

Unit 1

Review of Translation

1. The Definition of Translation

There are some definitions of translation. Nida states that translation consist of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. Newmark in Rudi Hartono states that translation is rendering the meaning of a text into another language in the way that the author intended the text.

From the definition above the translation has the same term “equivalence”. The meaning, context, though, or message of both source of reproducing in the receptor language, the closest natural are equivalent to the message of source language. The first is meaning and secondly is style. The message of source language must equivalent. The reader of translation who knows the target language only will be confused if the target language is influenced by the source language.

Meanwhile the result of translation must be transferring the meaning of the source language clearly. In order to make the clear meaning of source language, it is expected that the meaning of target language can be understood by the readers. So, the result of translation must be readable. In target language, readability is needed, because it makes the readers easier to catch the content of the translation text, conversely when the translation text is not readable. It will make the readers difficult to understand the content of the text well.

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3. The Process of Translation

The process of translation can be defined as the activity of translation. The translation process usually is used by a translator as a guide in translating text from the source language into the target language. The process of translation consists of three steps: analyze texts of source language, transfer, restructuring.

4. Translation Equivalence

Base on oxford dictionary equivalence is equal or interchangeable in value, quantity, significance, etc. Vinay and Darbelnet as cited in Munday, stated that “equivalence refers to cases where languages describe the same situation by different stylistic or structural means” Equivalence consists of the concept of sameness and similarity; it has the same or a similar effect

or meaning in translation.

There are types of equivalence defined by Nida, which are also called two basic orientations of translation.

1. Formal correspondence

It focuses attention on the message itself, in both of form and content. One is concerned that the message in the receptor language should match as closely as possible the different elements in the source language.

2. Dynamic equivalence

It is the principle equivalent effect, where the relationship between receptor and message should be substantially the same as that which existed between the original receptor and the message. The goal of the dynamic equivalence is seeking the closest natural equivalent to the source message. This receptor oriented approach considers adaptations of grammar, of lexicon, and of cultural reference to be essential in order to achieve naturalness.

Vinay and Darbelnet view that equivalence-oriented translation as a procedure which ‘replicates the same situation as in the original, whilst using completely different wording’. Equivalence is therefore the ideal method when the translator dealing with proverbs, idioms, clichés, nominal or adjectival phrases and the onomatopoeia of animal sounds. According to Jakobson’s theory, ‘translation involves two equivalent messages in two different codes’. Jakobson goes on to say that from a grammatical point of view languages may differ from one another to a greater or lesser degree, but this does not mean that a translation cannot be possible, in other words, that the translator may face the problem of not finding a translation equivalent.

An extremely interesting discussion of the notion equivalent can be found in Baker who seems to offer more detail list of conditions upon which the concept equivalent can be defined at different levels as follow:

- a. Equivalence that can appear at word level. Baker gives a definition of the term *word* since it should be remembered that a single word can be regarded as being a more complex unit or morpheme, and it discuss about lexical meaning.

- b. Above word level equivalence, when translating from one language into another. In this section, the translator concentrates on the type of lexical patterning, they are collocation, idioms, and fixed expression.

- c. Grammatical equivalence, when referring to the diversity of grammatical categories across languages. Baker focuses on number, tense and aspects, voice, person and gender. In the process of translation; such differences between SL and the TL often imply some change in the

information content. When the SL has a grammatical category that the TL lacks, this change can take the form of adding information to the target text. On the other hand, if it is the target language that lacks a category, the change can take the form of omission.

Textual equivalence when referring to the equivalence between a SL text and a TL text in terms of thematic and information structure. She also adds the discussion in this section about cohesion.

d. Pragmatic equivalence, when referring to implicate and strategies of avoidance during the translation process.

Vinay and Darbelnet, Jakobson, Nida and Taber, Catford, House, and finally is Baker. theorists have studied equivalence in relation to the translation process, using different approaches.

Grammatical Equivalence

Grammar is the set of rules which determine the way in which units such as words and phrases can be combined in a language. Grammar has two main dimensions: morphology and syntax, morphology concern the structure of single words, the way in which their form varies to indicate specific contrast in the grammatical system (example: singular/plural, number, present/past), syntax concerns the grammatical structure of groups of words (clauses or sentence), the linear sequence of classes of words (noun, verb, adverb, adjective, etc).

Different grammatical structures in the SL and TL may cause remarkable changes in the way the information or message is carried across, these changes may induce the translator either to add or to omit information in the TT because of the lack of particular grammatical devices in the TL itself, amongst these grammatical devices which might cause problems in translation.

As far as translation is concerned, the most important difference between grammatical and lexical choices is that the former are generally obligatory while the latter are largely optional. In the process of translation, such difference between source language and the target language often imply some change in the information content. When the source language has a grammatical category that the target language lacks, this change can take the form of adding information to the target text. On the other hand, if it is the target language that lacks a category, the change can take the form of omission. grammatical rules may vary across languages and this may pose some problems in terms of finding a direct correspondence in the TL.

Number

Number is the inflection of nouns, pronouns, verbs, adjectives and determiners to show singular, dual, or plural forms. Distinguished three classes of number: singular ('one'), dual ('two'), and plural ('more than two'). The idea of countability is probably universal, but not all of language have grammatical category of number, even if they might make distinctions at the lexical meaning.

Gender

The term gender, usually attributed to Protagoras in Sherry Simon, is derived from a term meaning class or kind and referred to the division of Greek nouns into masculine, feminine and neuter. Gender is grammatical category according to which a noun or pronoun is classified as masculine or feminine.

Person

Morphological category of the verb used to mark the singular and plural finite verb forms as 'speakers' (first person), 'addressees' (second person), or a 'person, state or thing' referred to in the utterance (third person). Subgroup of pronouns which refer to persons is as the speakers (*I, we*), addressees (*you*) or other persons/things (*he, she, it*) (inclusive vs. exclusive). The category of person relates to the notion of participant roles.

