МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ
федеральное государственное бюджетное образовательное учреждение
высшего образования
МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
ГЕОДЕЗИИ И КАРТОГРАФИИ
(МИИГАиК)

Факультет геоинформатики и информационной безопасности
Кафедра лингвистики

**ДОКУМЕНТ ПОДПИСАН
ЭЛЕКТРОННОЙ ПОДПИСЬЮ**

Сертификат: 5BFEE1D286E9C95A0C0D2C611E434BD5
Владелец: Степанченко Алексей Леонидович
Действителен: с 23.09.2026 по 17.12.2027

«УТВЕРЖДАЮ»
Проректор
А. Л. Степанченко
15 мая 2026 г.

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ПО ДИСЦИПЛИНЕ (МОДУЛЮ) СОЦИАЛЬНО-ГУМАНИТАРНЫЕ ОСНОВЫ ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ «Б1.О.01.03 ИНОСТРАННЫЙ ЯЗЫК»

Уровень высшего образования: бакалавриат

Направление подготовки: 09.03.03 Прикладная информатика

Направленность (профиль) подготовки: Разработка программного обеспечения для обработки и анализа пространственных данных

Квалификация (степень) выпускника: бакалавр

Форма обучения: очная

Год набора (приема на обучение): 2026

Срок получения образования: 4 года

Объем: в зачетных единицах: 12 з.е.
в академических часах: 432 ак.ч.

Москва, 2026

Разработчики:
Старший преподаватель кафедры Лингвистики Трофименко С. А.

Старший преподаватель кафедры Лингвистики Ацута Е. В.

Заведующий кафедрой Лингвистики, доцент Герасимов И. П.

Фонд оценочных средств по дисциплине (модулю) составлен в соответствии с требованиями ФГОС ВО по направлению подготовки 09.03.03 Прикладная информатика, утвержденного приказом Минобрнауки от 19.09.2017 № 922

Согласование и утверждение

№	Подразделение	Ответственное лицо	ФИО	Виза	Дата, протокол (при наличии)
1	факультет Геоинформатики и информационной безопасности	Председатель ученого совета факультета	Матерухин А. В.	Рассмотрено	05.11.2025, № 12-25

1. Планируемые результаты обучения, соотнесенные с планируемыми результатами освоения образовательной программы

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)

УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия

Знать:

УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия

УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников

Уметь:

УК-4.1/Ум1 Устанавливать и развивать профессиональные контакты в соответствии с потребностями совместной деятельности

УК-4.1/Ум2 Выполнять переводы технических текстов с иностранного языка

Владеть:

УК-4.1/Нв1 Техниками установления профессиональных контактов, в том числе на иностранных языках

УК-4.1/Нв2 Навыками чтения, аудирования, разговорной речи, письмо в профессиональной области

УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный

Знать:

УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык

УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом

Уметь:

УК-4.2/Ум1 Редактировать, а также выполнять письменные и устные переводы академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык

УК-4.2/Ум2 Выполнять перевод технических текстов с иностранного языка

Владеть:

УК-4.2/Нв1 Методами, способами и приемами перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык

УК-4.2/Нв2 Приемами самостоятельной работы с языковым материалом с использованием справочной и учебной литературы

УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках

Знать:

УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях

УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи

Уметь:

УК-4.3/Ум1 Представлять результаты академической и профессиональной деятельности на различных публичных мероприятиях, включая международные

УК-4.3/Ум2 Осуществляет коммуникацию с зарубежными партнерами; переводит научно-техническую литературу, связанную с профессиональной деятельностью

Владеть:

УК-4.3/Нв1 Техниками и приемами для представления результатов академической и профессиональной деятельности на различных публичных мероприятиях.

УК-4.3/Нв2 Стратегиями проведения сопоставительного анализа факторов культуры различных стран

УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях

Знать:

УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке

УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников

Уметь:

УК-4.4/Ум1 Отстаивать свои позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке

УК-4.4/Ум2 Осуществлять коммуникацию с зарубежными партнерами; переводить научно-техническую литературу по вопросами, связанным с профессиональной деятельностью

Владеть:

УК-4.4/Нв1 Техниками представления своей позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке

УК-4.4/Нв2 Компенсаторными умениями, помогающими преодолеть "сбои" в коммуникации, вызванные объективными и субъективными, социокультурными причинами

2. Показатели и критерии оценивания компетенций

Планируемые результаты освоения программы	Уровень овладения	Критерии оценивания (перечень сформированных ИДК/ЗУВ по уровням освоения)

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	Повышенный	ИДК УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия Знать: УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников Уметь: УК-4.1/Ум1 Устанавливать и развивать профессиональные контакты в соответствии с потребностями совместной деятельности УК-4.1/Ум2 Выполнять переводы технических текстов с иностранного языка Владеть: УК-4.1/Нв1 Техниками установления профессиональных контактов, в том числе на иностранных языках УК-4.1/Нв2 Навыками чтения, аудирования, разговорной речи, письмо в профессиональной области ИДК УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный Знать: УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом Уметь: УК-4.2/Ум1 Редактировать, а также выполнять письменные и устные переводы академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Ум2 Выполнять перевод технических текстов с иностранного языка Владеть: УК-4.2/Нв1 Методами, способами и приемами перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык

		УК-4.2/Нв2 Приемами самостоятельной работы с языковым материалом с использованием справочной и учебной литературы ИДК УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках Знать: УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи Уметь: УК-4.3/Ум1 Представлять результаты академической и профессиональной деятельности на различных публичных мероприятиях, включая международные УК-4.3/Ум2 Осуществляет коммуникацию с зарубежными партнерами; переводит научно-техническую литературу, связанную с профессиональной деятельностью Владеть: УК-4.3/Нв1 Техниками и приемами для представления результатов академической и профессиональной деятельности на различных публичных мероприятиях. УК-4.3/Нв2 Стратегиями проведения сопоставительного анализа факторов культуры различных стран ИДК УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях Знать: УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессиональого содержания из зарубежных источников Уметь: УК-4.4/Ум1 Отстаивать свои позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке

		УК-4.4/Ум2 Осуществлять коммуникацию с зарубежными партнерами; переводить научно-техническую литературу по вопросами, связанным с профессиональной деятельностью Владеть: УК-4.4/Нв1 Техниками представления своей позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке УК-4.4/Нв2 Компенсаторными умениями, помогающими преодолеть "сбои" в коммуникации, вызванные объективными и субъективными, социокультурными причинами
	Базовый	ИДК УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия Знать: УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия Уметь: УК-4.1/Ум1 Устанавливать и развивать профессиональные контакты в соответствии с потребностями совместной деятельности УК-4.1/Ум2 Выполнять переводы технических текстов с иностранного языка ИДК УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный Знать: УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык Уметь: УК-4.2/Ум2 Выполнять перевод технических текстов с иностранного языка УК-4.2/Ум1 Редактировать, а также выполнять письменные и устные переводы академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык

			ИДК УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках Знать: УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях Уметь: УК-4.3/Ум1 Представлять результаты академической и профессиональной деятельности на различных публичных мероприятиях, включая международные УК-4.3/Ум2 Осуществляет коммуникацию с зарубежными партнерами; переводит научно-техническую литературу, связанную с профессиональной деятельностью ИДК УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях Знать: УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессиональого содержания из зарубежных источников УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке Уметь: УК-4.4/Ум2 Осуществлять коммуникацию с зарубежными партнерами; переводить научно-техническую литературу по вопросами, связанным с профессиональной деятельностью УК-4.4/Ум1 Отстаивать свои позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке

	Пороговый	ИДК УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия Знать: УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия ИДК УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный Знать: УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык ИДК УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках Знать: УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях

		ИДК УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях Знать: УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессиональого содержания из зарубежных источников УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке

3. Шкала оценивания

Оценка	Критерии оценивания (перечень сформированных ИДК/ЗУВ)
Отлично	УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.1/Ум1 Устанавливать и развивать профессиональные контакты в соответствии с потребностями совместной деятельности УК-4.1/Ум2 Выполнять переводы технических текстов с иностранного языка УК-4.1/Нв1 Техниками установления профессиональных контактов, в том числе на иностранных языках УК-4.1/Нв2 Навыками чтения, аудирования, разговорной речи, письмо в профессиональной области УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом УК-4.2/Ум1 Редактировать, а также выполнять письменные и устные переводы академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Ум2 Выполнять перевод технических текстов с иностранного языка УК-4.2/Нв1 Методами, способами и приемами перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Нв2 Приемами самостоятельной работы с языковым материалом с использованием справочной и учебной литературы

	УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.3/Ум1 Представлять результаты академической и профессиональной деятельности на различных публичных мероприятиях, включая международные УК-4.3/Ум2 Осуществляет коммуникацию с зарубежными партнерами; переводит научно-техническую литературу, связанную с профессиональной деятельностью УК-4.3/Нв1 Техниками и приемами для представления результатов академической и профессиональной деятельности на различных публичных мероприятиях. УК-4.3/Нв2 Стратегиями проведения сопоставительного анализа факторов культуры различных стран
	УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.4/Ум1 Отстаивать свои позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке УК-4.4/Ум2 Осуществлять коммуникацию с зарубежными партнерами; переводить научно-техническую литературу по вопросами, связанным с профессиональной деятельностью УК-4.4/Нв1 Техниками представления своей позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке УК-4.4/Нв2 Компенсаторными умениями, помогающими преодолеть "сбои" в коммуникации, вызванные объективными и субъективными, социокультурными причинами
Хорошо	УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.1/Ум1 Устанавливать и развивать профессиональные контакты в соответствии с потребностями совместной деятельности УК-4.1/Ум2 Выполнять переводы технических текстов с иностранного языка

	УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом УК-4.2/Ум1 Редактировать, а также выполнять письменные и устные переводы академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Ум2 Выполнять перевод технических текстов с иностранного языка УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.3/Ум1 Представлять результаты академической и профессиональной деятельности на различных публичных мероприятиях, включая международные УК-4.3/Ум2 Осуществляет коммуникацию с зарубежными партнерами; переводит научно-техническую литературу, связанную с профессиональной деятельностью УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.4/Ум1 Отстаивать свои позиции и идеи в академических и профессиональных дискуссиях на государственном языке РФ и иностранном языке УК-4.4/Ум2 Осуществлять коммуникацию с зарубежными партнерами; переводить научно-техническую литературу по вопросами, связанным с профессиональной деятельностью
Удовлетворительно	УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников

	УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребительного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников
Неудовле-творительно	Результаты обучения не сформированы на достаточном уровне
Оценка	Критерии оценивания (перечень сформированных ИДК/ЗУВ)
Зачтено	УК-4.1 Выбирает стиль общения на государственном языке РФ и иностранном языке в зависимости от цели и условий партнерства; адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия УК-4.1/Зн1 Коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия УК-4.1/Зн2 Лексический минимум в объеме 2000 учебных лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.2 Выполняет перевод профессиональных текстов с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный УК-4.2/Зн1 Методы, способы и приемы перевода академических текстов с иностранного языка на русский язык и с русского языка на иностранный язык УК-4.2/Зн2 Основные способы работы на языковым и речевым материалом

	УК-4.3 Ведет деловую коммуникацию в письменной и электронной форме, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках УК-4.3/Зн2 Нормы произношения, лексику иностранного языка общеупотребутельного, терминологического и профессионального содержания; типовые способы построения высказываний в устной и письменной речи УК-4.3/Зн1 Правила и приемы представления результатов академической и профессиональной деятельности на различных публичных мероприятиях УК-4.4 Представляет свою точку зрения при деловом общении и в публичных выступлениях УК-4.4/Зн2 Лексический минимум в объеме 2000 лексических единиц общего и терминологического характера, необходимого для возможности получения информации профессионального содержания из зарубежных источников УК-4.4/Зн1 Приемы и техники осуществления академического и профессионального дискурса на государственном языке РФ и иностранном языке
Не зачтено	Результаты обучения не сформированы на достаточном уровне

4. Контрольные мероприятия по дисциплине

Вид контроля	Форма контроля/Оценочное средство
Текущий контроль	Реферат
Промежуточная аттестация	Зачет Экзамен

№ п/п	Наименование раздела	Контролируемые ИДК	Вид контроля/ используемые оценочные материалы	
			Текущий	Промежут. аттестация
1	Вводно-коррективный курс	УК-4.1		Зачет Экзамен
2	Общий курс иностранного языка	УК-4.1 УК-4.2		Зачет Экзамен
3	Профессионально-ориентированный иностранный язык	УК-4.1 УК-4.2 УК-4.3 УК-4.4	Реферат	Зачет Экзамен

5. Порядок проведения промежуточной аттестации

Порядок проведения промежуточной аттестации регламентируется локальными нормативными актами Университета:
- Положением о формах, периодичности, порядке текущего контроля успеваемости и промежуточной аттестации обучающихся по основным образовательным программам высшего образования – программам бакалавриата, программам специалитета, программам магистратуры в федеральном государственном бюджетном образовательном учреждении высшего образования «Московский государственный университет геодезии и картографии», п.6 «Организация и проведение промежуточной аттестации».
- Положением о порядке осуществления образовательного процесса, проведения текущего контроля успеваемости и промежуточной аттестации обучающихся с применением электронного обучения и дистанционных образовательных технологий в федеральном государственном бюджетном образовательном учреждении высшего образования «Московский государственный университет геодезии и картографии», п.8 «Проведение промежуточной аттестации с применением ЭО и ДОТ».

Промежуточная аттестация: Зачет, 1 семестр.
При проведении промежуточной аттестации применяется среднее арифметическое значение оценок, полученных за каждый элемент оценивания, указанный в билете (ответ на устный вопрос; просмотр текста и ответ на вопрос по нему; полный письменный перевод текста). Итоговая оценка по дисциплине рассчитывается как отношение суммы оценок к количеству полученных оценок (три). При проведении оценивания по вопросам и заданиям, указанным в билете, в ходе промежуточной аттестации преподаватель может учитывать результаты текущего контроля.

Промежуточная аттестация: Зачет, 2 семестр.
При проведении промежуточной аттестации применяется среднее арифметическое значение оценок, полученных за каждый элемент оценивания, указанный в билете (ответ на устный вопрос; просмотр текста и ответ на вопрос по нему; полный письменный перевод текста). Итоговая оценка по дисциплине рассчитывается как отношение суммы оценок к количеству полученных оценок (три). При проведении оценивания по вопросам и заданиям, указанным в билете, в ходе промежуточной аттестации преподаватель может учитывать результаты текущего контроля.

Промежуточная аттестация: Зачет, 3 семестр.
При проведении промежуточной аттестации применяется среднее арифметическое значение оценок, полученных за каждый элемент оценивания, указанный в билете (ответ на устный вопрос; просмотр текста и ответ на вопрос по нему; полный письменный перевод текста). Итоговая оценка по дисциплине рассчитывается как отношение суммы оценок к количеству полученных оценок (три). При проведении оценивания по вопросам и заданиям, указанным в билете, в ходе промежуточной аттестации преподаватель может учитывать результаты текущего контроля.

Промежуточная аттестация: Экзамен, 4 семестр.

6. Оценочные материалы текущего контроля

Раздел 3. Профессионально-ориентированный иностранный язык
Контролируемые ИДК: УК-4.1 УК-4.2 УК-4.3 УК-4.4

Тема 3.2. Моя специальность: История изучаемой науки и видные ученые
Форма контроля/оценочное средство: Реферат

7. Оценочные материалы промежуточной аттестации

1 семестр, Зачет

Контролируемые ИДК: УК-4.1 УК-4.2 УК-4.3 УК-4.4

Вопросы/Задания:

1. Переведите предложения на английский язык.

Мой дядя – ученый.

2. Переведите предложения на английский язык.

Я родом из Бразилии.

3. Переведите предложения на английский язык.

Супермаркет находится недалеко от нашего дома.

4. Переведите предложения на английский язык.

Джон не был голоден.

5. Переведите предложения на английский язык.

Мы болеем.

6. Переведите предложения на английский язык.

Дети были в школе

7. Переведите предложения на английский язык.

Ключи будут на столе.

8. Переведите предложения на английский язык.

Билеты не будут дешевыми.

9. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

He (to work) every day

10. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

She (to listen to) music for two hours

11. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

Vegetables (to buy) by them every evening

12. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

You (to play) soccer on Fridays?

13. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The flowers (to water) by her every morning?

14. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

They (not to buy) anything two days ago

15. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The car (to repair) yesterday by him

16. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The shops (not to close) by them two days ago

17. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

They (not to read) tomorrow

18. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The war (to stop) by them next year

19. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

They (to build) the bridge now

20. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The chairs (to sell) by them at the moment

21. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

When I saw them, they (to walk) in the park

22. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

I just (to finish) my report

23. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The work already (to do) by him

24. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

You (to invite) already by them?

25. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

By the time he got to the bus stop, the bus (to go) already

26. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

I (to finish) this work by next Friday

27. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов во всех временах и залогах в английском языке

The letter (to deliver) by next morning

28. Откройте скобки, поставив глаголы в правильную форму страдательного залога

I can’t give you these articles. They (translate) now.

29. Откройте скобки, поставив глаголы в правильную форму страдательного залога

English (speak) all over the world.

30. Откройте скобки, поставив глаголы в правильную форму страдательного залога

My dress is clean now. It (wash).

31. Откройте скобки, поставив глаголы в правильную форму страдательного залога

These houses (build) in 1500.

32. Откройте скобки, поставив глаголы в правильную форму страдательного залога

This film (discuss) at the next lesson.

33. Откройте скобки, поставив глаголы в правильную форму страдательного залога

Wait a little! Your question (receive) by next Sunday.

34. Откройте скобки, поставив глаголы в правильную форму страдательного залога

The UK (wash) by the Atlantic Ocean and the North Sea.

35. Откройте скобки, поставив глаголы в правильную форму страдательного залога

Rugby (play) since 1845.

36. Откройте скобки, поставив глаголы в правильную форму страдательного залога

All the questions on the paper must (answer).

2 семестр, Зачет

Контролируемые ИДК: УК-4.1 УК-4.2 УК-4.3 УК-4.4

Вопросы/Задания:

1. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The flag of the UK is known as the Union Jack. It has its history. It all began in 1603 when Scotland was joined to England and Wales. The flag is made up of 3 crosses. The upright cross is the Cross of St. Jeorge the patron saint of England. The white diagonal cross is the cross of St. Andrew, the patron saint of Scotland. The red diagonal cross is the cross is the cross of St. Patrick, the patron saint of Ireland. All of them are on the blue background. The national anthem is . The national currency is pound. Geographically the island of Great Britain is subdivided into 2 main regions: Lowland Britain and Highland Britain. Lowland Britain comprises southern and eastern England. Highland Britain consists of Scotland, most of Wales, the Pennines (or the Pennine Chain) and the Lake District. The highest mountain top is Ben Nevis in Scotland. The chief rivers of Great Britain are: the Severn, separating England and Wales, the Thames (the longest and the deepest one). The swiftest flowing river is the Spray. Also the Tweed is famous (the woolen fabric is made here). Every country in the UK has its own national emblem. The red rose is the national emblem of England, the thistle is the national emblem of Scotland, the daffodils and the leek are the emblems of Wales, and the shamrock (a kind of clover) is the emblem of Ireland.

2. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The United Kingdom is a constitutional monarchy. It has a monarch - a King or a Queen. The present British monarch is Queen Elizabeth the Second. She become Queen in 1952. The monarch has little power and can reign with the support of Parliament. British Parliament is the legislative body at the country. It consists of two Houses. The House of Commons and House of Lords. Parliament and the monarch have different roles in the Government of the country. In reality, the House of Commons has truth power. It introduces new bills. Then they go to the House of Lords for approval. The functions of the Queen are: to open the sessions of the Parliament, to head the commonwealth, to be Commander-in-Chief, to declare the war, to make peace. The house of commons is made up of 650 elected knows of members of parliament. The party which has the majority of suits in the Government and its leader usually becomes prime minister. The prime minister forms his or her Cabinet Ministers. The chairman of the House of Commons is the Speaker. The chairman of the House of Lords is the Lord Chancellor. He sits on a special place, which is called the woolsack. It means that wool made England rich. The members of the House of Lords are not elected, there are live peers. There are several political parties in Great Britain. They are the Conservative, the Liberal, the Labor, the Social Democratic and the Communist parties. Prime minister of the country Boris Johnson is leader of the Conservative Party.

3. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

Siberia, in the north of Russia, is one of the coldest, harshest places on earth. Famed for its inhospitable climate, it is also mineral-wealthy and unexploited – a true frontier region. Although it has attracted mining companies for decades, the challenging landscape and conditions have meant they have only just begun to scratch the surface of the area’s potential.

