

In order to save the joke, it is possible to translate it verbatim as it is presented in the left column of the table above.

Having studied the features and mistakes, that is possible to give some recommendations. They are as follows: to improve the translation quality and to avoid the inaccuracies, the translators should be deeply immersed into the game plot, be aware of the characters and their relationships, to understand the context and be able to draw parallels and find analogues for some names or collocations in their native language.

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### **Startup Projects: Large Public Technical University Experience**

The article considers the initiative of integrating the students' startups across tertiary education. It also presents the list of skills a student develops at every stage of a startup life cycle prepared in the course of work. The experience of implementing the program «Startup» as a diploma work» at a large public technical university is studied.

Keywords: startup projects; diploma work; tertiary education; skills; project life cycle.

In fact, practical training of future engineers plays a significant role in the modern system of higher education in Russia. This is primarily due to the in-

creased requirements imposed for specialists and the process of constant complication of technologies which results in the advancement of skills and abilities of the specialist in any field occurs.

Nowadays a university graduate should have deep fundamental knowledge of a particular activity together with practical professional skills. Training at a tertiary level should focus on the results significant for the relevant professional activity, so incorporation of innovative forms and methods of teaching has become urgently needed. Startup project is considered to be one of such innovative methods to enhance students learning in terms of hands-on experience acquisition.

A student startup project is a logically completed business project that contains a reasoned solution to a practical problem arising from the analysis of the selected object, subject, problem and situation [2]. Since 2017, large public universities in Russia have been implementing the program «Diploma work in the form of a startup» in engineering training which allows students to develop their startup project and defend it as a thesis.

As regards to the main features of startup projects, they are as follows:

- innovative ideas which mean that every startup starts with an innovative or original idea. It might be related to either the process of finding a solution to a real life problem or development of a new, useful product that will improve life.

- considerable risks compared to a traditional business project. According to statistics, 1 out of 10 startup projects appears to be cost effective.

- purpose of creation implies interaction with the target audience and its subsequent sale to large companies.

It is worth mentioning that an extensive list of requirements is imposed on a student startup and specified in the Regulations on the preparation and implementation of the state final certification for educational programs of higher education in the format of «Startup as a diploma work» [2]. This specification comprises the following aspects:

- project team involvement;

- availability of technological/social/innovative component of the project;

- availability of the developed prototype or product with minimal but sufficient functions to satisfy the first consumers' needs;

- the diploma work should consist of two parts: the first one is common to the entire project team and the second is customized according to the specifics of the training program or student's major;

- as regards to the content of the diploma work parts, a general description of the project should be presented in the first part including basic concepts, trends, market issues (such as target audience, competitors and analogues), the

developed product or technology, business model, financial plan and the potential for project promotion. The second part is concerned with the results of the individual work of every team member in the project.

–the diploma thesis guide in terms of the number of pages needed and composition requirements does not differ from the traditional one.

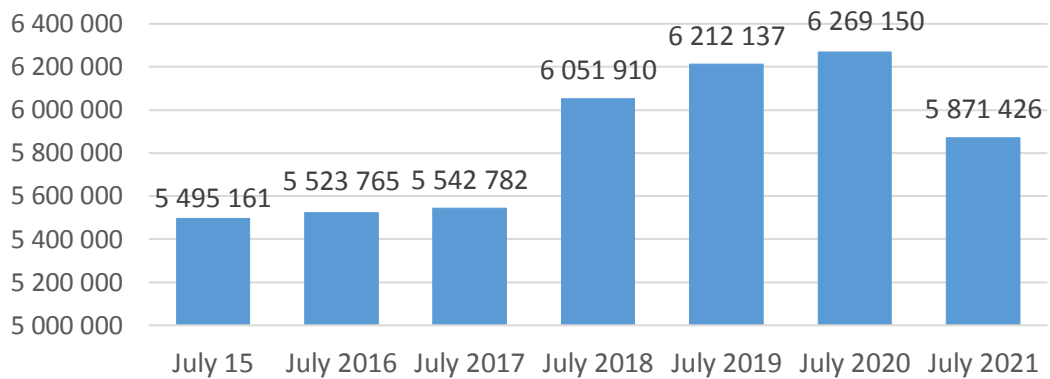
In order to visualize the skills developed in the course of a startup project, it is worth presenting them through the correlation with the life cycle of the project work in Table 1 [3].