Tense and Aspect

English has two way tense systems, so that in place of the past tense form was, we could use the corresponding present tense form is. Aspect is a term used to describe the duration of the activity described by a verb whether the activity is on-going or completed. In those languages which have these categories, the form of the verb usually provides two types of information: time relations and aspectual differences.

Voice

Voice is grammatical category that defines the relationship between subject and verb. It calls the active clauses if the subject have role responsible to performing action, and it call passive clause if the subject is the affected entity.

5. Translation Procedure

Translation procedures or translation shifts are defined as "the smallest linguistic changes occurring in translation of ST (source text) to TT (target text)". Translation is a field of various procedures. Translation procedures are use to get equivalence between source language and target language in translation process. There are many kinds of translation procedure, but the

writer want to explore some procedure that must be use by translator to conform to the stylistic demands and grammatical conventions of the target language. These possibilities are expanded below.

- **Additional information**

The change can take the form of adding to the target text information which is not expressed in the source language, if the target language has the grammatical category which the source language lacks. Information which is not present in the source language text may be added to the target language text.

- **Deletion information**

Baker refers to deletion as “omission of a lexical item due to grammatical or semantic patterns of the receptor language”. In the process of translating, the change of information content of message can be done in the form of omitting information in the source language, if the target language lacks a grammatical category.

- **Structural adjustment**

Structural adjustment is another important strategy for getting equivalence between source language and target language. Structural adjustment is also called shift, or transposition, or alteration. Newmark states that “A ‘shift’ (Catford’s term) or ‘transposition’ (Vinay and Darbelnet) is a translation procedure involving a change in the grammar from SL to TL”. There are four types of transposition:

Type 1: the change from singular to plural (and vice versa), or in the position of the adjective.

Type 2: the change in grammatical structure from SL to TL because SL grammatical structure does not exist in TL.

Type 3: an alternative to when literal translation of SL text may not accord with natural usage in TL.

Type 4: the replacement of a virtual lexical gap by a grammatical structure. The emphasis in SL is shown through TL regular grammatical construction.

Source: https://muawanah66.wordpress.com/2012/04/30/translation-definition-kinds-of-translation-and-equivalence/#_ftn1

Unit 2

Sign Notices and Labels

Signs and notices are presented for different purposes. Some to warn, tell the person to be careful, to apologize, to make a request, to inform of what is going to take place.

Signs and notices are found everywhere – on the doors, on the plane or trains, in newspapers.

They often give you information (e.g. that an office is closed) or give you instructions (e.g. that you must keep quiet)

**SOME COMMON WORDS YOU CAN FIND
IN THEM:**



ALLOWED

Eva Hugas



www.nooverwebdesign.com

NOT ALLOWED



BEWARE= caution/ BUILDING=



DANGEROUS=



Eva Hugas



ENTRANCE



LIFT/ELEVATOR



CARD



LUGGAGE



SEATBELT



SEAT

Eva Hugas

Labels

Labels are found on cans, boxes, bottles, a washing-machine, and on many other things in our houses or stores.

Servings per container refer to the number of servings found in this container.

Amount per serving refers to the nutrient content for each serving of food.

This section lists the recommended daily limits of fat, saturated fat, cholesterol, and sodium, plus amounts of carbohydrates and fiber one should aim for on a daily basis for diets of 2,000 and 2,500 calories.

Nutrition Facts		
Serving Size 1/2 cup (114 g)		
Servings Per Container 4		
Amount Per Serving		
Calories: 90 Calories from Fat 30		
% Daily Value*		
Total Fat	3g	5%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	300mg	13%
Total Carbohydrate	13g	4%
Dietary Fiber	3g	12%
Sugars	3g	
Protein	3g	
Vitamin A	80%	Vitamin C 60%
Calcium	4%	• Iron 4%
* Percent Daily Values are based on a 2,000-calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300g	300g
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300mg	375mg
Dietary Fiber	25g	30g
Calories per gram		
Fat 9 • Carbohydrate 4 • Protein 4		

The serving size refers to the average amount or portion a person should eat at one time.

% Daily Value is based on a 2,000-calorie daily diet. These values may be higher or lower based on the number of calories in one's diet. One should aim for 100% each day of total carbohydrate, dietary fiber, vitamins, and minerals and not exceed 100% for total fat, sodium and cholesterol.

Canada

ENERGUIDE

Energy consumption / Consommation énergétique

630 kWh
per year / par année

This model / Ce modèle

491 kWh 703 kWh

Uses least energy /
Consomme le moins
d'énergie

Uses most energy /
Consomme le plus
d'énergie

Type 7
22.5 to 24.4
volts/ac in R /Volts/ac en p^h

Similar models
comparés

Model number
00500

Modèles similaires
comparés

Numéro du modèle

Revised at this date before first sale purchase is an offence (D.C. 1982, s. 38).
Changer cette date avant la première vente au détail constitue une infraction (D.C. 1982, art. 38).

READING LABELS FOR ADDED SUGAR: THE BASICS

4G
= 1 TEASPOON
OF ADDED
SUGAR



It is important to be able to spot added sugars on the ingredient list and labels of packaged foods.

Here are some key things to remember!

Check ingredient list for added sugar (there are 60 different names!). The higher up the ingredient list, the more added sugar there is!