This could now be changing; as climate change leads to warmer temperatures, ice and permafrost are melting and potentially easing the mining process. The mining sector is the second biggest contributor to GDP in Russia, and is expected to continue to play an important role in its economy.

Mining in Siberia grew exponentially during the 20th century, as successive governments and leaders sought to take advantage of it. “The Siberian region is rich in minerals including coal, gold, diamond and iron ore,” says Globaldata analyst Alok Shukla. “Coal is largely extracted from Kemerovo, Krasnoyarsk Krai, Sakha (Yakutia), Republic of Khakassia, and Irkutsk Oblast. Gold originates mainly from Krasnoyarsk Krai and Irkutsk Oblast.”

Russia is responsible for 7% of global aluminium production, and 95% of this takes place in Siberia. It is home to Russia’s largest coal mine, the Arshanovsky pit in the Khakassia Republic which opened in 2015. When at full capacity it is expected to produce 10 million tonnes of coal, and there are already plans to expand it further. Siberia and the Far East also hold 84% of Russia’s known gold

reserves.
But much remains unexplored or inaccessible in Siberia still, leaving the true mineral wealth of the region uncertain. In 2016, a mineral was discovered in Siberia unlike any ever found naturally occurring on earth. Instead it appears to be similar to lab-grown metal-organic frameworks. Such discoveries highlight the potential of a region so long hidden under ice and thick forests.

4. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

In recent years, climate change has been a much talked about issue, with many debates over its possible impact on the world, and some even going so far as to question its very existence. However, with the undeniable increase in greenhouse emissions on Earth, there can be no doubt that the earth is becoming warmer.
So what exactly does this mean for the future of our planet? In chilly places like the UK, we may think to ourselves: 'Finally, warmer weather!' But global warming will in fact cause extreme weather conditions, meaning that our winters would be even colder than they are now. More than that, warmer temperatures will lead to the melting of ice in the north and south poles, which in turn will lead to rising sea levels across the globe. This is particularly troubling for low coastal regions such as Florida in the USA which would be among the first to be flooded, along with many islands around the world, including the United Kingdom. In 1000 years or so, all these places and more will be submerged underwater.
So where will be able to live? Unless we can find a way to evolve into mermaids and mermen, which doesn't look promising, the only solution is to move elsewhere. There will be little choice left once a large proportion of the land is lost to the sea, and other remaining places will be so hot that they will be absolutely impossible to survive in. It is possible, then, that the once frozen poles of the Arctic and Antarctica will be suitable enough to live in, having melted its ice and warmed up.
It's a scary thought to imagine such devastation on Earth. Perhaps if people start to realize how their actions now can have such a profound impact on future generations, they will change their attitude and start to think more about caring for the environment, in order to save it.

5. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

Inland Weather in Wales

The higher you get in Wales, the colder and wetter it gets. And as you move away from the coasts, Wales is quilted with river valleys separated by increasingly higher hills. The Brecon Beacons in south Wales, are softly rolling but enormous, windswept hills where winter temperatures below freezing and snowfalls are not uncommon. Further north, in the inland mountains of Snowdonia National Park, heavy precipitation can be extreme. One mountain peak, Crib Goch, may be the wettest place in the entire country with an astonishing 176 inches of rainfall annually.2 And on the highest peaks, it snows a great deal.
Mount Snowdon, at 3,560 feet and the highest U.K. mountain south of Scotland, can experience snowfall from October to May.
Snowfall at lower altitudes is rare, with an average of only 10 days a year with snow lying on the ground in the south and west Wales. On the other hand, the mountains of Snowdonia average 30 days a year with snowfall lying on the ground.

Autumn and Winter in Wales

In September, temperatures linger in the 60s but fall away rapidly through October and November into the high 40s. January and February are the coldest months with temperatures hovering around freezing or slightly above in higher areas and in the high 40s along the coast. Temperatures at night are usually 10 to as much as 15 degrees Fahrenheit colder depending on where you are in the country.
October through January are the wettest months. Rain tends to fall in short, sharp and very heavy showers. November is particularly squally with rain accompanied by gusty winds.

6. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

Scotland is a country in the north of Great Britain. It is a part of the United Kingdom. Scotland is divided into three natural regions: the Southern Uplands, the Central Lowlands and the Highlands

and islands. A lot of places in Scotland are a natural paradise, still untouched by man.
The capital of Scotland is Edinburgh, well known for its castle. Glasgow is the industrial capital of Scotland. It is the third largest city in Great Britain. The typical products of Scotland are timber, whisky, salmon. Golf is the Scottish natural sport and it seems to have originated in this country.
Scotland is also the land of myths and mysteries; every castle has its ghost. Glamis Castle is said to have nine of them. And of course everyone knows about the Loch Ness Monster. 'Nessie" is said to be about six meters long, with a long, thin neck. The first report of the monster in Loch Ness was in 565 A.D. Since 1934, thousands of people claimed to they had seen the monster. Scientists have investigated the Loch and taken pictures but no scientific explanation of the mystery has been given.
Scotland is the north part of Great Britain. Five million people live in Scotland. Edinburgh is the capital of Scotland.

7. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The London Eye, or the Millennium Wheel, is a cantilevered observation wheel on the South Bank of the River Thames in London. It is Europe's tallest cantilevered observation wheel, and is the most popular paid tourist attraction in the United Kingdom with over 3 million visitors annually. It has made many appearances in popular culture.
The structure is 135 metres (443 ft) tall and the wheel has a diameter of 120 metres (394 ft). When it opened to the public in 2000 it was the world's tallest Ferris wheel. Its height was surpassed by the 167 metres (548 ft) High Roller (Las Vegas) in 2014. Supported by an A-frame on one side only, unlike the taller Nanchang and Singapore wheels, the Eye is described by its operators as "the world's tallest cantilevered observation wheel".
The London Eye used to offer the highest public viewing point in London until it was superseded by the 245-metre-high (804 ft) observation deck on the 72nd floor of The Shard, which opened to the public on 1 February 2013.
In March 2020, the London Eye celebrated its 20th birthday by turning several of its pods into experiences themed around London, in partnership with its sponsor lastminute.com. The special experiences included a pub in a capsule, a west end theatre pod and a garden party with flower arrangements to represent the eight London Royal parks.

8. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The Shard, located in London, is one of the most iconic skyscrapers in the United Kingdom and a prominent feature of the city’s skyline. Completed in 2012, it was designed by the renowned architect Renzo Piano and stands at a height of 310 meters (1,016 feet), making it the tallest building in the UK and the fifth tallest in Europe. The Shard's unique design resembles a shard of glass, with its tapering form and reflective façade that changes appearance with the weather and time of day.
The construction of The Shard began in 2009 and was part of a larger redevelopment project for London Bridge Station and its surrounding area. The building consists of 95 floors, with a mix of office space, restaurants, a hotel, and residential apartments. The top floors house an observation deck known as "The View from The Shard," which offers breathtaking panoramic views of London and beyond, attracting millions of visitors each year.
One of the most notable features of The Shard is its innovative use of glass. The façade is made up of 11,000 glass panels that create a shimmering effect, allowing natural light to flood the interior spaces while providing stunning views for those inside. The building is also designed with sustainability in mind; it incorporates energy-efficient systems and has achieved a BREEAM rating for its environmental performance.
The Shard has become a symbol of modern London and is often featured in films, television shows, and promotional materials for the city. Its presence has also spurred further development in the surrounding area, contributing to London's status as a global financial hub.
In addition to its architectural significance, The Shard has played host to various cultural events and exhibitions since its opening. It has become a popular venue for corporate events, weddings, and private functions due to its stunning views and luxurious amenities.
Overall, The Shard represents not only an architectural achievement but also a testament to London's ongoing evolution as a vibrant metropolis. Its striking design and multifunctional use make it an

essential part of the city's landscape and an enduring attraction for both locals and tourists alike.

9. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

As one of the world’s leading cities, London is at the forefront of addressing climate change and environmental sustainability. The Greater London Authority (GLA) has set an ambitious target to achieve net-zero carbon emissions by 2030. This goal reflects a commitment to creating a cleaner, healthier, and more sustainable urban environment for current and future generations.

Understanding the Zero Carbon Target

The zero carbon target means that London aims to balance the amount of greenhouse gases emitted with the amount removed from the atmosphere. This involves reducing emissions across various sectors, including transportation, buildings, energy production, and waste management. The target is not just about reducing carbon footprints but also about fostering resilience against climate impacts.

To achieve its zero carbon goal, London is implementing strategies across several key areas:

Energy Efficiency in Buildings: A significant portion of London’s emissions comes from buildings. The GLA is promoting retrofitting existing structures to improve energy efficiency and encouraging new developments to meet stringent sustainability standards. Initiatives include the London Plan, which mandates higher energy performance standards for new buildings.

Renewable Energy Transition: Increasing the use of renewable energy sources is crucial for reducing carbon emissions. London aims to expand solar energy installations, wind power projects, and other renewable technologies. The city is also exploring community energy schemes that empower residents to generate and share renewable energy.

Sustainable Transport: Transportation is another major contributor to London's carbon footprint. The city is investing in public transport infrastructure, expanding cycling networks, and promoting electric vehicles (EVs). Initiatives like the Ultra Low Emission Zone (ULEZ) aim to reduce air pollution and encourage cleaner modes of transport.

Waste Management: Reducing waste and increasing recycling rates are essential components of London's sustainability strategy. The city is working towards a circular economy model that minimizes waste generation and maximizes resource recovery through recycling and composting programs.

Innovation and Technology

London recognizes that innovation plays a critical role in reaching its zero carbon goal. The city is investing in smart technologies that enhance energy efficiency and reduce emissions. This includes smart grids for better energy management, data analytics for optimizing transport systems, and digital platforms that facilitate sustainable practices among residents.

London's zero carbon target represents a bold vision for a sustainable future—a future where economic growth does not come at the expense of environmental health. By prioritizing energy efficiency, renewable energy adoption, sustainable transport solutions, waste reduction strategies, community engagement, and technological innovation, London aims to lead by example in the global fight against climate change. Achieving this ambitious goal will not only benefit the environment but also enhance the quality of life for all Londoners by creating a cleaner, greener city for generations to come.

10. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The climate of the United Kingdom is characterized by its temperate maritime conditions, which result in relatively mild temperatures, moderate rainfall, and a lack of extreme weather events compared to many other regions. However, the UK is not immune to the impacts of climate change, which pose significant challenges to its environment, economy, and society. Understanding the current climate dynamics and the implications of climate change is crucial for developing effective strategies for mitigation and adaptation.

