

желательно еще и видеть, особенно тем, кто не силен в языке, то каламбур с использованием омофонов лучше только слушать, но не читать. Итак, омофоны — это слова, схожие по звучанию, но разные по написанию.

Eating should never make you sad, unless it is a mourning meal.

Слова morning и mourning читаются одинаково, что может привести к забавной путанице в значениях.

Омонимия целых фраз и выражений широко используется в каламбурах английского и русского языков.

Regis Philbin recently drew up his will. Who wants to be a million heir?

На первый взгляд, особо смешного каламбура здесь нет. Но практически любой американец улыбнется, зная, что Regis Philbin — ведущий популярнейшего шоу «Who wants to be a millionaire?».

А вот пример с использованием омоформ — слов, совпадающих по написанию и звучанию лишь в некоторых формах. Омоформы весьма часто употребляются в русской игре слов, но в игре слов английского языка — редко.

You were lying all the time! No, that's not true! I lay on the sofa just several times.

Lie — Lay — Lain (лежать) — неправильный глагол.

Lie — Lied — Lied (лгать) — правильный глагол.

Перевод каламбуров требует не только хорошего знания языка, но также большой эрудированности. Исследование данной темы позволяет показать рост мастерства современной школы перевода и определить некоторые общие тенденции в сфере сугубо творческой и вместе с тем зависимой от формальных элементов языка оригинала и перевода.

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The new power map

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The energy map of the world is being redrawn. We are moving away from a world dominated by a few energy mega-suppliers, such as Russia, Saudi Arabia, and Venezuela, and toward one in which most countries have some domestic resources to meet their energy needs. The revolution in unconventional energy production results from technologies that make drilling and extraction from underground shale formations increasingly easy and cheap [5].

Shale gas, extracted by hydraulic fracturing («fracking») of rock formations, has transformed America's energy outlook. Shale has quickly gone from nowhere providing a quarter of all gas production [2]. In the coming decades this may well rise to half. And as gas has billowed out of the ground, prices have tumbled. Cheap gas has helped to boost America's petrochemical industry and has forced electricity bills lower.

Hydraulic fracturing has also provided jobs at home. By 2020, HIS (Information Handling Services) forecasts about 1.3 million additional jobs in unconventional oil and gas, with the sector contributing more than \$416 billion to the economy [1].

The geopolitical benefits of shale are already apparent. American shale gas is playing a key role in weakening Russia's ability to use energy as a weapon against its European customers.

It is not just America that might benefit. The type of shale rock formations that are giving up so much gas are found around the world. Exploration is beginning in Europe and China. Other countries such as Argentina and South Africa are also likely to have large quantities of shale gas beneath their soil [2].

But do the benefits derived from shale gas outweigh the drawbacks? Fracking involves pumping water, sand and chemicals under pressure into shale wells to break up the structure of the rock and so release the gas to flow out. The potential bonanza of hydraulic fracturing is not universally welcomed. France has banned fracking; some American states have too [3]. Other countries are also insisting on detailed investigations into the environmental effects of fracking and other aspects of shale gas extraction before allowing oil and gas companies to go ahead with drilling [2]. The opponents of hydraulic fracturing claims that the energy boom is producing fresh scars on the land and new threats to scarce water supplies. Many studies show that exploiting unconventional fossil-fuel reserves generates more CO₂ emissions than drilling for conventional gas and uses three to five times more water. «It's a pact with the devil,» says Randy Udall, a consulting energy analyst from Colorado [4].

Proponents of shale gas, like Amy Myers Jaffe of the University of California at Davis, accept that its extraction has consequences for the environment. But they argue that all forms of energy production at the scale required to power the world, including renewables, have some impact. And the potential environmental problems related to fracking can be managed and are far outweighed by the economic boost to America and the geopolitical advantages of a world that can reduce reliance on Russia and the Middle East for its energy [2].

The arguments are important. If fracking is as bad as some environmentalists claim, then shale gas has no future. And if shale gas and oil are to continue refashioning America's energy landscape and also have a profound impact in other countries, the public must be confident that the extraction technologies are safe.

Литература

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Verbal and Non-verbal Business Communication

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The workplace is a complicated place. Imagine a spider web of people, managers, supervisors and staff members who need to work together, interacting in various ways to fulfill the organization's mandate. Disagreements and conflict are bound to occur; between staff members, between staff and management, and between clients and members of your organization. The art of communication is absolutely necessary for business. What is more, you may deal with people with different cultural and social background. Thus, it is essential to have proper skills of verbal and non-verbal communication while dealing with different people.[1]

We acquire information about the external world with the help of five senses: sight, hearing, smell, taste, and touch. Almost 90 % of the information is received through the organs of vision (visual), about 9 % - with the help of hearing {auditory) and only 1 % with other senses (smell, taste, touch).[2]

Communication is divided into 2 parts: verbal and non-verbal. The skills of verbal communication are writing, speaking, reading and listening. A good businessperson needs the skill of speaking and even more, the skill of listening. It has been found by research studies that an executive's communication time is spent roughly in the following proportion [3]: