

**Конкурсные задания
I Саранского конкурса специального перевода
для молодых переводчиков
“Per aspera”
2011 год**

Раздел «АНГЛИЙСКИЙ ЯЗЫК»

Номинация I.

«Перевод медицинского текста с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

Recognition of Kawasaki disease

Kawasaki disease (KD) was first described by Tomisaku Kawasaki in 1967 when he reported 50 children with a distinctive clinical illness. This was characterized by fever, rash, conjunctival injection, redness and swelling of the hands and feet and cervical lymphadenopathy. It was initially thought to be a benign illness but early death following this disease in young children led to the autopsy findings of coronary artery aneurysms and myocardial infarction. KD is now known to be an acute vasculitis affecting small and medium sized blood vessels occurring in young children mainly under the age of 5 years. In untreated patients, up to 20-40% of patients develop coronary artery aneurysms which may result in coronary thrombosis, myocardial infarction and death. More than 125 000 cases have been identified in Japan over the past 30 years. Although KD is less common in the West it has now become the leading cause of acquired heart disease in childhood in the USA and other parts of the developed world and therefore it is essential that pediatricians are alerted to the potential diagnosis so that treatment can be initiated early, enabling prevention or amelioration of the cardiovascular sequelae.

The etiology of KD remains elusive. However, the seasonal nature of KD and the three nationwide epidemics in Japan during which a wave like spread of the disease occurred strongly support an infectious agent. The clear racial differences with an increased incidence in the Asian population and the significant immunoregulatory abnormalities support the theory that an infectious trigger leads to an immune mediated reaction in a genetically predisposed child.

CLINICAL FEATURES

KD typically presents as an acute febrile illness lasting for at least 5 days. The fever is often high ($> 38.5^{\circ} \text{C}$) and is unresponsive to antipyretics. Untreated it lasts for 1-2 weeks or longer but it usually responds promptly to treatment with gammaglobulin. Bilateral conjunctival injection occurs early in the illness usually within the first week. It is non-purulent and affects the bulbar conjunctivae more

than the palpebral or tarsal conjunctivae. Slit lamp examination may reveal anterior uveitis which occurs in the majority of patients within the first week.

The rash in KD also occurs early and is variable in nature. It may present as a maculopapular morbilliform rash, an urticarial eruption, or as target lesions in erythema multiforme and is usually extensive involving the trunk and limbs. It may start as perineal erythema which subsequently desquamates. Mucositis is characterized by sore, cracked lips and inflammation of the oral cavity. The 'strawberry tongue' appearance also seen in scarlet fever may be a feature. Discrete ulcers and tonsillar exudate are rarely found.

Cervical lymphadenopathy is the least common finding in KD occurring in 50-75% of patients. Nodes are often unilateral and only those > 1.5 cm diameter are of significance. In the acute phase there may be erythema of the palms and soles and indurative oedema of the hands and feet while peripheral desquamation is a late feature usually occurring from the end of the second week onwards. Beau's lines (linear nail creases) are also a late finding.

The diagnosis of KD is based on clinical criteria. However, coronary artery aneurysms may occur with fewer than the five features normally required to make the diagnosis and this is sometimes referred to as 'atypical' or 'incomplete KD'. KD is a multisystem disease which has many other often non-specific features. There is also a striking finding of intense irritability associated with this condition.

Acute cardiac manifestations include signs of myocarditis and pericarditis such as tachycardia, a gallop rhythm and signs of cardiac failure. Valvular involvement occurs in about 1% of cases and may result in mitral or aortic insufficiency. The electrocardiogram is abnormal in about 30%, with decreased R wave voltage, ST segment depression and T wave flattening or inversion. Prolonged PR and QT intervals are seen as are arrhythmias due to localized ischaemia.

Coronary artery abnormalities are generally found between 10 days and 4 weeks but have been demonstrated as early as 3 days after the onset of symptoms. It is therefore important to obtain an echocardiogram early in the course of the disease. Myocardial infarction is very rare in the acute phase and more commonly arises secondary to thrombosis of stenotic lesions that develop in the chronic phase.

Номинация II. (Задания на выбор)

«Перевод экономического текста с английского языка на русский язык».

Задание 1. Перевести с английского языка на русский язык .

Using the Marketing Mix Strategy to Market Your Product

When developing a new product or promoting a new business, the advertising strategy used is one of the earliest and most important decisions you'll need to make. The marketing mix strategy is used by many. This plan is a good starting point for anyone in business. The marketing mix strategy is made up of what are referred to as the four P's - product, price, place and promotion. According to this strategy, these are the four areas that must be attended to in order to market a product effectively. Although some elements may be more pertinent to a specific

business than others, the strategy as a whole is always useful for those in business. The more elaborate extended marketing mix includes additional elements, referred to as the three P's and the four C's. These additional three P's consist of: people, process and physical evidence, and the four C's are made up of: commodity, cost, channel and communication. This article will focus mainly on the initial four P's of the basic marketing mix strategy.

Within each of these areas, specific steps need to be taken. In terms of the product element, this refers to your decisions about product specifics. Along with a name and the features of the product, this element also involves larger decisions. When thinking about the product, the marketer must also consider marketing to a niche market.

Many useful articles are available on using a niche group for marketing. In short, a niche group is a specific demographic of customers whom you choose to target with your product. Even more than making specific decisions regarding the features of a product, the product element of the marketing mix strategy refers to offers that accompany the product, such as warranties and guarantees. Although price is part of the features of a product, the marketing mix strategy provides a separate element for price. The price element is a very important decision because it affects the ability to market the product. Price refers not only to the direct price of a product but also consumer relations decisions regarding price, such as discounts given, specials and sales. These decisions directly affect the marketability of a product and its appeal to consumers.

The place or placement element of the marketing mix is extremely important. This refers to the placement of the product in the market as a whole and how it is presented and distributed to consumers. Promotion goes hand in hand with placement. The promotion element can be further broken down into four basic sections: public relations, advertising, sales promotion and personal sales. Together, these two elements cover decisions such as whether the company chooses to use representatives to sell their products or to sell only to distributors or only through the company store. Each of these options has its advantages and disadvantages, and it is crucial that the decision is made carefully. For example, if a product is sold only through representatives, this will affect customers who hope to buy online. Certain options are better for certain products. Promotion is probably the most important element of the marketing mix strategy for those looking to market their products online.

Looking for awesome information about article marketing?