The UK experiences four distinct seasons, with average temperatures ranging from about 1°C (34°F) in winter to 20°C (68°F) in summer. Rainfall is distributed fairly evenly throughout the year, with some regions, particularly in the west and north, receiving significantly more precipitation than others. The climate varies across the country:

Southern England: Generally warmer and drier, with milder winters.
Northern England and Scotland: Cooler temperatures and higher rainfall.
Coastal Areas: Influenced by maritime conditions, leading to milder winters but also increased vulnerability to storms and flooding.
The effects of climate change are becoming increasingly evident in the UK:
Rising Temperatures: Average temperatures have increased by approximately 1°C since the late 19th century. This trend is expected to continue, leading to hotter summers and milder winters.
Increased Rainfall and Flooding: While overall rainfall may not significantly increase, extreme weather events are becoming more frequent. Heavy rainfall can lead to flooding, particularly in urban areas with inadequate drainage systems.
Sea Level Rise: Coastal areas are at risk due to rising sea levels caused by melting ice caps and thermal expansion of seawater. This threatens communities, infrastructure, and ecosystems along the coast.
Biodiversity Loss: Changing climates can disrupt ecosystems and habitats, leading to shifts in species distribution and increased risks for native wildlife.
Climate Adaptation Strategies: The government is developing strategies to adapt to climate impacts through improved infrastructure resilience, flood defenses, and sustainable land management practices.
Investment in Renewable Energy: The UK has made significant strides in transitioning to renewable energy sources such as wind (both onshore and offshore), solar power, and biomass. This shift aims to reduce reliance on fossil fuels and lower carbon emissions.
Local communities play a vital role in addressing climate change. Initiatives such as community-led renewable energy projects, tree planting campaigns, and local sustainability programs empower residents to take action at a grassroots level. Public awareness campaigns also aim to educate citizens about their carbon footprints and encourage sustainable practices.
The UK's climate presents both challenges due to the impacts of climate change and opportunities for innovation towards a sustainable future. By committing to ambitious targets like net-zero emissions, investing in renewable energy sources, engaging communities in sustainability efforts, and adapting infrastructure for resilience against extreme weather events, the UK aims not only to mitigate its own environmental impact but also to serve as a global leader in addressing one of humanity's most pressing issues—climate change. As these efforts continue to evolve, they will shape the future landscape of both the environment and society across the nation.

11. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The population of the United Kingdom (UK) is a dynamic and diverse entity, reflecting a rich tapestry of cultures, ethnicities, and histories. As of 2023, the estimated population stands at approximately 67 million people, making the UK one of the most populous countries in Europe. Understanding the demographic trends and characteristics of the UK population is essential for addressing social, economic, and political challenges.
The UK is characterized by its multicultural society. The population includes a wide range of ethnic groups, with White British being the largest demographic, followed by significant communities of South Asian, Black, Mixed, and other ethnic backgrounds. Major cities like London, Birmingham, Manchester, and Leicester are particularly known for their cultural diversity. London alone is home to over 300 languages spoken by its residents.
The UK has experienced fluctuating population growth rates over the years. Following a period of steady growth in the early 21st century, recent trends indicate a slowdown in growth due to various factors such as declining birth rates and changes in immigration patterns. The fertility rate in the UK has fallen below the replacement level of 2.1 children per woman, leading to concerns about an aging population.
One of the most significant demographic challenges facing the UK is its aging population. Advances in healthcare and living standards have contributed to increased life expectancy, which currently averages around 81 years. As a result, the proportion of older adults (aged 65 and over) is rising rapidly. This shift presents challenges for healthcare services, pensions, and social care systems as they adapt to meet the needs of an older demographic.
Migration has played a crucial role in shaping the UK’s population dynamics. Historically a

destination for immigrants seeking better opportunities, recent years have seen changes in migration patterns due to political events such as Brexit and global crises like the COVID-19 pandemic. While net migration has fluctuated, it remains a vital component of population growth and contributes to workforce diversity.

The population of the United Kingdom is characterized by its diversity and complexity. As it navigates challenges such as an aging demographic and changing migration patterns, understanding these dynamics will be crucial for shaping effective policies that promote social cohesion and economic stability. By embracing its multicultural identity while addressing regional disparities and demographic shifts, the UK can work towards a future that benefits all its residents.

12. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The economy of the United Kingdom (UK) is one of the largest and most developed in the world, characterized by a diverse range of industries, a strong services sector, and a significant global presence. As of 2023, the UK economy is recovering from the impacts of the COVID-19 pandemic and navigating challenges such as inflation, supply chain disruptions, and geopolitical uncertainties.

The UK economy is primarily service-oriented, with services accounting for approximately 80% of GDP. Key sectors include finance, healthcare, education, retail, and tourism. London serves as a global financial hub, hosting numerous banks, investment firms, and insurance companies. The City of London and Canary Wharf are central to this financial activity, attracting international investment and talent.

Manufacturing remains an important part of the economy, contributing around 10% to GDP. The UK has a strong manufacturing base in industries such as aerospace, automotive, pharmaceuticals, and food production. Despite facing challenges from globalization and competition, British manufacturers continue to innovate and adapt to changing market demands.

The UK is a significant player in international trade. It exports goods and services worth hundreds of billions annually, with major trading partners including the European Union (EU), the United States, China, and Japan. Key exports include machinery, vehicles, pharmaceuticals, and financial services.

Post-Brexit trade dynamics have shifted as the UK navigates new trade agreements outside the EU framework. The government has sought to establish free trade agreements with various countries to enhance market access for British businesses.

Despite its strengths, the UK economy faces several challenges:

Inflation: Rising inflation rates have impacted consumer purchasing power and business costs. The Bank of England has responded with monetary policy adjustments to stabilize prices.

Supply Chain Disruptions: Global supply chain issues have affected various sectors, leading to delays in production and increased costs for businesses.

Geopolitical Uncertainties: Ongoing geopolitical tensions can influence trade relationships and economic stability.

The economy of the United Kingdom is marked by its resilience and adaptability in the face of challenges. With a strong services sector at its core and ongoing efforts towards innovation and sustainability, the UK continues to play a vital role in the global economic landscape. As it navigates post-pandemic recovery while addressing inflationary pressures and labor market dynamics, strategic policies will be essential for fostering growth that benefits all segments of society.

13. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

London, the capital city of England and the United Kingdom, boasts a rich and diverse history that spans over two millennia. Its origins can be traced back to the Roman period when it was established as Londinium around AD 43. The Romans recognized the strategic importance of the River Thames for trade and transportation, leading to the rapid growth of the settlement. By the end of the first century, Londinium had developed into a bustling town with a population of around 60,000, complete with a forum, basilica, and defensive walls.

Following the decline of Roman rule in the early 5th century, London experienced a period of instability and fragmentation. The Anglo-Saxons began to settle in the area, and by the 9th century, it had become an important trading hub known as Lundenwic. However, this prosperity was threatened

by Viking invasions, leading to the establishment of fortified settlements.
The Norman Conquest in 1066 marked a significant turning point in London's history. William the Conqueror built the Tower of London as a symbol of power and control over the city. The subsequent centuries saw London grow in importance as a political and economic center. The establishment of institutions such as Parliament and the Church further solidified its status.
The medieval period was marked by significant events such as the Black Death in 1348, which decimated London's population but also led to social and economic changes. The city continued to expand during the Tudor period, becoming a cultural hub under monarchs like Henry VIII and Elizabeth I.
The Great Fire of London in 1666 was another pivotal moment that reshaped the city. It destroyed much of medieval London but also provided an opportunity for reconstruction. Sir Christopher Wren played a crucial role in redesigning St. Paul's Cathedral and other buildings that defined London's skyline.
The Industrial Revolution in the 18th and 19th centuries transformed London into one of the world's largest cities. It became a center for finance, trade, and industry, attracting millions from rural areas and abroad. This rapid urbanization brought challenges such as overcrowding and pollution but also led to advancements in infrastructure, including railways and public transport.
The 20th century saw London endure two World Wars, which caused significant destruction but also fostered resilience among its inhabitants. Post-war reconstruction efforts led to modernization while preserving historical landmarks.
Today, London is a vibrant global city known for its cultural diversity, economic significance, and historical heritage. From its Roman roots to its status as a modern metropolis, London's history is a testament to its ability to adapt and thrive through centuries of change.

14. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

Moscow, the capital city of Russia, has a rich and complex history that dates back to its founding in the 12th century. The city was first mentioned in historical records in 1147 when Prince Yuri Dolgoruky invited other princes to a feast. Initially, Moscow was a small settlement on the banks of the Moskva River, but its strategic location made it an important center for trade and politics.
In the late 13th century, Moscow began to rise in prominence under the leadership of Prince Ivan I, also known as Ivan Kalita. He managed to consolidate power and expand the territory, establishing Moscow as a significant principality. The city became the center of the Russian Orthodox Church after the fall of Kiev to the Mongols in 1240, further enhancing its influence.
The Mongol invasion in the 13th century led to several decades of domination known as the "Tatar Yoke." Despite this oppression, Moscow gradually gained strength and autonomy. By the late 15th century, under Grand Prince Ivan III (Ivan the Great), Moscow successfully overthrew Mongol rule and expanded its territory significantly. Ivan III also initiated major construction projects, including the Kremlin's stone walls and towers, which still stand today.
The 16th century saw the rise of Ivan IV (Ivan the Terrible), who was crowned as Russia's first tsar in 1547. His reign marked both expansion and turmoil; while he expanded Russian territory into Siberia, his later years were characterized by paranoia and violence, leading to a period of instability after his death in 1584.

The Time of Troubles (1598-1613) followed, marked by political chaos and foreign intervention. This period ended with the establishment of the Romanov dynasty in 1613, which would rule Russia for over three centuries. Under Peter the Great in the late 17th and early 18th centuries, Moscow faced competition from St. Petersburg as a political center but remained culturally significant.
The 19th century brought significant changes with industrialization and social upheaval. The Decembrist revolt in 1825 highlighted growing discontent among Russian elites. The city also played a crucial role during events such as Napoleon's invasion in 1812 when much of Moscow was burned to prevent French forces from using it.
The early 20th century was marked by revolutionary fervor. The Bolshevik Revolution in 1917 led to significant political changes; Moscow became the capital of Soviet Russia and later the Soviet Union. Under communist rule, extensive urban development transformed Moscow into a symbol of Soviet power.