Table 1

*Correlation between startup project life cycle and skills to be developed*

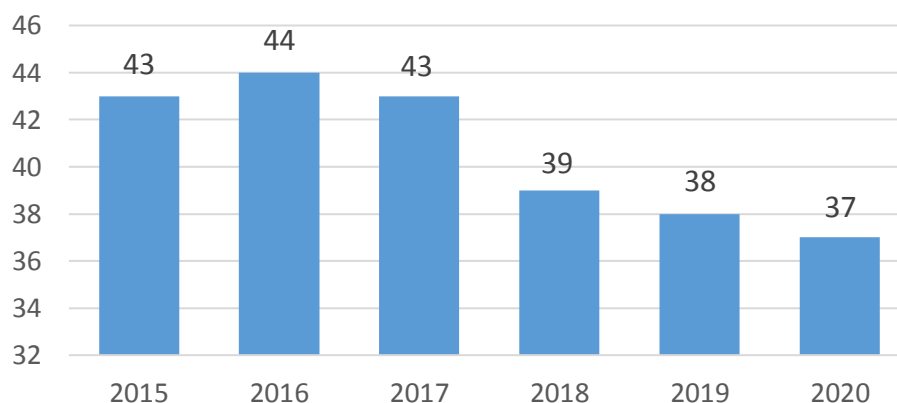
<b>Startup project stage</b>	<b>Stage Description</b>	<b>Skills to be developed</b>
Pre-seed	Inventing and developing a business idea, identifying the problem and the target audience	Planning and goal setting, time management, creative thinking
Seed	Business idea development, marketing research, trial sales	Project thinking, using Feedback approach, listening skills, big data analysis
Startup	Startup's entry into the market, marketing campaigns development	Networking (building and maintaining business relationships), making presentations, self-presentation, structural thinking, focus on results, persistence
Grow up	Sales growth of the company, staff issues, organizational structure formation	Client orientation, decision-making, setting tasks for employees, planning, task delegation
Expansion	Business scaling, including standardization of business processes	Systems thinking, tactical and strategic thinking, execution management, mentoring (employee development), project management
Exit	Getting a startup to the level of a real company	Situational leadership, leadership, managing self-development

The program «Diploma work in the form of a startup» has been introduced into the learning process since 2017 and has led to the increase in the number of small and medium-sized businesses in Russia has changed significantly (in the period from 2017 to the present), Fig. 1 [4].



*Fig. 1. Small and medium-sized businesses in Russia from 2015 to 2021*

Based on the information provided in the figure above it could be inferred that since 2017 there has been a fairly sharp increase in the number of small and medium-sized businesses. To draw a parallel between this indicator with the introduction of startup projects into the student environment, it is necessary to consider the shift in the average age of entrepreneurs for this period [1].



*Fig. 2. The average age of entrepreneurs in Russia from 2015 to 2020*

The trend illustrated above indicates that there is explicit relationship between the Government’s implementation of Startups initiative as a diploma work program and the increase in the number of entrepreneurs in Russia.

Thus, the integration of students’ startups across tertiary education as a constituent part of educational process is one of the ways to foster acquisition of practical skills in the field of entrepreneurship. It is noteworthy that the implemented program “Startup as a diploma work” provides opportunity to sharpen soft skills among Russian university students.

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### **Training of Translators Based on Lederer's Theory of Meaning**

The article is devoted to the identification and research of a more effective method of teaching the profession of translator. The comparison of old and new methods of teaching translation is carried out. The article analyzes modern models and theories, in particular the importance of preliminary preparation of students for translation.

Key words: new methods; old methods; professional qualities; theory of meaning; synthetic reading; analytical reading.

The profession of a translator is very important, because without it people cannot understand foreign films, books and do not learn about the news happening outside our country.

Many experts say that in the near future artificial intelligence will be able to completely replace a live translator. However, the developers themselves are cautious about such prospects. According to analytical data, in the next 20-30 years, machines will not be able to replace the work of translators even by 15%. After all, this is a unique profession, thanks to which not only books are