Задание 2. Перевести с английского на русский язык **Is America the Next Zimbabwe?**

By Eric Schurenberg, Dec 9, 2010

Fifteen months into a fitful economic recovery, we Americans are starting to doubt ourselves. What if our stubbornly high unemployment isn't normal but rather a symptom of deep problems? What if our politicians are incapable of controlling

their spending or even governing? What if we're in (gulp) a Permanent National Decline?

That anxiety has led to a boom in an intellectual parlor game you might call "America is the Next [fill in your scary scenario here]." Anyone can play. For example:

America is the next.... Zimbabwe

Who says it: People worried that inflation is the U.S. economy's greatest risk and are prone to hyperbole

:Credible? Gimme a break

That the U.S. should have much in common with this unlucky central African nation sounds absurd on the face of it. But the claim is repeated often among those fearing that excessive government spending and too much dollar creation will create hyperinflation. Mark Sanford, the governor of South Carolina, recently argued to CNN: "You're buying into the notion that if we just print some more money and send it to different states, we'll create jobs. If that's the case, why isn't Zimbabwe a rich place?"

Whether Sanford and other deficit hawks believe that the U.S. is literally on the road to Harare is unclear. What is clear is that invoking a failed, violent dictatorship with peak inflation of *80 billion* percent gets people's attention.

Just for the record, inflation in the U.S. is currently running 1.2% per year. Gross domestic product per person in Zimbabwe is US\$100 per year; in the U.S. it is US\$48,000. As economics writer Fabius Maximus puts it: "That intelligent and educated people make this argument—either in seriousness or agitprop—shows the sorry state of debate in this country."

On the other hand, it's not wholly unreasonable to worry that printing money recklessly will cause inflation. But that only happens if there is no slack in the economy. Japan, for example, has been pouring money into its economy since their lost years started in 1990 and its most recent annual inflation rate is a nearly invisible 0.2%. Indeed, the stubbornly high U.S. unemployment rate and the still minuscule rate of inflation suggest that for now, spending is exactly what the Federal Reserve should be doing.

America is the next Britain

Who says it: People generally anxious about American decline

Credible? Depends

For decades, we Americans have been comparing our economy to Britain's in ways that tend to be generally unkind to our former colonial masters, and flattering to ourselves. These days, the comparisons tend to be more worried than boastful. After all, we're the nation that supplanted the Brits on the world economic stage. In the wake of the crisis we're suddenly aware that the same could be in store for us.

There are an almost infinite number of explanations for what knocked Britain out of first place; what you may see as the cause tends to be whatever most worries you about the U.S. at the moment. Some blame a no-longer-competitive education system—an argument that resonates in the wake of American kids' poor showing on standardized math and science exams. No, say deficit hawks, what brought Britain

down was excessive government spending. Those disgusted with Wall Street blame the siphoning of Britain's best young talents away from business into the high-paying but unproductive practice of finance. Barry Eichengreen, a University of California, Berkeley, professor sizes up all these arguments and blames Britain's decline on a politically disjointed, economically unsound reaction to the Great Depression.

[block quote starts here] The country failed to develop a coherent policy response to the financial crisis of the 1930's. Its political parties, rather than working together to address pressing economic problems, remained at each other's throats. The country turned inward. Its politics grew fractious, its policies erratic, and its finances increasingly unstable. [end block quote]

The message to today's gridlocked U.S. Congress is too obvious to miss.

America is the next Japan

Who says it: People who worry that deflation is the U.S. economy's biggest risk
Credible? Unfortunately, yes

Japan's Lost Years began in 1990 with a crash in real estate and the stock market. So did our Great Recession. The Bank of Japan instantly slashed interest rates essentially to zero and the Ministry of Finance poured money into banks and non-financial corporations deemed too big to fail. So did our Federal Reserve and Treasury. Japanese politicians went on a deficit spending spree. So did the U.S. Congress. Japan's tactics didn't bring prosperity. Ours haven't either.

Before 2008, American economists had long smugly argued that a Japanese-style crisis would never happen here. Our banking system was too transparent, our politicians too responsive, our culture too willing to admit mistakes and move on. Now we're no longer so sure.

Most important, we haven't proven significantly more honest than the Japanese about owning up to our banks' problems. The toxic real estate loans that lay at the heart of the crisis are still on the banks' balance sheets. Banks are reluctant to sell them or price them realistically, for fear of exposing their weakness and cutting into profits-and regulators so far are willing to look the other way. "We're being very Japanese about the way we're dealing with toxic loans," economic historian Carmen Reinhart, told CBS MoneyWatch.

Richard Koo, Chief Economist of the Nomura Research Institute, and author of widely quoted studies on the Japan's lost years, argues that there's only one cure for recessions like Japan's and America's: government spending. Fiscal policy makers need to step up when the private sector is too frightened to do so. "The problem is," he says, "in a democracy, it is extremely difficult to maintain fiscal stimulus in peacetime. The demand for fiscal consolidation overwhelms the policy debate once the initial fiscal stimulus manages to stabilize the economy." Deficit hawks start to worry that excessive deficit spending will trigger inflation and burden future generations, and they convince voters to withdraw the stimulus too soon. What happens then? Says Koo, "The economy collapses again."

So, what should you make of this?

There's an element of propaganda in all three of these analogies. After all, the point of saying that America is the next whatever is not to make an economic

prediction but to shock policy makers into doing what you think they should. But maybe the exercise is good for us. America needs an economic leadership that acknowledges that its premier economic status is not a birthright and must be earned continuously. The true source of wealth in a country is the ingenuity and work ethic of its people and the statesmanship and unselfishness of its leaders. All of these could use a little help in America right now.

Номинация III.

«Перевод технического текста с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

MICROSTRUCTURED FIBER: Fiber-sensor technology is thin-skinned but robust

Progress continues apace for a European project aiming to create a fully integrated photonic sensing "skin" that can be used anywhere that requires close monitoring of mechanical properties. The three-year European Commission-funded project, known as "photonic skins for optical sensing" (PHOSFOS), has now perfected its fiber-production methods and has its sights set largely on medical applications.

The 2.5-million-Euro PHOSFOS project is being led by Francis Berghmans of the Free University Brussels in Belgium, in collaboration with a number of European universities and the nanotechnology firm IMEC (Leuven, Belgium). At the project's heart is the use of fiber Bragg gratings created in silica fibers, microstructured fibers, or exotic plastic optical fibers. Those in turn are to be embedded in a thin foil or skin which the team envisions could be put to uses ranging from dentistry to civil engineering.

Key to the whole enterprise, Berghmans says, is the integration of the elements—the ability to integrate the optical sensing functionality with on-board signal processing, a power source, and even wireless communication inside the flexible polymer skin. The skin can then be tacked to, wrapped around, or built into any shape the application requires.

"There are other ways to do it but not in such an integrated manner," he says. "You're getting your complete system inside a flexible material that can be attached to anything you would like. It's applicable in many different cases, whether you're thinking of medical applications or of structural health monitoring—since everything is embedded and comes in a single system, you're not limited."

The idea for PHOSFOS came from a longstanding collaboration. "We were working with microstructured fibers and had collaborations with the University of Ghent and IMEC," Berghmans says. "They had the microsystems technology, thinning diodes down until they were flexible. We said it would be great if we could combine everything to achieve these fully fledged integrated sensor systems."

A PHOSFOS photonic-crystal fiber (shown here as a preform) will be patterned with Bragg gratings and be embedded in a flexible polymer skin for sensing (top).

An experimental polymer skin, illuminated with a supercontinuum source, is wrapped around a surface to be monitored (bottom).

Insensitive to temperature

But making fiber Bragg gratings in a number of types of fibers while maintaining optical performance wasn't—and still isn't—a straightforward business. One principal problem was limiting the temperature sensitivity of the photonic skins; they should measure the same mechanical properties regardless of the ambient temperature. Berghmans is somewhat guarded about the secret but says that the team now has fibers with a temperature sensitivity so low as to be unmeasurable.

"You have to take advantage of the thermal properties of the polymer fiber; normally these things are quite sensitive to temperature, but if you thermally treat them in a proper way, you can achieve writing multiplex gratings."

Most recently, the team pulled off a landmark result: fiber Bragg gratings with features smaller than ever before, made point by point with an ultrafast near-IR laser. Each period of the grating is made with a single pulse, and the grating is built up by translating the fiber through the focused spot. The team's method is simple—their optical setup doesn't even attempt to account for the curvature of the fiber, for instance—so it bodes well for large-scale manufacturing in the future.

For now, the team is working to make the production of the fibers reliable and repeatable. The European-funded part of the project finishes early next year and potential uses for the skins are already mounting up.

"The killer applications are definitely in the medical field," Berghmans notes. "We're now working toward a demonstrator for respiratory monitoring, and there's another project in artificial limbs or 'smart prosthetics.'"

Номинация IV.

«Перевод рекламного текста с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

Conair® Massaging Foot Spa

All-in-one foot spa treats your feet to bubbles, heat and powerful massage.

How many of us have sore feet at the end of the day? There are countless professions where people have to be on their feet all day long and even with therapeutic shoes sore feet is just part of the job. You used to see people on TV describes put their feet in a bucket of hot water to help sooth aching feet. With technology we now can find foot massagers that offer heated vibrating water and rolling massages. The whole idea is to take all the weight off of your feet and relax the muscles and bones that support your body all day. There's probably nothing better than an old fashioned foot massage given by your spouse or significant other but the contemporary electric foot massagers are coming close in terms of results. Some foot massagers concentrate on just your feet while others do the calves and lower leg muscles as well giving you a complete and thorough massage. Soothing vibrating massage revives and relieves stressed feet. Smart heat keeps water warm for soothing relief. Refreshing bubbles relax sore achy feet. The water jets invigorate and refresh tired feet. The foot water massagers come with a textured

basin. Just like a traditional massage a water massager can help yield the same benefits:

1. It can alleviate soft tissue and muscle injuries brought about by low back pain neck and sports injuries pregnancy discomforts insomnia arthritis chronic and acute pain multiple sclerosis tendinitis lupus stress management and many other shapes of diseases and illnesses whether physical mental and emotional.

2. A quick water massage also attenuate anxiety levels by giving you a sense of well-being and by improving one ability to monitor stress signals. It also gives peace of mind.

3. A water massager may also help alleviate discomfort associated with pregnancy.

4. Emotionally it gives a soothing and calm state of alertness.

Do you have achy tired feet? Do you want overall soothing relief? If so, you need Conair® Massaging Foot Spa. The soothing foot spa delivers invigorating massage to revive your tired feet after a long day. The smart heat feature keeps the water warm for soothing relief. The waterproof toe touch control helps prevent spills and makes using the multiple heat and massage settings easy with the touch of a finger or a toe. For a variety of massage options try out the interchangeable massage attachments that are included.

Pamper your feet as never before with the Conair® Massaging Foot Spa. With six powerful water jets, four aerating bubble strips, four removable foot massage rollers and soft gel inserts for a lighter touch, your feet will be pampered as never before! Use the touchpad controls to choose combinations of vibration and heat, bubbles and heat, and water jets for a custom spa experience.

It's a home pedicure, too.

The Conair® Massaging Foot Spa's five pedicure attachments polish and groom your feet while you relax, then stow away neatly in the removable center storage panel. Two removable loofah disks are built into the splashguard to smooth the roughest spots on the heels and balls of your feet.

Designed to stay clean.

The foot spa is equipped with a ceramic mesh filter to ensure that the water stays free of debris. The filter is easily removable for rinsing clean. Cord-Keeper™ retractable 6' power cord allows for tidy storage.

We have turned up the heat to develop the most unique foot bath ever! The only foot bath EVER to heat cold water!

Create the perfect spa experience with the Conair® Massaging Foot Spa. Order today!

ADVERTISING SLOGANS

1. Estee Lauder / Projectionist high definition volume mascara
High drama for every single lash.

2. IWC watches

IWC. Since 1868. And for as long as there are men.

3. Calvin Klein Jeans
Nothing comes between me and my Calvins.
 4. Volkswagen GTI
Volkswagen GTI. For boys who were always men.
 5. Pringles potato chips
Once you pop the fun doesn't stop!
-

Номинация V.

«Перевод текста из сферы «Туризм и путешествия» с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

THE GREAT BARRIER REEF

The Great Barrier Reef is Australia's greatest natural treasure, and the world's largest coral reef. This underwater wonderland stretches for 2,300 km (1,426 miles) from Bundaberg to Australia's northernmost tip. At its closest, it's only 30 km (18.5 miles) away from the Queensland coast.

The Great Barrier Reef encompasses almost 3,000 individual reefs. Their multicoloured beauty is made up of 400 types of living and dead coral polyps, home to around 1,500 species of fish, 4,000 breeds of clams, 500 types of seaweed, 200 species of birds, 1,500 different sponges and half a dozen varieties of turtles.

The Great Barrier Reef is also dotted with around 900 islands, including coral cays such as Green Island and Heron Island, along with the Whitsundays sand islands. Fringing reefs surround the islands, while the outer reef faces away from the mainland and islands and out to sea.

GREAT BARRIER REEF SCENIC HELICOPTER TOUR AND CRUISE FROM CAIRNS

Fly and cruise the Great Barrier Reef, one of the seven wonders of the world. You'll take a scenic helicopter tour from Cairns over the stunning Great Barrier Reef, then cruise, snorkel and dive the reef. You'll have unforgettable aerial views of the Great Barrier Reef's coral and marine life, and enjoy lunch on the water.

Highlights:

- Combined sightseeing tour by helicopter over the Great Barrier Reef and reef cruise and activities
- Stunning 25-minute helicopter flight over the Great Barrier Reef
- Aerial views of the reef's colorful corals and marine life
- Informative commentary during the flight
- Free guided snorkeling tour and equipment
- Free scuba-diving demonstration
- Informative reef tours on an air-conditioned semi-submersible submarine
- Range of fly-cruise-fly, fly-cruise, cruise-fly options

Your scenic flight takes you to the Hastings Reef floating helicopter pad, from where you'll be transferred to a sleek 100-foot (30-meter), high-speed vessel. After lunch, you'll have the opportunity to go snorkeling and take a coral-viewing tour in a semi-submersible submarine.

There are many options to choose from on this tour. The fly and cruise options are as follows:

Roundtrip Helicopter Reef Tour: The ultimate day! You will fly by helicopter to the Outer Great Barrier Reef, enjoy lunch and two hours of snorkeling, swimming, diving and taking the semi-submersible coral-viewing tour, then depart by helicopter for Cairns.

Helicopter-Cruise Reef Tour: Fly by helicopter to the Outer Great Barrier Reef, enjoy lunch and two hours of snorkeling, swimming, diving and taking the semi-submersible coral-viewing tour, then cruise back to Cairns.

Cruise-Helicopter Reef Tour: Cruise to Hastings Reef and stop on the way at two spectacular locations (either Norman Reef or Saxon Reef and Hastings Reef). After a barbecue lunch and spending time at the reef as above, you'll be transferred to the helicopter pad for your return flight to Cairns.

There are a range of activities available on the boat, both included activities and optional activities. The optional activities are to be booked and paid direct.

Snorkeling:

Snorkeling is one of the best ways to view the Great Barrier Reef. Snorkeling equipment is included and easy access to the water is available from lowered platforms. You are invited to join a FREE guided tour, to get the most out of your snorkeling experience.

Introductory Dive:

It's fun, it's easy, with professional dive instructors who can take you on your first dive. All equipment is included. Try a FREE Scuba Lesson which takes approximately 10 minutes. Please note that some medical conditions and medications may preclude you from diving. Minimum age for diving is 12 years and a parent or guardian must sign a release form if aged between 12 and 18 years.

Certified Diving:

You are taken to two outer reef diving locations. All equipment is included. Some medical conditions and medications may preclude passengers from scuba diving and divers **MUST** be certified. Certified divers must show a 'C' card.

Semi Submersible Reef Tour:

From the comfort of a semi-submersible, you are able to view the spectacular coral formations and the masses of brilliantly colored fish, without getting wet! A full reef commentary is provided, along with a specially designed scenic reef excursion, as you travel below water level to enable you a diver's view of the best parts of the Great Barrier Reef. This tour takes approximately 30mins, however the duration depends on weather conditions.

Confirmation will be received at time of booking. All passenger weights **MUST** be advised at time of booking. Due to comfort and weight / balance of the aircraft, passengers weighing over 110kg will be required to pay an extra 50% of an additional seat. There is a maximum of 6 passengers permitted per helicopter. Evidence of dive certification is required from all divers wishing to participate in a certified dive. Diving within 48 hours of flying is not recommended. All participants will be required to complete a health questionnaire prior to diving.

Some pre-existing medical conditions (eg asthma, heart conditions, etc) may prevent you from diving, please consult your doctor.

Номинация VI.

«Перевод юридического текста с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

AGREEMENT FOR APPOINTMENT AS SALES AGENT

This agreement is entered into this 14th day of October 2009 between

Tresham International SA., having its registered office at 519 route de Chancy CH-3445 Petit-Lancy hereinafter called “School” of the ONE PART (which expression shall and where the context admits include their successor or assigns),

A N D

VEDITOUR Ltd having its registered office at Marksa Avenue, 16, Kirov city, 254000, Russian Federation, hereinafter called “Agent” of the OTHER PART (which expression shall and where the context admits include their successor or assigns).

WHEREAS the School is running accommodation and catering units, transport services, hockey lessons at Summer Football Camp: Tresham Football School (12-25 of July, 2011) and accepts bookings from the Agent concerning the clients/tourists of the Agent. Bookings can also be made through E-mail or by phone. In order to facilitate these bookings, the School desires to appoint the Agent for accepting booking from tourists in Russia.

AND WHEREAS the School has applied for appointment as the Agent on terms and conditions mutually agreed to.

NOW IT IS AGREED BY THE PARTIES:-

1. That the agreement shall be enforced for a period of one year from the date of signing and the parties shall be at liberty to terminate the agreement at any time by giving one month’s notice and clearing all pending accounts. The agreement can be extended subsequently by the ‘School’.

2. That this agreement authorizes the Agent **to propose bookings to the School for the Summer Hockey camps** to the ‘School’. The acceptance of any bookings shall be at the sole discretion of the ‘School’.. The place of the camp – CHAMPERY, PALLADIUM (Switzerland), the dates – from 12th of July till 25 of July 2011.

3. That no credit facilities shall be extended to the Agent who shall be required to make a full payment for the camp before the beginning of the camp.

4. That the Agent shall not be entitled to any commission for any reservation.

5. That obtaining all necessary permissions, licenses, registration from the appropriate authorities to run the Booking Agency shall be the sole responsibility of the Agent and that the School shall in no way be responsible for any omission or irregularity in this regard or default of payment of taxes, renewal of license etc. by it.

6. That all expenses of running establishment, maintaining accounts, all outgoing taxes, licenses, fees, etc. shall be borne by the Agent and the School shall in no way be liable for the same.

7. That the Agent shall not use the School's logo for any publicity purpose without prior permission of the School in writing. On obtaining permission he can however use the term "Authorised Agent of Tresham football school Ltd" on his letterhead, premises or other publicity materials during the period of the agreement

8. That in case of dispute between the parties in respect of terms of this agreement and matters arising out of this agreement, the same shall be referred to the arbitration of the Managing Director of the School who shall have the authority to appoint an Arbitrator for this purpose.

9. That all costs and charges including stamp duty and registration charges, if any, shall be borne and paid by the Agent.

10. That the School shall send the Agent the bill for the full sum of payment for the camp not less than 1 week before the camp begins so the Agent could have the possibilities to make appropriate payments to the School's bank account.

11. That in case of violation of any terms and conditions of the Agreement, it can be terminated and any loss on account of any action of the Agent will be recovered from him.

12. That the Agent cannot book accommodation in his own name. The details of tourists/clients shall be clearly mentioned in the booking. It is expected that the guest shall carry some sort of identification proof with him/her.

IN WITNESS WHEREOF, THE PARTIES hereby put their signature and seal on the day and year first herein above written.

SIGNED, SEALED & DELIVERED BY THE WITHIN NAMED Tresham Football School, IN THE PRESENCE OF

1. Managing director - Mr. Jean Fredener
2. Director of Sports Tresham International – Mr. Derek Sewell

SIGNED, SEALED & DELIVERED BY THE WITHIN NAMED "Veditour" Ltd

IN THE PRESENCE OF

1. Director – Mr. Topalov Mikhail Andreevich
2. Chief Accountant – Ms. Rekrutova Natalya Nikolaevna

Номинация VII.

«Перевод документов из международной сферы с английского языка на русский язык».

Задание. Перевести с английского языка на русский язык .

**OPEN SOCIETY INSTITUTE
HIGHER EDUCATION SUPPORT PROGRAM (HESP)**

are pleased to invite the junior university teachers in the humanities and social sciences in the countries of South-Eastern Europe and Eurasia to participate in the projects of the REGIONAL SEMINAR FOR EXCELLENCE IN TEACHING (ReSET).

The HESP Regional Seminar for Excellence in Teaching (ReSET) aims to develop and nurture teaching excellence in the social sciences and humanities at the undergraduate university level by offering a framework for the long-term collaborative development of reflexive scholarly and innovative teaching through rethinking the relationship between the foundational scholarship, current academic debates and approaches to teaching, learning and advancement of curricula.

ReSET aims to foster critical debate, learning and collaboration among the regional and international academic peers and support the advancement of the open society agenda by bringing new critical perspectives and approaches to the undergraduate classroom. Rooted in the concept of continuous development and self-renewal of university academics, ReSET creates opportunities for qualified and dedicated regional and international faculty to become leaders in the process of educational change.

Practically, ReSET projects bring together regional groups of young university faculty interested in updating, challenging and generating innovative approaches to teaching and learning in a particular subject or thematic area and engage them in critical scholarly debate, reflection on their teaching philosophies and practices and creative revision of curricula, academic courses, teaching methods, materials and tools for their on-going engagement in the undergraduate classroom. The program focuses on the topics that are central for advancing the learning in the academic fields, on subject areas that are new to the region's undergraduate curricula and those in need of significant revision.

The following projects will commence during the Summer of 2011 and are now open to applications and statements of interest from the junior faculty teaching at the undergraduate university programs in the relevant academic subjects in the countries of Southeastern Europe and Eurasia:

- ANTHROPOLOGICAL APPROACHES TO RELIGION AND SECULARISM
- THE SOVIET IN EVERYDAY LIFE
- TEACHING AGE OF EXTREMES IN THE AGE OF POLITICS OF HISTORY
- WRITING HISTORY 'FROM BELOW': NEW SOCIAL HISTORY OF CENTRAL ASIA (RESET CHALLENGES SEMINAR)
- PHILOSOPHY OF HUMAN RIGHTS
- THEORETICAL FOUNDATIONS OF ARTS, SCIENCES AND TECHNOLOGY IN THE GRECO-ROMAN WORLD
- OPEN FUTURE: CONCEPTS OF POLITICAL MODERNITY
- TEACHING SOCIAL AND CULTURAL GEOGRAPHY: CRITICAL CONCEPTS FOR A GLOBALIZING WORLD

- (RE)VISION OF SOCIAL POLICY IN POST-SOVIET SPACE: IDEOLOGIES, ACTORS AND CULTURES
- THE EU AS AN EMERGING EUROPEAN SECURITY ACTOR: EXPLORING THEORETICAL PARADIGMS
- SPATIAL ECONOMICS: HOW GEOGRAPHY MATTERS FOR ECONOMICS

HESP's funding to the projects, as a rule, provides coverage of all major costs of participation of the individuals, who are the nationals and university faculty of the target region, which encompasses the following countries: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Croatia, Georgia, Kazakhstan, Kosovo, Kyrgyzstan, Macedonia, Moldova, Mongolia, Montenegro, Russian Federation, Serbia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan. Non-regional university academics are encouraged to participate in the activities of the Seminar on a self- or co-funding basis.

Please note that HESP neither recruits nor selects the participants of the individual projects and does not provide funding to the participants on an individual basis; each project operates independently and the recruiting, funding and organizational procedures vary between projects. All inquiries and applications should be directed to the organizers of the projects according to the contact information for each project provided further. Individuals who are interested in participation in the projects are encouraged to contact the project organizers immediately, to meet the upcoming application deadlines.

Номинация VIII.

«Перевод текста по истории с английского на русский язык».

Задание . Перевести с английского на русский язык

WHAT IS FINNO-UGRIC IDENTITY?

By Riho Grünthal

(From 'The construction and erosion of Finno-Ugric identities')

Several alternatives have been proposed to outline the taxonomy and list the number of Finno-Ugric languages since the research became more systematic and concerned about the mutual relationship between these languages in 18th and 19th century. Although there is no unambiguous way to establish the exact number of Finno-Ugric languages, it is generally held that there are at least two-three dozens of them. Basically, the relationship between language and identity is obvious in the case of modern Estonian, Finnish and Hungarian that are languages of modern European societies and countries. Language undoubtedly is the most important sign of collective identity in these countries and one of the most significant pillars of the identity of individual people.

Language is not a socially neutral instrument that bridges people and their thoughts with one another. It is an undistinguishable part of the identities of social and ethnic groups that very frequently are evaluated on the basis of linguistic attitudes of groups or individual speakers. Cultural institutions and traditions carry and affect these attitudes that are transferred and reflected between groups and their members.