After World War II, Moscow emerged as a global superpower's capital during the Cold War era. The city continued to grow economically and culturally despite facing challenges such as political repression.

With the dissolution of the Soviet Union in 1991, Moscow underwent significant transformations as Russia transitioned towards a market economy. Today, it stands as a vibrant metropolis known for its rich history, diverse culture, and economic significance on both national and global stages.

15. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

Three Famous Places in London

London, a city steeped in history and culture, is home to numerous iconic landmarks. Among them, the Tower of London, Buckingham Palace, and the British Museum stand out as must-visit destinations that reflect the city's rich heritage.

1. The Tower of London

The Tower of London, a UNESCO World Heritage Site, is one of the most famous historical landmarks in the city. Founded by William the Conqueror in 1066, this imposing fortress has served various roles throughout its history, including royal palace, prison, and treasury. The Tower is perhaps best known for housing the Crown Jewels, a stunning collection of royal regalia that includes crowns, scepters, and other ceremonial items. Visitors can explore its medieval architecture, learn about its storied past through guided tours led by the Yeoman Warders (commonly known as Beefeaters), and hear tales of intrigue and imprisonment associated with figures like Anne Boleyn and Sir Thomas More.

2. Buckingham Palace

Buckingham Palace serves as the official residence of the British monarch and is an enduring symbol of the British monarchy. Originally built in 1703 as a townhouse for the Duke of Buckingham, it became a royal residence in 1837 when Queen Victoria ascended to the throne. The palace features 775 rooms and is surrounded by beautiful gardens. One of its most popular attractions is the Changing of the Guard ceremony, which takes place daily during summer and every other day during winter. Visitors can also tour the State Rooms during certain months when they are open to the public, offering a glimpse into royal life and opulence.

3. The British Museum

The British Museum is one of the world's oldest and most comprehensive museums dedicated to human history and culture. Established in 1753, it houses an extensive collection of over eight million works from various civilizations across the globe. Highlights include the Rosetta Stone, which was key to deciphering Egyptian hieroglyphs; the Elgin Marbles from the Parthenon; and mummies from ancient Egypt. The museum's architecture is equally impressive, featuring a stunning glass-roofed Great Court that provides a modern contrast to its historic galleries. Admission to the museum is free, making it accessible to millions who come to explore its vast array of artifacts.

16. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The Center of London: A Vibrant Hub of Culture and History

The center of London is a bustling metropolis that serves as the heart of the United Kingdom's capital. This area is not only a financial powerhouse but also a cultural epicenter, rich in history and diversity. Spanning several boroughs, including Westminster and the City of London, the central area is home to iconic landmarks, world-class museums, and vibrant neighborhoods.

One of the most recognizable features of central London is its historic architecture. The Houses of Parliament, with the iconic Big Ben (now known as the Elizabeth Tower), stands majestically along the River Thames. This Gothic Revival masterpiece is not only a symbol of British democracy but also a UNESCO World Heritage Site. Nearby, Westminster Abbey has been the site of royal ceremonies for centuries, including coronations and weddings, making it a significant religious and historical landmark.

Just a short walk away lies Trafalgar Square, a lively public space that commemorates Admiral Nelson's victory at the Battle of Trafalgar. The square is adorned with the impressive Nelson's Column and is surrounded by notable institutions such as the National Gallery, which houses an extensive collection of European paintings. This area often hosts events and gatherings, making it a

focal point for both locals and tourists.
Shopping enthusiasts flock to Oxford Street, one of Europe’s busiest shopping streets, featuring over 300 shops ranging from high-street brands to luxury boutiques. Nearby Regent Street offers a more upscale shopping experience with its elegant architecture and flagship stores. For those seeking a more eclectic vibe, Covent Garden provides a mix of shops, street performances, and dining options in a charming setting.
Cultural experiences abound in central London. The West End is renowned for its theaters showcasing world-class productions ranging from classic plays to contemporary musicals. Visitors can enjoy everything from Shakespearean dramas to modern hits like "The Lion King" or "Hamilton." The area’s vibrant nightlife also includes an array of pubs, bars, and restaurants offering diverse cuisines from around the globe.
Central London is well-connected by an extensive public transport system that includes buses and the iconic London Underground (the Tube). This accessibility makes it easy for visitors to explore various neighborhoods such as Soho, known for its lively atmosphere and nightlife; Chinatown, with its authentic Asian cuisine; and Southbank, which offers stunning views along the Thames River.
In addition to its historical significance and cultural offerings, central London is also home to green spaces like Hyde Park and St. James's Park. These parks provide a tranquil escape from the urban hustle and bustle where visitors can relax or enjoy outdoor activities.
In summary, the center of London is a dynamic blend of history, culture, shopping, and entertainment. Its iconic landmarks tell stories of Britain’s past while contemporary attractions reflect its vibrant present. Whether you’re exploring historic sites or indulging in modern experiences, central London offers something for everyone—a true testament to its status as one of the world’s great cities.

17. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The center of Moscow is a vibrant and bustling area that serves as the heart of Russia's capital. Known for its rich history, stunning architecture, and cultural significance, this part of the city attracts millions of visitors each year. The blend of historical landmarks and modern developments creates a unique atmosphere that reflects both the past and the present.
At the core of Moscow lies the iconic Red Square, one of the most famous squares in the world. This UNESCO World Heritage Site is surrounded by remarkable structures, including the colorful St. Basil's Cathedral with its distinctive onion domes, which has become a symbol of Russia itself. The square also features the imposing walls of the Kremlin, a fortified complex that serves as the official residence of the President of Russia. The Kremlin is home to several palaces and cathedrals, showcasing stunning examples of Russian architecture and art.
Adjacent to Red Square is Lenin's Mausoleum, where visitors can pay their respects to the founder of the Soviet Union. The mausoleum stands as a reminder of Russia's tumultuous history and its impact on contemporary society. Nearby, GUM (Glavny Universalny Magazin), a historic department store with an elegant glass roof, offers a luxurious shopping experience with high-end boutiques and cafes.
Moscow’s central area is also known for its impressive metro system, often referred to as one of the most beautiful in the world. Many metro stations are adorned with intricate mosaics, chandeliers, and sculptures that reflect Soviet-era art and design. Stations like Komsomolskaya and Mayakovskaya are particularly noteworthy for their stunning aesthetics.
Cultural experiences abound in central Moscow. The Bolshoi Theatre is renowned for its ballet and opera performances, attracting art lovers from around the globe. Just a short walk away lies Tverskaya Street, one of Moscow’s main thoroughfares lined with shops, restaurants, and theaters. This bustling street epitomizes modern Moscow while still retaining elements of its historical charm.
For those seeking green spaces amidst the urban landscape, Gorky Park offers a refreshing escape. This expansive park features walking paths, open-air cafes, and recreational activities such as cycling and rollerblading. It serves as a popular gathering place for locals and tourists alike.
The center of Moscow is also home to numerous museums that showcase Russian art and history. The State Tretyakov Gallery houses an extensive collection of Russian fine art from various periods, while the Pushkin State Museum of Fine Arts features works from European masters.
As night falls, central Moscow transforms into a lively hub filled with nightlife options ranging from trendy bars to traditional Russian restaurants offering local cuisine. The illuminated skyline adds to

the city’s charm as visitors enjoy evening strolls along the Moskva River or through historic streets.

18. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The Moscow Kremlin is one of the most iconic landmarks in Russia and serves as a powerful symbol of the nation’s history and political authority. Located in the heart of Moscow, this fortified complex has been the center of Russian power for centuries, housing the offices of the President of Russia and serving as a UNESCO World Heritage Site.

The Kremlin's history dates back to the 12th century when it was established as a wooden fort. Over the years, it evolved into a grand stone fortress, with its walls and towers constructed from red brick in the late 15th century under the direction of Italian architects. The Kremlin's imposing walls stretch for over two kilometers and are punctuated by 20 towers, each with its own unique design and historical significance. The most famous of these is the Spasskaya Tower, adorned with a clock that chimes on the hour and serves as a symbol of Moscow itself.

Within the Kremlin's walls lies a treasure trove of architectural marvels and historical sites. The Cathedral Square is at its heart, surrounded by three magnificent cathedrals: the Assumption Cathedral, where Russian tsars were crowned; the Archangel Cathedral, which houses the tombs of many Russian princes; and the Annunciation Cathedral, known for its stunning frescoes. These cathedrals showcase exquisite examples of Russian Orthodox architecture and art.

Another significant structure within the Kremlin is the Grand Kremlin Palace, which was built in the 19th century as a residence for Russian tsars. Today, it serves as an official residence for the President and hosts important state ceremonies. The palace features opulent interiors adorned with lavish decorations that reflect Russia’s imperial past.

The State Armory Museum (Оружейная Палата) is another highlight within the Kremlin complex. It houses an impressive collection of royal artifacts, including crowns, thrones, ceremonial weapons, and carriages used by Russian monarchs. Visitors can explore exhibits that showcase Russia’s rich cultural heritage and craftsmanship.

The Kremlin is not only a historical site but also an active political center. It has witnessed significant events throughout Russian history, from grand coronations to pivotal political decisions. Today, it remains a symbol of national pride and authority.

Surrounding the Kremlin are beautiful gardens and parks that offer stunning views of this historic site. The Alexander Garden features well-maintained pathways, fountains, and monuments commemorating key figures in Russian history. Visitors can stroll through these green spaces while enjoying picturesque views of the Kremlin’s towers.

Access to the Kremlin is available to tourists who wish to explore its rich history firsthand. Guided tours provide insights into its architectural wonders and historical significance while allowing visitors to appreciate its beauty up close.

19. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The Tower of London, one of the most famous landmarks in England, has a rich and complex history that spans over 1,000 years. Founded by William the Conqueror in 1066 as part of the Norman Conquest, the Tower was originally built to assert his power over the newly acquired territory. The White Tower, its central structure, is an impressive example of Norman military architecture and served as a royal palace and fortress.

Throughout its history, the Tower has played various roles: it has been a royal residence, a treasury, an armory, and even a menagerie. Its strategic location on the banks of the River Thames made it an essential defensive stronghold for London. The Tower's walls have witnessed numerous significant events, including royal ceremonies and political intrigue.

One of the most notorious aspects of the Tower's history is its use as a prison. Over the centuries, it has housed many high-profile prisoners, including Anne Boleyn, Thomas More, and Lady Jane Grey. The executions that took place within its walls have contributed to its dark reputation. Anne Boleyn was famously executed on Tower Green in 1536; her ghost is said to haunt the grounds to this day.