LOOK FOR FOODS UNDER 5G TOTAL SUGAR/100G

6 June #6SPOONSINJUNE

Limit intake to 6 teaspoons (mg) of added sugar per day

Drug Facts

Active ingredient

Uses

Warnings

Directions

Other information

Inactive ingredients

Drug Facts		
Active ingredient (in each tablet)	Purpose	
Chlorpheniramine maleate 2 mg	Antihistamine	
Use temporarily relief in these symptoms due to hay fever or other upper respiratory allergies:		
- sneezing - runny nose - itchy, watery eyes - itchy throat		
Warnings		
Ask a doctor before use if you have:		
- glaucoma - a breathing problem such as emphysema or chronic bronchitis		
- trouble urinating due to an enlarged prostate gland		
Ask a doctor or pharmacist before use if you are taking any of the following:		
- sedatives or tranquilizers		
When using this product:		
- drowsiness may occur - avoid alcohol, driving, or operating machinery		
- be careful when driving a motor vehicle or operating machinery		
- excitability may occur, especially in children		
If pregnant or breast-feeding, ask a health professional before use.		
Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Centre right away.		
Directions		
adults and children 12 years and over	take 2 tablets every 4 to 6 hours, not more than 10 tablets in 24 hours	
children 6 years to under 12 years	take 1 tablet every 4 to 6 hours, not more than 5 tablets in 24 hours	
children under 6 years	ask a doctor	
Other information		
- store at 20-25 °C (68-77 °F)		
- protect from excessive moisture		
Inactive ingredients		
CMC, polyvinylpyrrolidone, croscarmellose sodium, croscarmellose sodium, croscarmellose sodium, croscarmellose sodium		

Unit 3

Instructions

Instructions or directions tell us how to do something. We can operate anything without difficulty if we follow its instructions carefully.

Structure

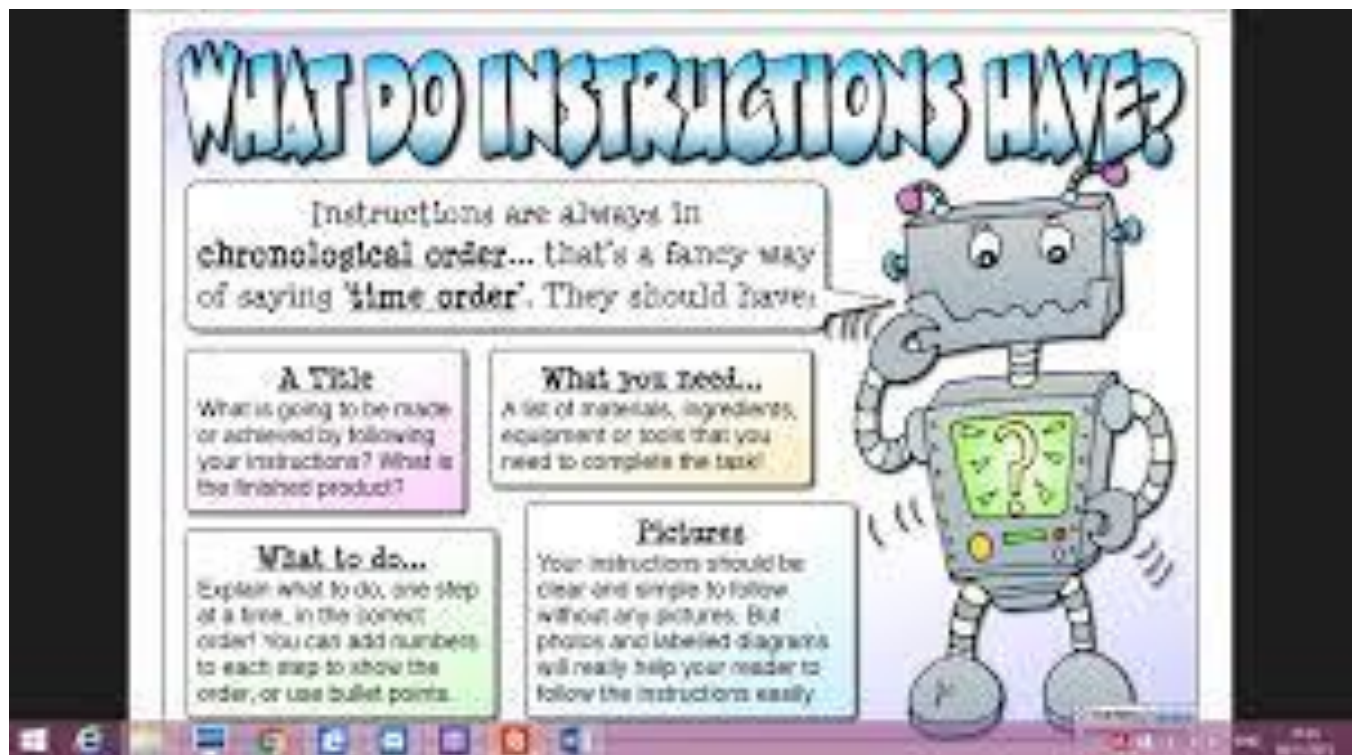
Complete Sentence

Imperative

Pictures

Imperative with pictures

Sentences with connectives of logical order



Instruction text needs

Purpose

- to break the instructions into **simple steps**
- to explain them **step by step**, as clearly and **simply** as possible
- to ensure the reader's success in carrying out the instructions.

The **genre** of text can also affect the purpose.

- a **title** telling what's to be achieved
- if relevant, **list(s)** of ingredients/equipment needed
- layout which clearly shows the sequence of steps
- perhaps labelled **pictures** or **diagrams**
 - especially a picture of the finished product, so the reader knows what to aim for
- perhaps other organisational devices (e.g. **boxes** for additional information, **bullet points**, warning **symbols**) to aid clarity.