Linguistic taxonomy, however, is only indirectly compatible with the character and construction of identity. Therefore, it would not make sense to sort various Finno-Ugric identities in a compact list and compare common and distinctive features. Saarinen (2001) is even more critical in evaluating the compatibility between Finno-Ugric linguistic affinity and the relationship between Finno-Ugric-speaking communities. She links the myth of a Finno-Ugric community with the spread of romanticism in Europe in 19th century. Identity in a Finno-Ugric context means a wide array of combinations between language, area, culture, history, ethnography. Collective identity emerges from shared local and cultural background, while the identity of individual people has a different shape and reflects individual experience, emotions and entails. Furthermore, the way identity is manifested depends on social environment to a very large extent. Identity creates an individual person that has an individual life story, memory and form of identity.

The title of the current paper suggests that despite of the differences between various Finno-Ugric peoples, it is possible to make some generalisations on those details that are involved in the change of linguistic and ethnic identity. The accelerating demographic decline of people speaking Finno-Ugric minority languages especially in Russia urgently demands a discussion on those factors that most intensively decrease the number of native speakers. There are ethnic minorities that speak or used to speak a Finno-Ugric language in North and Central European countries, such as various Saami languages in Scandinavia, Livonian in Latvia and numerous considerably bigger Hungarian minorities in Slovakia (520,000), Serbia (293,000) and Romania (1,430,000).

The way identity changes depends on the way language can be adapted to cultural and economical change, absorb and develop contemporary characteristics. Because most present-day Finno-Ugric languages are spoken in Russia, their position is similar and compatible with other minority languages of Russia, whereas the situation of Finno-Ugric minorities in other countries depends more on the country at issue, although political and economical integration such as European Union has, in principle, brought its member states closer to one another. However, it must be noted that despite of a common political ruler and sociolinguistically dominant culture there are considerable differences between various Finno-Ugric minorities in Russia. Lallukka notes that the Tver' Karelian community dwindled to a sixth of its known maximum of about 140,000 people in only 60-70 years, while the most extensive Mari diaspora settlement in Bashkortostan has been demographically relatively stable during the same period.

The demographic development of Finno-Ugric peoples in Russia during the Soviet Union is not uniform. The number of Mordvins, for instance, decreases constantly between 1926 (1,340,000), 1970 (1,263,000) and 1989 (1,154,000), whereas the number of the Mari (1926: 428,000; 1970: 599,000; 1989: 670,000) and the Udmurts (1926: 514,200; 1970: 704,300; 1989: 746,600) increases during the same period. Likewise, the Veps undergo a demographic breakdown between 1926 (32,800), 1959 (16,400) and 1989 (12,500) whereas the number of the Nenets rises considerably (1926: 16,800; 1959: 23,000; 1989: 34,700). Demographic data must

be interpreted cautiously and various variables such as relative age proportion, number of native speakers and migration must be taken into account.

Given that identity is an abstract concept with diverse interpretations and a wide cognitive and semantic space, it is indispensable to determine more concrete parameters that are applicable in the analysis of the diversity of FU identities. While the basic distinction between languages and ethnic communities is evidenced in the synchronic state-of-art, problems emerging from changes in identity and erosion of ethnic communities make it necessary to extend the time span retrospectively. Geographical boundaries and local cultural characteristics used to be salient in FU-speaking areas that had local economical systems, whereas low density of languages used to illustrate in particular those northern areas, in which communities were more unstable and less attached to one particular place.

An attempt to organise the similarities and dissimilarities between individual and collective identities on the basis of uniform parameters would disregard linguistic and cultural diversity. As a preliminary note it must be concluded that there is no Finno-Ugric identity as such but identities emerge from local speech, language, tradition that can be labelled as Finno-Ugric. As Indo-European is not a very useful concept for bridging modern and ancient Indo-European languages and cultures, Finno-Ugric is the same kind of ethnolinguistic rainbow and macro-level attribute for numerous individual cases. In fact, what is called Finno-Ugric identity is probably often based more on the dissimilarity of individual languages with respect to their neighbouring languages more than mutual similarity.

<http://www.helsinki.fi/hum/sugl/henkilokunta/julkaisut/Groningen2006.pdf>

Номинация IX.

«Перевод текста по психологии с английского на русский язык».

Задание . Перевести с английского на русский язык

MINDREADING

By Ian Ravenscroft

(From 'Folk Psychology as a Theory')

There's an important set of human cognitive capacities first noticed by social psychologists and philosophers in the middle of last century. The members of this set of cognitive capacities are almost always assumed to be closely related, perhaps in virtue of their being produced by a single underlying cognitive mechanism. To a first approximation the set consists of—

1. The capacity to predict human behavior in a wide range of circumstances.
2. The capacity to attribute mental states to humans.
3. The capacity to explain the behavior of humans in terms of their possessing mental states.

The second and third capacities are clearly related: explaining the behavior of humans in terms of their mental states involves attributing mental states to them. But we should not assume without further investigation that all mental state attributions take the form of explanations of behavior.

The characterization of mindreading given above is too restrictive. In addition to attributing mental states and predicting and explaining behavior, there is a wide range

of closely related activities. To begin with, we not only seek to predict and explain people's behavior, we also seek to predict and explain their mental states. In addition, we speculate about, discuss, recall and evaluate both people's mental states and their behavior. We also speculate about, discuss, recall and evaluate people's dispositions to behave in certain ways and to have certain mental states; that is, we consider their character traits. It may be that these additional activities are grounded in the three capacities mentioned above, but we cannot simply assume that they are. Throughout this entry the term "mindreading" is used in a wide sense to include all of these activities.

As characterized above, mindreading is a human capacity directed at humans. But in two ways this is overly exclusive. First, we attribute mental states to non-human animals and to non-animal systems such as machines and the weather. It's not uncommon to hear people say that their dog *wants* a bone, or that the chess program *isthinking* about its next move. We do not have to accept every such attribution at face value; plausibly, some of this talk is metaphorical. Nevertheless, there seem to exist plenty of examples of non-metaphorical attributions of mental states to non-humans. (Notice that insisting that mental state attributions to animals are not metaphorical is compatible with such attributions being systematically false.) Consequently, we must be careful not to characterize mindreading in a way which makes it *definitional* that only humans can be the objects of mindreading. The second way in which the characterization of mindreading offered above is overly focused on humans is that it remains an open question whether some non-human primates can predict the behavior of their conspecifics. Consequently, we should avoid characterizing the mindreading capacities in a way that makes it analytic that non-human animals lack those capacities.

