30.3.2020.

GREAT IDEAS

1. What do you think are some of the best ideas in the last 20 years?
2. What should companies do to encourage (podstaknu) new ideas?

Possible answers: give employees a large degree of independence in terms of how they work, provide money for research (istraživanje), reward(nagraditi) employees by offering bonuses (određena suma novca uz redovnu platu) or prizes, etc

Do exercise *Vocabulary, A, p.36*

Check your answers below.

Now do exercise *Vocabulary, B, p.37*

(Popunite tekst rečima iz vežbe *, A, p.36)*

Listen to the recording to check your answers. You can find the answers at the end of this file

Pay attention to:

Great ideas are generated in different ways – nastaju

Existing customers – postojeći

On the one hand – s jedne strane

On the other hand – s druge strane

R&D – Research and Development (Istraživanje i razvoj)

In response to – kao odgovor na

To meet / satisfy the demand for a product – zadovoljiti potražnju za nekim proizvodom

Similar to – sličan nečemu *opp.* (suprotno) different from

Upmarket - designed for or used by people who have a lot of money (luksuzan)

opp. *downmarket*

**ADDITIONAL VOCABULARY PRACTICE: *Practice File****, Unit 4 Great Ideas, Language Work,* ***A and B***

Check your answers at the back of the workbook (Answer Key)

READING: *WHO NEEDS TRANSLATORS*?

1. What applications for language translations do you use, if any?
2. If yes, do you find it/them helpful? What are the drawbacks (nedostaci)?

Read the text on p. 39 *WHO NEEDS TRANSLATORS?*

To hone= to improve

To attempt to do sth = try to do sth, especially sth difficult

Software (UC) nebrojiva imenica! (~~a~~ software)

To be capable of doing sth ( to be capable ~~to do~~ sth) – biti u stanju uraditi nešto

1. What is Google developing?
2. On which existing technologies is Google building?
3. When will the software be ready?
4. How would the phone attempt translation?
5. It could transform the communication among speakers of how many languages?
6. How many languages does the automatic system for translating text on computers cover?

Check your answers below.

DISCUSSION

* Do you like this idea?
* What would be the advantages (prednosti) /disadvantages (nedostaci) of using the software?

(Ask yourself:

* Would people stop learning foreign languages?
* Do you think translation applications can replace (zameniti) human translators?
* Do you believe software can cover all the registers and dialects of a language?
* In what situations the software could be enormously useful?)
* Do you think it will be profitable? Why?

Should you decide to write down your thoughts, email your work and I will check it for errors*.*

**CORRECT ANSWERS**:

1. Vocabulary, A, p.36: 1c,2f,3e, 4a, 5b, 6d
2. Vocabulary, B, p.37



3. Reading:

a. Software for phone capable of translating foreign languages almost instantly.

b. Voice recognition and automatic translation.

c. In a couple of years

d. The phone would analyse packages of speech.

e. 6,000 plus.

f. 52.