Starting to write instructions

How to make a jam sandwich

What you need:

- 2 slices of bread
- A knife
- Butter
- Jam





American Muffins

Ingredients:

- 250g Self Raising Flour
- 1 teaspoon Baking Powder
- ½ teaspoon Salt
- 100g Sugar
- 85g Sultanas, Chocolate Chip or Blueberries
- 250ml Milk
- 80ml Oil
- 1 Egg

Equipment:

- Mixing Bowl
- Tablespoon
- Measuring Jug
- Fork
- Muffin Tin/ Cases

Method:

1. Light oven 160 °C
2. Prepare muffin tin with ten paper cases
3. Put flour, baking powder, salt, sugar and chocolate chips into a mixing bowl
4. Measure milk and oil into a measuring jug and add beaten egg
5. Pour ingredients from measuring jug into mixing bowl and stir with a tablespoon until thoroughly mixed
6. Divide the mixture evenly between the muffin cases
7. Bake for 20 – 25 minutes, muffins are ready when top springs back and are lightly browned



Unit 4

Classified Ads

Advertisements in a newspaper are typically short, as they are charged for by the line, and are one newspaper column wide.

Publications printing news or other information often have sections of classified advertisements; there are also publications that contain only advertisements. The advertisements are grouped into categories or *classes* such as "for sale—telephones", "wanted—kitchen appliances", and "services—plumbing", hence the term "classified". Classified ads generally fall into two types: individuals advertising sales of their personal goods, and advertisements by local businesses. Some businesses use classified ads to hire new employees.

One issue with newspaper classified advertising are that it doesn't allow images, even though display ads, which do allow images, can be found in the classified section.

What are The Most Popular Advertising Categories for Classifieds?



The list of popular Classified Ads is provided as follows.

Matrimonial

All matrimonial match seekers who advertise in newspaper



only prefer the classified ad format and it is the most frequent classified ad category under which ads are booked. It can be a text ad or a classified display consisting of an image of the prospective bride or groom. The reason matrimonial advertisers choose the classified ad format is that these ads are published predominantly by parents and other family individuals and can be referred to as personal individual advertisements.



Recruitment

Many of you may wonder that recruitment advertisements are more popular in the display format, but it is also quite popular category under classifieds. Most small and medium

businesses fulfil their recruitment requirements with classified ‘Situation Vacant’ advertisements. Even individuals seeking jobs often advertise in the recruitment section under the sub-category of ‘Situation Wanted’, wherein, job seekers mention their qualifications and skills requesting a profile matching them.



Obituary

Obituary advertisements are generally released in the Classified Display format which enables advertisers to include images of the deceased and messages of their choice at a much lesser price than display ads. Remembrances, funeral invitations and even condolence messages are conveyed through classified text or classified display advertisement as per the budget of the advertiser.

Property

By property ads here, we do not mean real estate projects but advertisements for sale, purchase and rent out individual homes, flats or apartments. Brokers, landlords and Individual property owners constitute 100% of the classified property advertisers across all Indian newspapers.



Business

Every business house has certain budget constraints, based on which they pick their mode of advertising. Since 8 times out of 10, newspaper advertising is the first choice of all business

promotional campaigns, many small and medium sized businesses choose to advertise under the classified format. Sales promotions, Business Proposals/offers or even seeking Business partners are done through classified advertisements.

Announcements

Classified Announcement Advertisements are the most common category of classified ads following matrimonial ads. Most announcements are made by individuals, which include personal declarations such as Name Change, Address Change, Lost & Found, legal notifications, marriage notices etc. All these announcements are specifically published in the classified text format as they are mainly meant for personal or government references as a testimony to change in certain personal details of a resident of the country. These are crucial announcements and need to be based which can't be done away with, therefore to save money, people pick the text format for such ads.

Public Notice and Tenders

Public notices and Tender ads are also a type of public announcement, wherein the public is notified about changes brought about by rules, regulations, contract requirements, laws or anything associated with the government. This ad category is generally published in the Classified Display format, as most newspapers do not facilitate publishing public notices or tender ads in the text format. Also, since such ads have a lot of information to fit into a simple run-on line ad, it is more reasonable to publish them under the display classified format.

<p>Vocational-Fine Arts</p> <p>Learn Sketching, Acrylic & Oil Painting, Clay Modeling and Creative craft activities. All age groups can apply. Contact 919870005500.</p>	<p>Correspondence C</p> <p>Admission Open For LLB/Bed/D.Ed/B.Pharm .Pharma/Anm/B.Tech/M ch (Bci/Ncte/Pci/Air Councils Approved. Oth</p>
<p>Coaching</p> <p>✓ TUTORIALS for all subjects upto 9th and from 10th onwards science (biology), teaching at home personally also available. contact-</p> <p>Bright Star Preschool Admission Open For Nursery, Playgroup@Rs.800p.Mcontact: 9604574874, 02027654360; Renuka Tutorials From 7th To 12th</p> <p>To make website or Learn, PHP/MYSQL, JAVA Delhi by Qualified professional Expert , Contact : 956000000</p>	<p>✓ Clinical Research Course for Science Courses (B.Sc.; B.P 9699999999; 999999 www.abcdresearch.co</p> <p>UK Engg Degree/MB from Asia Pacific University, Kuala Lumpur. No Proficiency Exams just 60% needed. Intake</p> <p>Admission Guidance 2013-2014 MBBS/BDS BBA/MBA, BCA/MCA B.E./ENGG. NRI / Mgmt Quota Well Qualified</p>

Education

Contrary to popular belief, education ads are not limited to admission notices which are more often seen in the display format. There are numerous education adverts that are published in the classified ad format. These classifieds include adverts for introducing or promoting Coaching Classes & Private Tutors. Coaching centres generally have the limited budget since they have a very limited number of students while private tutors are predominantly individuals, which is why they opt for the classified format.

Personal

Last but not the least, almost all personal messages are conveyed through classified newspaper advertisements. Be it birthday greetings, season's greetings, anniversaries, personal achievements, announcements about pets and animals or simple letters to friends and folks, all are conveyed via classified ads. The only reason behind this is that these are individual ads and individuals cannot afford display ad charges.