One way to avoid the risk of over-emphasizing human capacities when characterizing mindreading is to begin with the human capacities and then let the empirical chips fall where they may. For example, it may turn out that some non-human primates can predict the behavior of their conspecifics, and that there are significant similarities (including neurological similarities) between the human capacity to predict the behavior of others and that of the non-human primate. In that case we should widen the characterization of mindreading given above so that it is not exclusively focused on human capacities. Similarly, it may turn out that precisely the same cognitive mechanisms are engaged when humans attribute mental states to their conspecifics and when they attribute mental states to animals and machines. In that case we should widen the characterization of mindreading to allow that animals and machines can be the objects of mindreading. Defining the precise extension of "mindreading" by stipulation from the armchair is not likely to be fruitful.

A final comment on mindreading is in order. The characterization of mindreading given here is compatible with the existence of first person mindreading. But it may turn out that we deploy quite distinct mechanisms when we predict or explain our own behavior, or attribute mental states to ourselves, than when we predict or explain other's behavior, or attribute mental states to them.

Номинация X.

«Перевод текста по социальной работе с английского на русский язык».

Задание . Перевести с английского на русский язык

THE PRINCIPLES OF THE STRENGTHS PERSPECTIVE

By Professor Dr. Pedro Rankin

**School for Psychosocial Behavioral Sciences: Social Work Division,
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South Africa**

(from 'Exploring and Describing the Strength/Empowerment Perspective in Social Work')

Saleebey points out that strengths-based approaches differ from pathology-based approaches in both their language and the principles that guide and direct practice. He points out that the principles of the strengths perspective are still tentative and maturing and subject to revision and modulation. He lists the following principles:

- **Every individual, group, family and community has strengths.** He admits that it is hard to invoke this principle at times but that it is important to remind oneself that the person or family in front of you and the community around you possess assets, resources, wisdom, and knowledge that, at the outset, you know nothing about.
- **Trauma and abuse, illness and struggle may be injurious but they may also be sources of challenge and opportunity.** Saleebey admits that there are traumas that can overwhelm the coping capacities of any child or adult, that extraordinary measures are required to help such individuals getting back on track. He points out, however, that literature on the resilience of children and adults shows that most individuals - even children -when confronted with persistent or episodic crisis, disorganization, stress, trauma or abuse somehow are able to surmount the adversity.
- **Assume that you do not know the upper limits of the capacity to grow and change and take individual, group and community aspirations seriously.** Saleebey suggests that instead of regarding the assessment or diagnosis of the client as an indication of the limitations of the client, the client will be better served when we make a pact with his/her promise and possibility. Saleebey offers the valid argument that we cannot know the limits of the client's capacities and that it cannot be assumed if it cannot be known. He proposes that we hold high our expectations of clients and make allegiance with their hopes, visions and values.
- **We best serve clients by collaborating with them.** Saleebey cautions that we make a serious error when we "subjugate client's wisdom and knowledge to official views." He explains that there is something liberating, for all parties involved, in connecting to clients' stories and narratives, their hopes and fears, their wherewithal and resources rather than trying to stuff them in the narrow confines of "a diagnostic category or treatment protocol." He suggests that ultimately a collaborative stance may make us less vulnerable to the more political elements of helping: paternalism, victim blaming or victim-creating, and preemption of client views.
- **Every environment is full of resources.** When viewing this principle for the first time, one's reaction is that it is a rather dumb statement to make, especially considering very deprived areas characterized by abject poverty. It, however, has

to do with the lens one uses to view practice with. I often say to my students that the remarkable ability of so many very poor people to succeed in surviving amidst the most terrible conditions and deprived environments is proof of the strengths they still have and use. Saleebey impresses upon his readers that in every environment, there are individuals, associations, groups, and institutions who have something to give, something others may desperately need: knowledge, succor, an actual resource or talent, or simply time and place. Saleebey explains that such resources usually exist outside the usual matrix of social and human service agencies, unsolicited and untapped.

▪ **Caring, caretaking and context.** Saleebey quotes Deborah Stone as saying that people have three rights to care. First, all families must be permitted and assisted in caring for their members. Second, all paid caregivers need to be able to give the support and quality that is commensurate with the highest ideals of care without subverting their own well-being. Finally, a right to care boils down to the fact that all people needing care get it.

Номинация XI.

«Перевод текста по социологии с английского на русский язык».

Задание 1. Перевести с английского на русский язык

THE INNOVATIVE POTENTIAL OF CELL PHONE TECHNOLOGY IN AN EVOLUTIONARY PERSPECTIVE

By *Geser Hans*

(From 'Towards a Sociological Theory of the Mobile Phone. In: *Sociology in Switzerland: Sociology of the Mobile Phone*'.)

Since its inception billions of years ago, the evolution of life on earth has been shaped by two highly consistent physical constraints:

- 1) *Physical proximity* was always a precondition for organisms to initiate and maintain continuing interactive relations;
- 2) *Stable dwelling places* were necessary for the development of more complex forms of communication and cooperation.

The *first* of these conditions implies that the diversification of living forms and behavior takes place mainly as a differentiation within physical space. In operational terms, this means that tight correlations exist between spatial location and the prevalence of particular ecosystems, species and breeds. On the human level, this is reflected in racial, ethnic-linguistic and many other differences along geographical lines - as well as in the high salience of face-to-face gatherings for the maintenance of social collectivities and institutions and for the satisfaction of (physiological and psychological) individual needs.

The *second* constraint can be easily substantiated by the empirical regularity that more advanced levels of interdependence and organization are only found among organisms that co-exist for longer periods at the same physical locations.

In more recent times, the crucial importance of tightly organized factories and densely populated urban areas for the development of industrialized societies has again demonstrated that the achievement of higher levels of societal complexity (and economic production) is still based the physical proximity of many human individuals in very stable locations.

The restraining effects of these two physical factors seem to increase in the course of biological and socio-cultural evolution, because they collide more and more with some other outcomes of this same evolution: the *increase of spatial mobility* on the one hand and the *growing capacities for communication* on the other.

Thus, *animals* are much more affected than *plants*, because they can communicate among each other, and because the need to be physically near and stationary clashes with another most valuable capacity for survival and active adaptation: locomotion.

In fact, the functional significance of locomotion is much degraded by the fact that a) *while moving*, communicative potentials are minimized or even totally suspended,

b) *as a result of bodily movement*, spatial distances are created which are incompatible with the maintenance of communicative relations.

As a consequence of this serious dilemma, painful compromises have to be made, for example by ensuring that

- whole collectivities move together, so that intragroup communication can be maintained;
- communication has to be limited to the rather rare occasions when populations are densely aggregated at specific locations;
- communication codes have to be standardized and messages simplified in a way to be compatible with conditions of movement and/or wide and variable spatial dispersion.