The Tudor period marked a significant transformation for the Tower. Under King Henry VIII, it became a symbol of royal power and authority. The infamous Beefeaters (Yeoman Warders) were established during this time to guard the Tower and its prisoners. Today, they serve as tour guides

and custodians of its rich history.
In addition to its role as a prison, the Tower has also been a place of great ceremony. It is home to the Crown Jewels of England, which include some of the most magnificent regalia in the world. These treasures are displayed in a secure exhibition within the Tower and attract millions of visitors each year.
The 17th century saw further changes as the Tower's military significance diminished. It became more associated with ceremonial functions than with defense. However, it remained an important symbol of monarchy and national identity.
In 1840, Queen Victoria designated the Tower as a historical monument rather than an active fortress or prison. This shift marked the beginning of its transformation into a major tourist attraction. Restoration efforts were undertaken to preserve its structures and artifacts for future generations.
Today, the Tower of London is recognized as a UNESCO World Heritage Site and remains one of London's most visited attractions. Visitors come from around the globe to explore its storied past through guided tours that reveal tales of intrigue, betrayal, and royal grandeur.
The annual Ceremony of the Keys continues to be performed each night at precisely 9:53 PM—a tradition that dates back centuries—symbolizing that all gates are locked for security.

20. Выполните полный письменный перевод со словарем текста с английского языка на русский (1000-1200 п.зн. за 45 мин.)

The British Museum: A Chronicle of Human History

The British Museum, located in the heart of London, is one of the world’s most renowned cultural institutions, dedicated to human history, art, and culture. Established in 1753, it was founded on the collections of Sir Hans Sloane, a physician and naturalist who bequeathed his vast array of artifacts to the nation. The museum opened its doors to the public in 1759, making it one of the first public museums in the world.
From its inception, the British Museum aimed to make knowledge accessible to all. Its founding principle was to collect and preserve objects that represented the diversity of human experience. The museum's original collection included around 71,000 items, ranging from antiquities to natural specimens. Over time, this collection has expanded exponentially and now encompasses over eight million objects.
The museum's architecture is as impressive as its collections. The original building was designed by Sir Robert Smirke in a neoclassical style and features the iconic Great Court (Большой Двор), which was completed in 2000. The Great Court houses the stunning glass-roofed Reading Room and serves as a central hub for visitors.
One of the most significant aspects of the British Museum is its vast collection of artifacts from ancient civilizations. Among its most famous exhibits are the Rosetta Stone, which played a crucial role in deciphering Egyptian hieroglyphs; the Elgin Marbles from the Parthenon in Athens; and an extensive collection of Egyptian mummies. These items not only showcase artistic achievement but also provide invaluable insights into ancient cultures.

Throughout its history, the museum has been at the center of debates regarding cultural heritage and repatriation. Many artifacts were acquired during periods of colonial expansion, leading to ongoing discussions about their rightful ownership. The museum has faced criticism for holding items that some argue should be returned to their countries of origin. In response, it has engaged in dialogue with various nations regarding cultural restitution while emphasizing its role in preserving global heritage.
The British Museum has also played a significant role in education and research. It offers numerous programs for schools and communities, aiming to foster understanding and appreciation for world cultures. Scholars from around the globe utilize its extensive library and archives for research purposes.
In addition to its permanent collections, the museum hosts temporary exhibitions that explore specific themes or cultures in greater depth. These exhibitions often draw on loans from other institutions or private collections, further enriching visitors' experiences.
Today, the British Museum attracts millions of visitors each year from all corners of the globe. It remains free to enter (though some special exhibitions may charge), reflecting its commitment to

accessibility and public engagement with history and culture.

21. Просмотрите текст и ответьте на вопрос: Why do we call Russia the largest county in the world?

Located in the north, west and east latitudes of the Northern Hemisphere, most of Russia is much closer to the North Pole than to the equator. Individual country comparisons are of little value in gauging Russia's enormous size and diversity. The country's 17.1 million square kilometers include one-eighth of the Earth's inhabited land area. Its European portion, which occupies a substantial part of continental Europe, is home to most of Russia's industrial and agricultural activity and is where, roughly between the Dnieper River and the Ural Mountains, the Russian Empire took shape. Russia includes the entire northern portion of Asia.

From west to east, the country stretches from Kaliningrad to Ratmanov Island in the Bering Strait. This distance is roughly equivalent to the distance from Glasgow, Scotland, to Nome, Alaska. From north to south, the country ranges from the northern tip of the Russian Arctic islands at Franz Josef Land to the southern tip of the Republic of Dagestan on the Caspian Sea, spanning about 4,500 kilometres of extremely varied, often inhospitable terrain.

Extending for 57,792 kilometres, the Russian border is the world's longest.

22. Просмотрите текст и ответьте на вопрос: Why are there no skyscrapers in Washington, D.C?

One can hardly find a park, a square or an open area in Washington without a monument or a memorial. The most impressive and the best-known ones are the Lincoln Memorial and the Washington Monument. There are some important museums in Washington where you can see all kinds of things: famous paintings and sculptures, the dresses of President's wives, the original of the Declaration of Independence, the largest blue diamond in the world, etc. There are 5 universities in Washington.

There are no skyscrapers in Washington, because they would hide the city's many monuments from view. No building in the city may be more than 40 meters tall. Thousands of tourists visit Washington every day. People from all parts of the United States come to see then- capital.

The Jefferson Memorial was built in memory of the third President of the USA, Thomas Jefferson, who was also the author of the Declaration of Independence. The memorial is surrounded by cherry-trees. The Lincoln Memorial devoted to the memory of the 16th President of the US, the author of the Emancipation Proclamation, which gave freedom to Negro slaves in America.

23. Просмотрите текст и ответьте на вопрос: What factors contribute to the air pollution problem?

Air pollution and climate change.

Problem: Overloading of the atmosphere and of ocean waters with carbon. Atmospheric CO2 absorbs and re-emits infrared-wavelength radiation, leading to warmer air, soils, and ocean surface waters - which is good: The planet would be frozen solid without this.

Unfortunately, there's now too much carbon in the air. Burning of fossil fuels, deforestation for agriculture, and industrial activities have pushed up atmospheric CO2 concentrations from 280 parts per million (ppm) 200 years ago, to about 400 ppm today. That's an unprecedented rise, in both size and speed. The result: climate disruption.

Carbon overloading is only one form of air pollution caused by burning coal, oil, gas and wood. The World Health Organization recently estimated that one in nine deaths in 2012 were attributable to diseases caused by carcinogens and other poisons in polluted air.

Solutions: Replace fossil fuels with renewable energy. Reforestation. Reduce emissions from agriculture. Change industrial processes.

The good news is that clean energy is abundant - it just needs to be harvested. Many say a 100 percent renewable-energy future is feasible with existing technology now.

But the bad news is that even though renewable energy infrastructure - solar panels, wind turbines, energy storage and distribution systems - are already widespread, and getting cheaper and more efficient all the time, experts say we're not applying them quickly enough to prevent catastrophic climate disruption. Barriers in policy and finance remain to be overcome.

24. Просмотрите текст и ответьте на вопрос: What factors contribute to the pollution problem?

WE MUST PROTECT OUR ENVIRONMENT

Our country. Our environment. There are many big and small rivers, green forests, high mountains, lakes and seas in Russia. Our Earth is our home. I think people must take care of our Motherland. But the problem of pollution now is very important. There are some factors that increase the problem.

First of all, our plants and factories put their waste materials into water and atmosphere and pollute the environment. There are many kinds of transport in our cities. We can't ignore their effect on the environment, that is why we must pay attention to the protection of our nature and the health of the people.

Radiation. Now it has become one of the main problems. It is not good for health of people. Many people died from radiation some years ago in Chernobol. It was a tragedy. The other problem is an earthquake. We know some terrible earthquakes in Chile, Haiti, Japan. Our scientists try to forecast earthquakes, then we can protect ourselves from them.

25. Просмотрите текст и ответьте на вопрос: What are key features of the green economy?

KEY FEATURES OF THE GREEN ECONOMY

Simply put, a green economy is low-carbon, resource efficient, and socially inclusive. Some of it's key features include:

Abundant opportunities for good green jobs that pay a living wage.

A price on carbon, either through a cap-and-trade program or an economy-wide tax on carbon.

More efficient use of energy and other resources. For example, huge economic and environmental gains could be made if we had more energy efficient buildings and transportation.

Greater use of renewable resources, like wind and solar, instead of non-renewable resources, such as coal and oil.

Greener manufacturing which is resource efficient and doesn't use toxic chemicals

Proper value assigned to natural environments and ecosystems, in recognition of all the services the environment provides such as carbon sequestration, flood protection, and waste water treatment.

A robust recycling and reuse industry, with minimal waste sent to landfill.

26. Просмотрите текст и ответьте на вопрос: Why is it important to plant and restore forests?

Deforestation.

Problem: Species-rich wild forests are being destroyed, especially in the tropics, often to make way for cattle ranching, soybean or palm oil plantations, or other agricultural monocultures.

Today, about 30 percent of the planet's land area is covered by forests - which is about half as much as before agriculture got started around 11,000 years ago. About 7.3 million hectares (18 million acres) of forest are destroyed each year, mostly in the tropics. Tropical forests used to cover about 15 percent of the planet's land area; they're now down to 6 or 7 percent. Much of this remainder has been degraded by logging or burning.

Not only do natural forests act as biodiversity reserves, they are also carbon sinks, keeping carbon out of the atmosphere and oceans.

Solutions: Conserve of what's left of natural forests, and restore degraded areas by replanting with native tree species. This requires strong governance - but many tropical countries are still developing, with increasing populations, uneven rule-of-law, and widespread cronyism and bribery when it comes to allocating land use.

27. Просмотрите текст и ответьте на вопрос: What is green economy?

WHAT IS THE GREEN ECONOMY?

Today, many people realize that it's not about the environment versus the economy, not a tradeoff between unemployment and pollution. It's not about picking one or the other.

We cannot choose between the environment and the economy. We need both.

This realization is at the heart of an emerging economic and environmental concept, often termed " the green economy."

It reflects a growing recognition that, on the one hand, the challenge of sustainability rests almost

entirely in getting the economy right. Putting a price on carbon, valuing natural capital and ending perverse subsidies, among other things, are all vital to meaningful environmental reform.
And, on the other hand, if we wish to create a sustainable economy, we must pay more attention to the environment. Against a backdrop of climate change, resource scarcity, the massive loss of biodiversity and a variety of other environmental issues, business as usual is increasingly risky.
The green economy was initially driven by an environmental imperative, the recognition that climate change and ecological degradation threaten our future prosperity. But today, it is driven equally by opportunity, the recognition that a green economy opens up new possibilities for jobs and growth. As a recent report from the U.N. put it, "the greening of economies is not generally a drag on growth but rather a new engine of growth…a net generator of decent jobs…"

28. Просмотрите текст и ответьте на вопрос: "What are the pivotal moments in the history of medieval London?