It is quite evident that most advertisers who pick classified advertisements are either individuals or have budget constraints. It is for this purpose that the format of display classifieds was introduced as something that has the features of a display ad with certain limitations pertaining to cost and fits in the budget of most newspaper advertisers.

Source: <http://www.releasemyad.com/newspaper/learn/what-are-the-most-popular-advertising-categories-for-classifieds/>

R.C.Goan girl 26/5'3" B.Sc, MBA, fair company's Manager, trustworth, expects suitable qualified intelligent, good personality value oriented	BEAUTIFUL Apartments near Shoba Apt 1330sqft 35Lakhs, 1260/1280sqft 40Lakhs + tax on reg. Position in 2 months. Contact : 9880960608	EARN For Doing Easy Tasks On Internet like Updating Forms, Entering Data, Taking Surveys. See 100s of Simple Tasks. Visit www.OnlineFreeTimeJob.com
✓ Suitable match for Mahajan Girl, 5'-3", June 1983, Lecturer engineering college near Chandigarh. Upper caste no bar send particular,	SEMI- Furnished Penthouse Sale at Kaggadasapura, CV Raman Nagar, 3000 Sqft for 1.25 Crores, Call: 9986500601	GET Trained in HR by a prof Trainer. HR crash Course in 1 Mth/ Rs 5000 or HR Management in 2 Month/ Rs 7500. Flexi Batches. Infinity: 9449599200
Suitable Match for Hindu Sethi (Khatri) Girl (Non-Manglik) MA. Fair. Slim. Beautiful, 5'-3", September 13, 1987 (1:40 AM/ Chandigarh). High	✓ Ramgovind Kuruppath, s/o Shri Divakaran Moorkath, Date of Birth April 25, 1982 residing at Flat No. 403, A Wing, Raheja Vihar, Opp	MNC Requires 30 Graduates & PG's who can spare 2hrs/day & earn 5000/week. Housewives /Retired persons also welcome Contact Mr.Sandeep 9886852449

SUNDAY, AUGUST 7, 2011

CLASSIFIEDS

ess nities	Commercial Real Estate For Sale	Commercial Real Estate For Sale	Jobs	Warehouse/ Industrial	Boynton Beach	Lake
ING SHOP oods, wood- nt booths, ity all set up y to operate & current participate if es. Robert Malt 3494	FCC FISCHER • GAETA • CROMWELL Commercial Real Estate Services FOR SALE ■ PALM BEACH GARDENS 4,141 SF of class A office condos with 1-95 frontage. Delivered Fall 2005. \$932,400 shell. #706 ■ WEST RIVIERA BEACH Havenhill Industrial complex 4.4 acres-40,000 SF of show- room/warehouse, fenced yard, trucks, equipment & much more. \$5,500,000 #776 ■ WEST PALM BEACH 3,000 SF in 2 bldgs. 260' frontage on Belvedere w/Air- port Comm zoning. Auto sales & rental OK. \$1,700,000 #779 ■ LAKE WORTH 1,900 sf office/retail bldg. - direct frontage on Lake Ave. "MIC-1" zoning Can add 2 story Won't last! \$850,000 #788 ■ WEST PALM BEACH 4,200 SF retail/office condo close to I-95 at the Gateway to SCRIPPS. Endcap @ \$586,000 #763 ■ WEST PALM BEACH 1,200 SF bldg with 50' front- age on Broadway in WPB. "CID" zoning. Auto sales & repair OK. \$550,000 #782 FOR LEASE ■ RIVIERA BEACH 33,000 SF office showroom. Fronts Congress. #597L ■ PALM BEACH GARDENS	Need to buy or lease Commercial Property? Visit PalmBeachPost.com & click on Real Estate to find the most current local listings. Commercial Real Estate Rent/Lease Boynton Beh Medical office 1050 sq ft, completely par- tioned, handicap bath, rea- sonable rates, near 195. Bossio Realty 561-844-5500 Coco Plum Plaza - now renovating, bays from 8,000, 2400, 1400, 850. Military Tr N. of Okeechobee, retail or business use 561-296-2848 JUPITER Office/Warehouse For Lease in Heart of Jupiter. 1200 sf. Security system. New Interior! Great location! \$1500/mo. 561-371-0888 LAKE PARK - 10th St. 3300 SF. HIGH VISIBILITY & TRAFFIC. FL EXEC. RLTY. 561-687-1901 Fermc1@aol.com LAKE WORTH - CHURCH Complete facility 6,760 sq ft, completely built out w/class- rooms, childrens ministry, bookstore, offices, etc. avail. Sept. 05. Lake Worth & Jpg 561-965-6528 561-236-0460 LOXAHATCHEE 5 ACRES. 9,000 SF bldg w/dock, fully fned, Southern Blvd & B Rd. \$4,750 mo. 561-954-8000	WPB Airport Center Pvt ofc's for Lse! Best Deal from \$499mo inc. elec Steve, Bkr. 561-832-7889 WPB - Congress & 45th 1750 SF New Space. \$18 PSF Gross. Asset Specialists 561-689-0220 WPB Downtown 250 to 500 sf single or double office starts at \$475 Conf. room, elect & janitorial incl. 561-655-1521 FULL-TIME Unemployment Must Have 10-30 Years experience Call 555-DAMN Visit our web site at www.palmbeachpost.com N MILITARY TRAIL 1800 sf 6 office suite, all utili- ties, a/c, some furnishings incl. M-F, 9-5.... 845-9911 NOW PRE-LEASING St. Lucie West's Newest Class-A Office Building 1,000-28,000 SF for lease	JUPITER 2700 sq. ft. condo 5 bay, prime area \$295,000. Keyes Company Realtors Ed Baptista 772-323-5300 Jupiter Office/Warehouse 800 SF office, 1800 SF Warehouse. Available now. 561-795-8797/561-601-9593 LAKE WORTH, EAST 25 mile from I-95. For Rent: 900 SF warehouse with store- front, hurricane windows, office, bathrm & overhead door. Kyle 561-305-1480 LANTANA Rental Bays Industrial w/3-phase Avail. Aug. 4050sf & 4500sf No auto repair 561-582-1044 LW Lt Industrial bldg 10,000sf rail to bldg, 17' ceil, 5 ch doors Lease \$1400/mo or Sale \$975K. Coldwell Banker Carola Rathke 561-346-5952 **NEW FLEX • SPACE** PBC/Martin County Pre-construction from \$125 sf Why rent when you can buy? OF RE & Dev 561-622-4000 Okee / Tpk • Office / Whse. 1152 • 1750 • 4400sf & up from \$1,295 per mo McCRANEY PB County's Leading Provider (561) 478-4300 RIV. BCH. I-95 & Blue Heron. 300-725 Sq Ft. From \$200 month. No auto repair. Call 561-547-1558 Riviera Beach Rent 4800 sq. ft. dock - yard	MOVE IN SPECIALS 1/1 \$790. NEW 1/1 \$950 Intracoastal 2/w garage \$1,100. 2/2 near intra \$1200 3/2 Lk new \$1,300. 3/2 TH 2000 sq ft \$1400. No Application Credit Problems ok. Work w/mt money. RL Enterprises 561-255-1138 YACHT CLUB - Intracoastal 1 & 2 Br from \$1050/mo Jay Stein 561-213-6764 www.RealtyWorldBocaRaton.com \$0 Sec* 3br \$1200 Pets ok! Tile, Split Bedrooms 561-572-2400 FLORIDA RENT FINDERS Need an apartment? Visit PalmBeachPost.com and click on Real Estate to find local listings. Delray Beach 1/1 1300 Luxury Furn Condo Annual. 561-373-3810 Jordyn Taylor Properties 1/1 \$650 Patio Design. Pool huge scrmd patio, tile, bike to beach, private setting, tropical views, walk-in closets. 561-733-2121 buylentree.com 1/1 \$700; 2/2 \$800 3/2 \$900 Pets Ok 572-2400 FL RENT FINDERS	1BR • Den. Near Intra- \$700 Mo. 561-503-041 2/1 \$995 Private H2 561-3 Jordyn Tay 2/1 Nice clea comm. pool N. A Street rent \$850. Call 954-262 2/1 Walk to I & Park. Intr W/D, tile/wc F/S. Call 56 2/2 \$699 Bri bdrs, move- scrmd patio gated, lush l 561-733-2121 2/2 cozy, c scrmd on stre \$900/mo. V Call 56 Lanta W Beautif apartment, W/D incl. C shopping, I-95, 1200/ 561-955-93 2BR duplex Military C&H. No Pets \$71