On the *human level*, such incompatibilities are amplified insofar as in comparison to animals:

a) communicative potentials (mainly based on verbal language) are incredibly high;

b) spatial dispersion is facilitated by highly generalized capacities for ecological adaptation (so that since the Palaeolithic period, humans have spread out thinly over almost the whole globe);

c) advanced technical means of transportation amplify locomotion: so that the constraining effects of mobility on communication and interaction are more painfully felt.

Номинация XII.

«Перевод текста по политологии и регионоведению с английского на русский язык».

Задание . Перевести с английского на русский язык

UK Asymmetrical Devolution

(An overview of two bloggers' discussion.)

Via Westminster Wisdom, Vino discusses asymmetrical devolution of the British political system.

Australia uses the technology of federalism and a written constitution to separate the political responsibilities between the national government and the states.

The British constitution is a mix of practice, convention and statutes over time but until recently there has not been a growing layer of government outside the national parliament in London and the local councils.

The devolution and establishment of Scottish parliament, the Welsh Assembly and Northern Ireland parliament, without the clear cut separations of federalism or confederacy have raised some issues.

Vino argues that asymmetrical devolution is natural in national systems and can be accounted for politically without too much disorder.

Secondly, looking abroad asymmetrical devolution does exist in a number of cases abroad. In Spain, Catalonia and the Basque country have more autonomy than other provinces of Spain. The Spanish Constitution enshrines the right of provinces to ask for and negotiate autonomy with the Centre - if they wish.

Due to their history and to the existence of indigenous nationalist movements, Catalonia and the Basque country have done so. Other provinces have not felt the need to do so.

Also, although it is mostly a uniform federal system, the US does have forms of asymmetrical devolution too. Washington DC does not have the autonomy a state does. It is under a form of direct rule by the federal government.

Such is a case of asymmetrical devolution, as powers are vested in states which are not vested in the local government of Washington DC.

It is interesting to note that the Australian Territories have been evolving into the federalist structure with self-government, and presumably becoming states in the future. The Northern Territory has already posed the question of becoming a state.

Washington DC by comparison has its budget approved by a committee in Congress. It has a delegate in Congress but like delegates from Puerto Rico, American Samoa and Guam, the representative is a non-voting position who can take part in floor debates.

There is a great deal of resentment in Washington DC that they do not have full Congressional enfranchisement in the House and Senate. The number plates on cars for Washington DC have "Taxation Without Representation" emblazoned on them.

Vino argues that asymmetry is often a needed political compromise:

The Spanish case, to me, is a case where asymmetrical devolution has been designed to reach a much-needed compromise between the nationalist aspirations of local nationalists and the desire of the bulk of the people and of the country as a whole to maintain a degree of national unity.

Autonomy which leaves local nationalists of a community satisfied can stop short of outright independence. Such autonomy enables a compromise between the nationalist aspirations of Catalan nationalism and the desire of Spanish nationalism to keep Spain united.

Gracchi however does see a need for an English Parliament. This would make the UK more akin to a Federalist system as currently the national parliament is doubling as the English parliament.

The issue at the moment in the UK is that there are various asymmetrical devolution settlements - there is not just one problem - but Parliaments in Wales,

Scotland and Northern Ireland all have different powers and in England there is no body with those powers.

All other decisions are taken at a national level - hence whilst a Scottish MP at Westminster can vote on English health matters he can't vote on Scottish health matters.

This produces the situation like in England recently where a measure passed charging English students for their university stay, because Scottish MPs voted for it, when Scottish students receive free university education. There is here a manifest injustice.

Gracchi also argues that this form of political structure is incompatible with representation and leads to unjust democratic outcomes where "votes mean different things in different places".

Номинация XIII. «К 1000-летию единения мордовского народа с народами российского государства»

«Перевод национального текста с русского языка на английский язык».

Задание . Перевести с русского языка на английский язык.

БОРТНИЧЕСТВО У МОРДВЫ

Исследователи и путешественники часто подчеркивали страсть мордвы к бортничеству. Шведский посланник И.Кильбургер . посетивший Россию в конце X в., отмечал, что « ... в провинции Мордва собирается все-таки наилучший мед». Бортные урожаи и лестные вотчины с их зверем и птицей составляют главную драгоценность мордвина. О значимости пчеловодства в хозяйстве мордвы говорит тот факт, что «молодой человек в прежние времена не имел права жениться, пока не научится делать «борти». По изучении же этого мастерства ему выбирали невесту...» Мед употреблялся для приготовления праздничных и обрядовых блюд и в народной медицине. Из меда готовили национальные напитки: пуре, медовуху, брагу. Мед добавляли для сладости в начинку пирогов из творога, ягод, плодов. Многовековые традиции нашли свое отражение в народном творчестве, в бытовом укладе мордвы. Существовал ряд обрядов, поверий. Преданий, связанных с этим промыслом. Покровителем пчел считался Нишкепаз у эрзи, Нишкеперь-азырава у мокшы, который, по представлениям живет в самом большом улье. Во время роения пчел устраивалось моление. В жертву покровителю пчел приносили первый вылетевший рой. Хозяин пчельника ссыпал рой в снятую с себя рубаху и топил его в болоте, при этом приговаривал: «Вот тебе, Нишкеперь-азырава, первый рой, не упусти моих пчел». Считалось, что после такого дара не только свои рои не улетят с пчельника, но и чужие прилетят в него.

Накануне Ильина дня мордва толпами отправлялась в лес на пчельник. Здесь их уже ждали кадушки с пуре. После благодарственного моления все участники пили пуре из большого деревянного ковша. В настоящее время в этот день принято угощать друг друга медом. Продавать мед в Ильин день, а также больным и на поминки считается безнравственной и сурово осуждается.

С пчеловодством у мордвы связан ряд поверий и запретов. Например, нельзя было наступать на порог в доме, у хозяина которого имеются пчелы, якобы это приведет к их гибели. Считалось так же к большому несчастью, если во сне убьешь пчелу. Существовало поверье, что пчелы хорошо приживаются только у честных и аккуратных хозяев.

Бытуют приметы по определению качества меда и воска: берется небольшой кусочек воска и жуется – если во рту не останется дурного вкуса и воск пристанет к зубам, значит он качественный. Чистый воск при поджаривании на раскаленной листе распространяет легкий запах меда, а если в нем есть примеси (мел, крахмал, глина), то от него пойдет белый дым с неприятным запахом.
