Pope Julius II in 1505 to create a monumental tomb for him. His most famous work was The Sistine Chapel in which he had painted over 300



human figures. The organization of it consisted of four large triangles at the corner, eight triangular spaces in the outer border and nine central panels, which were all bounded together by the figures.

#### Stylistic Feature: The Use of Harmony and Balance

Alberti, a theorist and architect once quoted that “Everything that Nature produces is regulated by the law of harmony, and her chief concern is that everything should be perfect. Without harmony, this could hardly be achieved, for the critical sympathy of the parts would be lost.” The logic of creating harmony and balance is to ensure that the parts of a painting carry on a balanced proportion within the whole of the painting.

He was the leading painter of the Renaissance and was summoned to Rome by Pope Julius II in 1508. Julius had him commissioned to decorate the papal apartments in the Vatican. Raphael creatively painted paintings and frescoes that conveyed this balance and also a sense of peace and beauty.

For example, in his painting of Madonna of the Meadow, you can clearly see the depth through the use of color and proportion. The background, middle ground, and foreground provide the details of the painting. Although not fully detailed in the background, it does depict a lot more once you get to the middle ground. Details in the landscape are a lot closer. You can see the use of colors of the landscape. The different shades of green balance out the three dimensional look of the land. As you get to the front, Madonna is first noticed because of her large figure. The three figures are arranged in a pyramid shape to create a balanced space and clear focal point. The soft lines and delicate color of Madonna portrays the representation of beauty and perfection. The figures of the two children convey sweetness and warmth from their faces.

#### Harmony and Balance Portrayed in Correggio’s Work

In Correggio’s Virgin and Child with Young St. John the Baptist, Correggio concentrates on three biblical figures, especially between the two children. St. John’s and Christ’s body expression gives you a sense of a playful mood between the two. The angle in which St. John is in portrays him looking at Jesus as if he is

in awe to what Jesus has to say to him. Jesus looks downward at St. John as if consoling him. Notice how Mary the Virgin, Christ, and John appear in a stable shape of a pyramid to create a balanced and believe space. This pyramidal configuration suggests a kind of harmonious and symmetrical composition. Mary is the largest figure in the piece and her pose is twisted gently, suggesting a shifted balance in it. Her arms, which seem to form a triangle, are softly embracing the two children. Her triangular form of the arms creates an enclosure between all three subjects.

Although the High Renaissance only lasted for a brief period, Italy flourished in one of the most creative forms in the history of art. The period was associated with the careers of Michelangelo and Raphael. Artist's personal style had become valued for their technical advancements in the works of earlier Renaissance characteristics in which no challenge was too great. Patronage of the arts was greatly influenced by the papacy in which artists were called to create valued work that expressed religious and social themes. The Early Renaissance started a new sense of pride and nationalism where it led to developments in art while the High Renaissance was the pinnacle of that period.

(7100 3H)

## 26 World Trade Organisation

Changes in the political environment and the technological development are factors that both have changed the opportunity for countries to trade services and products. It is easier for us to transfer information and transport the services and products around the world.

Fisher slightly describes advantages and disadvantages of globalization. He talks about different benefits and changes such as the new technology and its effects in the business world of today, and he also mentions that the markets are more open than before. He describes that the opponents of globalization claims different disadvantages, such as companies moving their production to countries where it is easier for them to produce without caring about labour laws, and that

WTO and other organizations are undemocratic and that underprivileged people's interests are neglected.

One section in Australia that has benefited by the globalization is the wine industry. It is a huge business and Australia is famous all over the world for the different wines the domestic companies produce. Since Australian wine is as popular as it is, the industry is benefited when the trade barriers and tariffs are reduced. It is easier for the different wine companies to enter new markets and to increase the sales. According to facts from the Australian government website Australia is "one of the top wine-producing countries in the world". They exported almost the double volume of wine compared to what was sold domestically. The government helps the entire wine industry in Australia in forms of reducing barriers of trade. Countries that Australia exported the largest volumes of wine to 2006/2007 were United Kingdom and United States but also Canada, Germany and New Zealand were all large markets.

A section that has been disadvantaged by the globalization could be all the workers in the different domestic industries that choose to move the production overseas. If Australian companies expand overseas and move their production these workers will compete evenmore when it comes to all the jobs available within the country. The domestic supply of labour will be higher than the companies demand and this will increase the unemployment. According to Homan domestic companies will look at the opportunities overseas and come to establish their production in other countries. The wages domestically will decrease since there are fewer jobs than usual for the workers to apply.

(2000 зн)

Выбор варианта заданий для набора и перевода представлен в таблице. Номер варианта соответствует номеру фамилии студента в журнале. Общее число знаков для перевода должно составлять от 8,5 до 10 тыс. знаков с пробелами.

Student's name	Topics' no	Signs in total
1	1, 5	All about 10 000
2	2	
3	3, 6	
4	11, 12	
5	8,10,16	
6	17, 18	
7	22, 24	
8	23, 26	
9	25, 20	
10	14, 15	
11	19, 4, 20	