Classifieds

Students and WCC employees: Classified ads in *The Voice* are free.
Local business owners: Looking for help? Post your free help wanted ads in *The Voice*.

Send ads to thewashtenawvoice@gmail.com.

Deadline for the April 9 issue is 5 p.m. on Tuesday, April 3.

SERVICES

Radiography tutoring available: Having difficulty in the Radiography Program? As a recent WCC radiography graduate, I can help you learn exactly what you need to know to pass the quizzes, exams, and also prepare you for the A.R.R.T. exam. For more information, call Joe at (734) 657-4596.

FOR RENT

1, 2 or 3 Bdrm apartments across from EMU campus on AATA bus lines 3 & 7 to WCC. Visit <http://aymanagement.com>, or phone (734) 482-4442 or (734) 483-1711.

Below is a sample of recent employment want ads that have been posted with WCC's Employment Services Center. For more information about these ads, contact Employment Services at (734) 677-5155, or visit SC287 to review the complete posting.

Water Park Staff (2538047) Positions available for cashier, concession staff, park ranger, water park attendant and park ranger supervisor. Seasonal, part-time and full-time, May-August. Washtenaw County.

Bookshelver/Processor (2307049) Under the direction of the circulation manager and the supervision of the circulation supervisor, the bookshelver/processor is responsible for the efficient, thorough and accurate processing, sorting, and shelving of all library materials at the assigned. Required to work evenings and weekends as part of the regular work schedule. Part-time in Ann Arbor.

Automation Engineers (2511857) Positions for mechanical designers, robot programmers, simulation engineers, control engineers. Bachelor's or associate's degree in one of the following disciplines: electrical engineering; electrical engineering technology; mechanical engineering; mechanical engineering technology; computer engineering; robotics and automation. Full-time in Oakland and Macomb counties.

Kitchen Assistant (2490521) The kitchen assistant is directly responsible to the head cook. In the absence of someone designated as head cook, the assistant cook is considered to be in charge of the kitchen. Seasonal. Onsted and Lenawee, Michigan.

Freelance Videographer (2548435) Videography company is looking for freelance videographers to cover weddings. Available positions include Southeast Michigan (Metro Detroit & surrounding areas), Toledo, (and surrounding areas). Freelance in Michigan.

Roof and Gutter Cleaner (2481023) Must have reliable transportation and phone must be able to lift 65 pounds. No fear of heights. Hard worker who is honest, dependable, trustworthy and has natural leadership ability. Full-time Seasonal Ann Arbor.

Social Media Associate/Community Specialist (2521316) Need someone with 2-4 years of relevant social media marketing experience, building effective content for clients' social media platforms and managing their social media communities. The ideal candidate has experience working for brands on Facebook, Twitter, Blogs, YouTube, LinkedIn as well as other platforms. Full-time in Ann Arbor.

Welder (2556603) Mig Welder in mild steel in a production setting. Permanent job. \$12-\$14/hr. 2nd shift: 3-11 p.m., 3rd shift: 11 p.m.-07 a.m. 40 hours per week. Must pass drug test and weld test. No felonies. Full-time in Taylor.