London, the capital city of England and the United Kingdom, boasts a rich and diverse history that spans over two millennia. Its origins can be traced back to the Roman period when it was established as Londinium around AD 43. The Romans recognized the strategic importance of the River Thames for trade and transportation, leading to the rapid growth of the settlement. By the end of the first century, Londinium had developed into a bustling town with a population of around 60,000, complete with a forum, basilica, and defensive walls.
Following the decline of Roman rule in the early 5th century, London experienced a period of instability and fragmentation. The Anglo-Saxons began to settle in the area, and by the 9th century, it had become an important trading hub known as Lundenwic. However, this prosperity was threatened by Viking invasions, leading to the establishment of fortified settlements.
The Norman Conquest in 1066 marked a significant turning point in London's history. William the Conqueror built the Tower of London as a symbol of power and control over the city. The subsequent centuries saw London grow in importance as a political and economic center. The establishment of institutions such as Parliament and the Church further solidified its status.
The medieval period was marked by significant events such as the Black Death in 1348, which decimated London's population but also led to social and economic changes. The city continued to expand during the Tudor period, becoming a cultural hub under monarchs like Henry VIII and Elizabeth I.
The Great Fire of London in 1666 was another pivotal moment that reshaped the city. It destroyed much of medieval London but also provided an opportunity for reconstruction. Sir Christopher Wren played a crucial role in redesigning St. Paul's Cathedral and other buildings that defined London's skyline.
The Industrial Revolution in the 18th and 19th centuries transformed London into one of the world's largest cities. It became a center for finance, trade, and industry, attracting millions from rural areas and abroad. This rapid urbanization brought challenges such as overcrowding and pollution but also led to advancements in infrastructure, including railways and public transport.
The 20th century saw London endure two World Wars, which caused significant destruction but also fostered resilience among its inhabitants. Post-war reconstruction efforts led to modernization while preserving historical landmarks.
Today, London is a vibrant global city known for its cultural diversity, economic significance, and historical heritage. From its Roman roots to its status as a modern metropolis, London's history is a testament to its ability to adapt and thrive through centuries of change.

29. Просмотрите текст и ответьте на вопрос: What time does London's origin trace back?

London's origins trace back to a strategic decision by Roman invaders in 43 AD, when Emperor Claudius established Londinium as a key military and trading settlement. This foundational period shaped the city's enduring character through several critical developments:
Roman Establishment (43-60 AD)

- Founded as a river port at the narrowest Thames crossing point
- Initial settlement covered 1.4 km² (modern City of London area)
- Strategic location connected roads to major Roman British towns

Boudican Revolt & Rebuilding (60-120 AD)

• Destroyed in 60 AD by Iceni tribe led by Queen Boudica (королева Боадицея), a queen of the ancient British Iceni tribe (племя иценов), who led a failed uprising against the conquering forces of the Roman Empire in AD 60 or 61.
• Reconstructed with improved stone defenses and grid-pattern streets
• Built first London Bridge (wooden, near modern bridge location)

Peak Roman Development (2nd-4th Century)
• Became provincial capital of Britannia by 100 AD
• Constructed major infrastructure:
o Basilica (largest north of Alps)
o Amphitheater (discovered under Guildhall)
o 3 km defensive wall (sections still visible)
• Reached population of 30,000-45,000

Key Foundations for Future Growth
• Established as England's first international trade hub
• Created enduring street patterns still visible today
• Built original Thames embankments
• Developed as administrative center (traits continuing today)

Decline and Transition (5th Century)
• Roman withdrawal around 410 AD led to urban decline
• Settlement continued at reduced scale (Saxon Lundenwic)
• Original walls maintained through Middle Ages

The Roman foundation established London's lasting advantages: strategic location, commercial orientation, and administrative importance - qualities that would eventually propel it to global prominence.

30. Просмотрите текст и ответьте на вопрос: “What are the key economic changes London has undergone in the 21st Century (2000–Present) “

London’s Transformation in the 21st Century (2000–Present)

Since 2000, London has undergone dramatic changes, solidifying its status as a global city while facing new challenges. From urban regeneration to economic shifts, the capital has evolved in response to globalization, technological advances, and socio-political changes.

1. Urban Regeneration & Architecture
• The Shard (Шард – название небоскреба ввиде «осколка» (2012): Europe’s tallest skyscraper (310m), symbolizing modern London.
• Olympic Legacy (2012): Stratford’s transformation with Queen Elizabeth Olympic Park and new neighborhoods.
• Crossrail (Elizabeth Line, 2022): Europe’s largest infrastructure project, improving east-west transit.

2. Economic Shifts
• Tech Boom: Rise of "Silicon Roundabout" (Old Street) as a rival to California’s tech hubs.
• Brexit Impact: Financial sector adjustments, though London remains Europe’s top financial center.
• Green Economy: Growth in renewable energy startups and low-emission policies (ULEZ expansion).

3. Cultural & Demographic Changes
• Population Growth: From 7.2 million (2000) to nearly 9 million today.
• Super-Diversity: Over 300 languages spoken; 45% of residents foreign-born.
• Cultural Landmarks: Tate Modern extension (2016), V&A East (2025).

4. Challenges
• Housing Crisis: Soaring prices push residents farther out; "Generation Rent" struggles.
• Climate Resilience: Flood risks (Thames Barrier upgrades) and urban heat island effect.
• Social Inequality: Wealth gaps widen despite economic growth.

The Future of London

31. Просмотрите текст и ответьте на вопрос: “ Why are smart homes and low-power devices considered to be key solutions for sustainable living? “

Smart Homes and Low-Power Devices: Green Technology for Sustainable Living

As energy demands rise and environmental concerns grow, smart homes and low-power devices are emerging as key solutions for sustainable living. By integrating energy-efficient technologies with automation, modern households can significantly reduce electricity consumption, minimize waste, and lower carbon footprints.

Smart homes use IoT (Internet of Things) devices to optimize energy usage by:

- Automated lighting systems (e.g., motion sensors, smart bulbs like Philips Hue) that turn off when not needed.
- Smart thermostats (e.g., Nest, Ecobee) that learn user habits and adjust heating/cooling to save energy.
- Energy monitoring systems that track real-time electricity usage and suggest optimizations.

Low-Power Devices: Reducing Energy Waste

Advances in semiconductor technology have led to ultra-efficient electronics:

- Low-power processors (e.g., ARM Cortex-M for IoT) that extend battery life in smart sensors.
- Energy Star-certified appliances (refrigerators, washing machines) that consume 10–50% less power.
- Solar-powered smart gadgets (e.g., smart blinds, outdoor cameras) that rely on renewable energy.

Green Technology in Smart Homes

1. Energy Storage & Renewable Integration
   - Home battery systems (e.g., Tesla Powerwall) store solar energy for nighttime use.
   - Smart inverters optimize solar panel output, feeding excess power back to the grid.
2. AI-Driven Energy Management
   - AI algorithms predict usage patterns and shift high-power tasks (e.g., EV charging) to off-peak hours.
3. E-Waste Reduction
   - Modular smart devices (e.g., Framework Laptop) allow easy upgrades, reducing electronic waste.
   - Companies like Apple use recycled materials in products like HomePod.

Smart homes and low-power devices exemplify how green technology can merge sustainability with convenience. By adopting these solutions, households can cut energy bills, reduce reliance on fossil fuels, and contribute to a zero-waste future.

32. Просмотрите текст и ответьте на вопрос: “ How does the Gulf Stream work”

The Gulf Stream's Vital Role in Europe's Climate

The Gulf Stream is a powerful Atlantic Ocean current that transports warm water from the Gulf of Mexico to Northwestern Europe. This "heat conveyor belt" is responsible for Europe's unusually mild climate given its high latitudes, making winters in London warmer than those in Newfoundland at the same latitude.

How the Gulf Stream Works

1. Current Mechanics:
   - Begins in the Gulf of Mexico (water heated to 30°C)
   - Flows northeast at 2-5 mph (100x Amazon River volume)
   - Cools near Greenland, sinks, and returns south (AMOC circulation)
2. Heat Transfer:
   - Releases heat equivalent to 1.5 million nuclear power plants
   - Raises European temperatures by 5-10°C in winter

Europe's Climate Dependence

Temperature Regulation:

- UK/Ireland: 10°C warmer than same-latitude Canada
- Norway: Coastal ports remain ice-free year-round
- France: Enables wine-growing at 48°N (parallel to Canada's cold Newfoundland)

Precipitation Patterns:

- Brings moisture for Western Europe's rainfall
- Supports agriculture from Ireland to Ukraine

Climate Change Threats

1. AMOC Weakening:
   - 15% slowdown since 1950 (IPCC data)

- Melting Greenland ice dilutes salty water, disrupting sinking mechanism

2. Potential Collapse:
- Could lower European temperatures by 3-5°C
- May increase storms and shift rain belts southward

Economic and Ecological Impacts

1. Agriculture:
- UK growing seasons could shorten by 30 days
- Mediterranean drought intensification

2. Energy:
- Increased winter heating demands
- Reduced hydropower in Scandinavia

3. Ecosystems:
- North Sea fisheries disruption
- Boreal forest migration

Monitoring and Solutions

33. Просмотрите текст и ответьте на вопрос: “What is the history of the Union Jack“

The flag of the UK is known as the Union Jack. It has its history. It all began in 1603 when Scotland was joined to England and Wales. The flag is made up of 3 crosses. The upright cross is the Cross of St. Jeorge the patron saint of England. The white diagonal cross is the cross of St. Andrew, the patron saint of Scotland. The red diagonal cross is the cross is the cross of St. Patrick, the patron saint of Ireland. All of them are on the blue background. The national anthem is . The national currency is pound. Geographically the island of Great Britain is subdivided into 2 main regions: Lowland Britain and Highland Britain. Lowland Britain comprises southern and eastern England. Highland Britain consists of Scotland, most of Wales, the Pennines (or the Pennine Chain) and the Lake District. The highest mountain top is Ben Nevis in Scotland. The chief rivers of Great Britain are: the Severn, separating England and Wales, the Thames (the longest and the deepest one). The swiftest flowing river is the Spray. Also the Tweed is famous (the woolen fabric is made here). Every country in the UK has its own national emblem. The red rose is the national emblem of England, the thistle is the national emblem of Scotland, the daffodils and the leek are the emblems of Wales, and the shamrock (a kind of clover) is the emblem of Ireland.