Receptionist (2547001). Duties include phone answering and distribution of phone calls, entering A/P invoices, filing and other office duties. The ideal candidate would have completed one or two accounting courses. Monday through Friday 8 a.m.-1 p.m. Part-time in Ann Arbor.

Homeless Shelter Monitor/Aide (2554459) Part of a team that creates a shelter environment that is clean, supportive, and goal directed. Job duties are diverse and include everything from answering phones and cooking to crisis management. On call position providing coverage as needed when scheduled staff is unable to work. Part-time in Ann Arbor.

Mechanical/Process Technician (2557634) Supports engineering activities related to thermoforming production, process testing of product equipment, and assembling and disassembling prototype equipment. In addition, the

technician will develop increasing expertise and capability to assist in blending and forming various plastic materials. Scope will include troubleshooting, producing prototype and/or production thermoformed products and/or installation of new equipment and tooling. Full-time in Lansing.

Lumber Worker (2549096) Experience in measuring lumber necessary. This is an extremely fast-paced, first-shift position that involves a lot of heavy lifting. Full-time in Chelsea.

Network Engineer – Tier 2 & 3 (2478155) Seeking mid-level to senior level network engineers to aid in designing, deploying and supporting customer networks. Remote troubleshooting and diagnosis of network connectivity issues. Full-time in Commerce.

Gardener (2512095) Weeding, cleaning garden beds. Pruning trees and shrubs. Planting flowers, trees, shrubs. Raking leaves and general yard clean up. Loading and unloading of trucks. Part-time seasonal in Ann Arbor.

IMPORTANT CAREER TIP:

Present a professional image when using social media such as LinkedIn, Facebook and Twitter. Potential employers do check these sites. Clean up your profile, if necessary, and remove any images that would leave a potential employer with a negative impression. For assistance with your job search, contact Employment Services at (734) 677-5155.

Unit 5

Advertisements

Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

Types of Display Ads

TYPES OF DISPLAY ADVERTISING



Slogan

A slogan is an effectively written phrase using some useful words having a memorable motto. It is generally used in the political, religious, commercial, and other perspective to represent the repetitive expression of an idea or purpose. Slogan word is derived from 'slogorn'. Slogan is a small group of words written in some special way to identify a subject, topic, event, campaign, product or company.

Purpose of Slogan

Slogans are generally written to make marketing, advertising or celebrating efforts of any business or event respectively more effective and memorable. Slogan generally aims to distinguish a concept having different purposes. It helps to fulfill the challenging needs of any business operator or coordinator in the market.





big. beefy. bliss.



**Double Quarter Pounder[®]
with Cheese**

Big Mac[®]

**Angus Deluxe
Third Pounder[™]**

i'm lovin' it[®]

© 2005 McDonald's Restaurants, LLC. All rights reserved.
i'm lovin' it is a registered trademark of McDonald's Restaurants, LLC.



G U E S S
W A T C H E S

Unit

Editorials

Usually a brief article written by an editor that expresses a newspaper's or publishing house's own views and policies on a current issue. If written by an outsider it normally carries a disclaimer saying the article does not necessarily reflect the publisher's official views.

Read more: <http://www.businessdictionary.com/definition/editorial.html>

with Michelle Rose

Zero to hero: 'Worst Cooks' returns to Food line-up

TV Media

We've all had our mishaps in the kitchen: burnt food, an unevenly cooked meal (it's always the oven's fault, right?), maybe a bland-tasting (or just plain awful) dish. But what if this was the norm? Worse yet -- what if, day in and day out, you're the one who has to politely eat these meals, valiantly sacrificing your own taste buds to spare the cook's feelings?

It seems some folks have had enough and they're turning to the Food Network for help. The fourth season of "Worst Cooks in America" gets underway on the Food Network on Sunday, Feb. 17. Once again, 14 of the country's worst cooks (as nominated by their own loved ones) are set to undergo a cooking boot camp over the next few weeks to gain new skills and cooking know-how.

Bobby Flay returns for his second attempt at unseating reigning series champ Anne Burrell, who is undefeated as a mentor since the series premiered back in 2010. They'll each lead a team of recruits and there are some bragging rights on the line between these two as they hope that it'll be one of their recruits who will outshine the rest.

When learning a new skill, you have to start somewhere, and there are plenty of basic skills to be learned during this competition. The competitors will have to learn a variety of skills, from basic knife skills to training their palates.

Of course, the catch is that these competitors will need to learn fast if they want to avoid elimination, so that they can stay on and learn as much as they can from the seasoned mentors.

Each week's episode will feature a series of challenges, and the least successful candidate(s) will be sent home (thus, their learning ends there). By the time the March 31 finale rolls around, the final two remaining contestants will have turned things around so dramatically that they'll have to execute a three-course menu at a New York City restaurant.

But let's not get ahead of ourselves. In Sunday's season premiere, viewers will get their very first taste of the competition when the initial group of competitors have to use canned and processed ingredients typically found in their own homes to prepare their best dish. After facing Burrell and Flay's critiques, they'll have to settle into their teams quickly when they attempt to prepare a classic microwavable meal of meat and potatoes -- minus the microwave.

It promises to be a long (and exhausting) road ahead for some of these competitors. But by the end, one of these "worst cooks" will win themselves a \$25,000 grand prize (and a victory for their mentor) if theirs proves to be the most successful culinary transformation.

Do you have a unique recipe to share with us? We may publish it. Email us at tastetv@tvmedia.us

The Newport Daily News

NEWPORT ♦ MIDDLETOWN ♦ PORTSMOUTH ♦ JAMESTOWN ♦ TIVERTON

Wednesday
July 13, 2011

OPINION

OUR VIEW

In Newport, leave your car behind

If you're planning to visit Newport this summer, you'll have plenty of options to get around — all while leaving your car in the parking lot.

There is a multitude of styles — not to mention colors — of scooters and Segways available for rental and pedicabs and traditional cabs to take you where you're going.

The Rhode Island Public Transit Authority operates a regular schedule of trolleys and buses to various attractions in and around Newport, including local beaches — andRIPTA riders are eligible for inexpensive all-day parking at the Visitors Center on America's Cup Avenue.

Adding to the mix, there will be three harbor shuttle and ferry services operating in Newport Harbor this summer.

Oldport Marine's Harbor Shuttle and the Jamestown-Newport Ferry, both of which have been operating in and around the harbor for years, have added new dimensions to their services.

Oldport Marine is operating two 26-foot Crosby boats with its most ambitious schedule to date and the advent of a wheelchair-accessible shuttle boat. The boat leaves Perrotti Park every hour on the hour, and people in wheelchairs will be able to board unassisted at all the stops except IYRS and Goat Island, according to Matt Gineo, Oldport's general manager.

The Jamestown-Newport Ferry, which specializes in transporting people across Narragansett Bay's East Passage, added a Waites Wharf stop this year that has proven

popular, according to William S. Munger, president and owner of Jamestown's Conanicut Marine Services, which operates the ferry. It also makes stops at Rose Island, Fort Adams, Bowen's Wharf and Perrotti Park.

And the new Aquidneck Ferry is expected to begin operating between Perrotti Park and Fort Adams State Park on Friday.

The Aquidneck Ferry, a 65-foot wooden packet boat that also will be wheelchair accessible, can hold up to 145 passengers, who will be able to enjoy entertainment from singers to storytellers and purchase sandwiches and drinks.

"People come to Newport to see the mansions, get out on the water and have dinner," said ferry owner Addison W. Closson III. "We'll be able to take care of two of the three."

The Newport Dinner Train and Old Colony Railroad also offer scenic tours by old-fashioned rail along Narragansett Bay, departing from the depot on America's Cup Avenue, near the Visitors Center.

So whether you're planning shopping and lunch, going to dinner and a concert or spending a day playing tourist, remember, there are plenty of ways to get around without being stuck in — or contributing to — traffic.

Posted with permission
from The Newport Daily News

Unit 7

Press Release

A press release is a written communication that reports specific but brief information about an event, circumstance or other happening. It's typically tied to a business or organization and is provided to media through a variety of means.

Two Basic Types of Press Releases

Some press releases are available for "immediate release." This means anyone can share the information as soon as the release is made public. Other press releases may have time limits that allow only certain media sources to report them immediately. They're offered to other news services, websites or blog owners for publication at a later time.

ABC Press Release



Composing a press discharge shockingly might be an overwhelming assignment. So you may need to acclimate yourself with press discharges different organizations have issued and observe the structure and configuration.

An alternate method for taking a gander at it is that you're not attempting to offer anything other than to educate book fans of your item, administration or occasion. Yet at the same time have a concentrate on the center profits book lovers get with your items.

<https://www.youtube.com/watch?v=4XkMvhKeJcc>



FOR IMMEDIATE RELEASE

Launch of new book store

Local owners open book store for local authors and poets

The Happy Book Store opened on Thursday 15th May 2014 to a wide audience and fully stocked with books from local authors, all with the a launch party including some of the city's most respected and up and coming authors.

The Happy Book store is owned by Steve Davis and Charlie Bromley, they have both run stores in the past and had a great wealth of experience within the publishing world.

Specifically selling books that are independently published by smaller publishing houses and some works which have been self-published by the authors alone, they also sell work from up and coming poets based throughout the country too.

You can find out more from their website www.thehappybookstore.org



Larry Miller, MP
Bruce-Grey-Owen Sound

News Release

FOR IMMEDIATE RELEASE

February 24th, 2016

MP Larry Miller Tables Common-Sense Firearms Legislation

Ottawa, ON – Today, Larry Miller, Member of Parliament for Bruce-Grey-Owen Sound, tabled a Private Member's Bill (PMB) that will provide a definition for the term 'variant' as it relates to firearms classification in Canada.

The term variant is used 99 times in the *Regulations Prescribing Certain Firearms and Other Weapons, Components and Parts of Weapons, Accessories, Cartridge Magazines, Ammunition and Projectiles as Prohibited, Restricted or Non-Restricted* but yet is not defined in either the *Criminal Code* or the *Firearms Act*. The lack of definition and the vagueness surrounding the use of the term 'variant' has caused confusion for law-abiding gun owners who have seen firearms become prohibited through the use of this term with no consistent explanation.

The legislation provides the following definition of the term 'variant':

- "a firearm that has the unmodified frame or receiver of another firearm"

This will ensure that firearms that are classified as variants are just that – a variant of the previously classified firearm. They must share fundamental parts of the weapon. This bill will remove the current vagueness surrounding the term and will ensure that firearms classifications are based on fundamental definitions rather than inconsistent interpretation.

"I am looking forward to working with the Government, and all Members of the House of Commons to ensure that we have a clear, consistent, and fair firearms classification system," said Miller. "If a term is used almost 100 times in regulations it seems like common-sense to ensure that we have a clear definition of what that term means. This legislation will ensure that the term 'variant' is no longer subject to inconsistent interpretations."

Brochure

A **brochure** is an informative paper document (often also used for advertising) that can be folded into a template, [pamphlet](#) or [leaflet](#). Brochures are promotional documents, primarily used to introduce a [company](#), [organization](#), [products](#) or [services](#) and inform prospective customers or members of the public of the benefits.

Brochures are distributed inside newspapers, handed out personally or placed in brochure racks in high traffic locations. They may be considered as [grey literature](#). They are usually present near tourist attractions