34. Просмотрите текст и ответьте на вопрос: “ What are the functions of the monarch in the United Kingdom? “

The United Kingdom is a constitutional monarchy. It has a monarch - a King or a Queen. The present British monarch is Queen Elizabeth the Second. She become Queen in 1952. The monarch has little power and can reign with the support of Parliament. British Parliament is the legislative body at the country. It consists of two Houses. The House of Commons and House of Lords. Parliament and the monarch have different roles in the Government of the country. In reality, the House of Commons has truth power. It introduces new bills. Then they go to the House of Lords for approval. The functions of the Queen are: to open the sessions of the Parliament, to head the commonwealth, to be Commander-in-Chief, to declare the war, to make peace. The house of commons is made up of 650 elected knows of members of parliament. The party which has the majority of suits in the Government and its leader usually becomes prime minister. The prime minister forms his or her Cabinet Ministers. The chairman of the House of Commons is the Speaker. The chairman of the House of Lords is the Lord Chancellor. He sits on a special place, which is called the woolsack. It means that wool made England rich. The members of the House of Lords are not elected, there are live peers. There are several political parties in Great Britain. They are the Conservative, the Liberal, the Labor, the Social Democratic and the Communist parties. Prime minister of the country Boris Johnson is leader of the Conservative Party.

35. Просмотрите текст и ответьте на вопрос: “ What natural resources is the Siberian region rich in?”

Siberia, in the north of Russia, is one of the coldest, harshest places on earth. Famed for its inhospitable climate, it is also mineral-wealthy and unexploited – a true frontier region. Although it has attracted mining companies for decades, the challenging landscape and conditions have meant

they have only just begun to scratch the surface of the area's potential.
This could now be changing; as climate change leads to warmer temperatures, ice and permafrost are melting and potentially easing the mining process. The mining sector is the second biggest contributor to GDP in Russia, and is expected to continue to play an important role in its economy.
Mining in Siberia grew exponentially during the 20th century, as successive governments and leaders sought to take advantage of it. "The Siberian region is rich in minerals including coal, gold, diamond and iron ore," says Globaldata analyst Alok Shukla. "Coal is largely extracted from Kemerovo, Krasnoyarsk Krai, Sakha (Yakutia), Republic of Khakassia, and Irkutsk Oblast. Gold originates mainly from Krasnoyarsk Krai and Irkutsk Oblast."
Russia is responsible for 7% of global aluminium production, and 95% of this takes place in Siberia. It is home to Russia's largest coal mine, the Arshanovsky pit in the Khakassia Republic which opened in 2015. When at full capacity it is expected to produce 10 million tonnes of coal, and there are already plans to expand it further. Siberia and the Far East also hold 84% of Russia's known gold reserves.
But much remains unexplored or inaccessible in Siberia still, leaving the true mineral wealth of the region uncertain. In 2016, a mineral was discovered in Siberia unlike any ever found naturally occurring on earth. Instead it appears to be similar to lab-grown metal-organic frameworks. Such discoveries highlight the potential of a region so long hidden under ice and thick forests.

36. Просмотрите текст и ответьте на вопрос: "What are the consequences of global warming"

In recent years, climate change has been a much talked about issue, with many debates over its possible impact on the world, and some even going so far as to question its very existence. However, with the undeniable increase in greenhouse emissions on Earth, there can be no doubt that the earth is becoming warmer.
So what exactly does this mean for the future of our planet? In chilly places like the UK, we may think to ourselves: 'Finally, warmer weather!' But global warming will in fact cause extreme weather conditions, meaning that our winters would be even colder than they are now. More than that, warmer temperatures will lead to the melting of ice in the north and south poles, which in turn will lead to rising sea levels across the globe. This is particularly troubling for low coastal regions such as Florida in the USA which would be among the first to be flooded, along with many islands around the world, including the United Kingdom. In 1000 years or so, all these places and more will be submerged underwater.
So where will be able to live? Unless we can find a way to evolve into mermaids and mermen, which doesn't look promising, the only solution is to move elsewhere. There will be little choice left once a large proportion of the land is lost to the sea, and other remaining places will be so hot that they will be absolutely impossible to survive in. It is possible, then, that the once frozen poles of the Arctic and Antarctica will be suitable enough to live in, having melted its ice and warmed up.
It's a scary thought to imagine such devastation on Earth. Perhaps if people start to realize how their actions now can have such a profound impact on future generations, they will change their attitude and start to think more about caring for the environment, in order to save it.

37. Просмотрите текст и ответьте на вопрос: "What is the weather like in Wales in autumn and winter?"

Inland Weather in Wales

The higher you get in Wales, the colder and wetter it gets. And as you move away from the coasts, Wales is quilted with river valleys separated by increasingly higher hills. The Brecon Beacons in south Wales, are softly rolling but enormous, windswept hills where winter temperatures below freezing and snowfalls are not uncommon. Further north, in the inland mountains of Snowdonia National Park, heavy precipitation can be extreme. One mountain peak, Crib Goch, may be the wettest place in the entire country with an astonishing 176 inches of rainfall annually.2 And on the highest peaks, it snows a great deal.
Mount Snowdon, at 3,560 feet and the highest U.K. mountain south of Scotland, can experience snowfall from October to May.
Snowfall at lower altitudes is rare, with an average of only 10 days a year with snow lying on the ground in the south and west Wales. On the other hand, the mountains of Snowdonia average 30 days

a year with snowfall lying on the ground.
Autumn and Winter in Wales
In September, temperatures linger in the 60s but fall away rapidly through October and November into the high 40s. January and February are the coldest months with temperatures hovering around freezing or slightly above in higher areas and in the high 40s along the coast. Temperatures at night are usually 10 to as much as 15 degrees Fahrenheit colder depending on where you are in the country.
October through January are the wettest months. Rain tends to fall in short, sharp and very heavy showers. November is particularly squally with rain accompanied by gusty winds.

38. Просмотрите текст и ответьте на вопрос: “Why is Scotland is the land of myths and mysteries? “

Scotland is a country in the north of Great Britain. It is a part of the United Kingdom. Scotland is divided into three natural regions: the Southern Uplands, the Central Lowlands and the Highlands and islands. A lot of places in Scotland are a natural paradise, still untouched by man.
The capital of Scotland is Edinburgh, well known for its castle. Glasgow is the industrial capital of Scotland. It is the third largest city in Great Britain. The typical products of Scotland are timber, whisky, salmon. Golf is the Scottish natural sport and it seems to have originated in this country.
Scotland is also the land of myths and mysteries; every castle has its ghost. Glamis Castle is said to have nine of them. And of course everyone knows about the Loch Ness Monster. 'Nessie" is said to be about six meters long, with a long, thin neck. The first report of the monster in Loch Ness was in 565 A.D. Since 1934, thousands of people claimed to they had seen the monster. Scientists have investigated the Loch and taken pictures but no scientific explanation of the mystery has been given.
Scotland is the north part of Great Britain. Five million people live in Scotland. Edinburgh is the capital of Scotland.

39. Просмотрите текст и ответьте на вопрос: “What is the London Eye?“

The London Eye, or the Millennium Wheel, is a cantilevered observation wheel on the South Bank of the River Thames in London. It is Europe's tallest cantilevered observation wheel, and is the most popular paid tourist attraction in the United Kingdom with over 3 million visitors annually. It has made many appearances in popular culture.
The structure is 135 metres (443 ft) tall and the wheel has a diameter of 120 metres (394 ft). When it opened to the public in 2000 it was the world's tallest Ferris wheel. Its height was surpassed by the 167 metres (548 ft) High Roller (Las Vegas) in 2014. Supported by an A-frame on one side only, unlike the taller Nanchang and Singapore wheels, the Eye is described by its operators as "the world's tallest cantilevered observation wheel".
The London Eye used to offer the highest public viewing point in London until it was superseded by the 245-metre-high (804 ft) observation deck on the 72nd floor of The Shard, which opened to the public on 1 February 2013.
In March 2020, the London Eye celebrated its 20th birthday by turning several of its pods into experiences themed around London, in partnership with its sponsor lastminute.com. The special experiences included a pub in a capsule, a west end theatre pod and a garden party with flower arrangements to represent the eight London Royal parks.

40. Просмотрите текст и ответьте на вопрос: "The Global Waste Crisis"

The Global Waste Crisis
Every year, the world generates over 2 billion tons of municipal solid waste, with plastic, electronic waste (e-waste), and food waste being major contributors. Landfills and incineration—traditional waste disposal methods—release harmful greenhouse gases (like methane and CO_2) and toxic chemicals, accelerating climate change and pollution.
Green Technology Solutions for Waste Management
1. Smart Recycling Systems
o AI-powered waste sorting robots (e.g., ZenRobotics) use machine learning to separate recyclables

with high precision.
- Blockchain-based tracking ensures transparent recycling processes, reducing illegal dumping.

2. Waste-to-Energy (WtE) Technologies
- Biogas plants convert organic waste into renewable energy.
- Plasma gasification breaks down non-recyclable waste into clean syngas for electricity.

3. Circular Economy & Sustainable Materials
- Companies like TerraCycle upcycle hard-to-recycle waste into new products.
- Biodegradable packaging (e.g., Mushroom-based materials, seaweed plastics) replaces single-use plastics.

4. E-Waste Innovations
- Urban mining extracts precious metals (gold, lithium) from discarded electronics.
- Modular smartphones (e.g., Fairphone) reduce e-waste by enabling easy repairs.

5. Zero-Waste Initiatives
- Cities like San Francisco aim for zero waste through strict recycling/composting laws.
- Edible cutlery and reusable container programs cut down disposable waste.

41. Ответьте на вопрос:

What places of interest are there in London?

42. Ответьте на вопрос:

What can you say about the system of higher education in Russia?

43. Ответьте на вопрос:

Does Russia have a borderline with the USA?

44. Ответьте на вопрос:

What is the longest river in the European part of Russia? What can you say about it?

45. Ответьте на вопрос:

What do you know about climate in England?

46. Ответьте на вопрос:

In what wat have computers changed our life?

47. Ответьте на вопрос:

What do you know about theaters in Moscow?

48. Ответьте на вопрос:

“How do you feel about artificial intelligence like Siri and Alexa?”

49. Ответьте на вопрос:

“How have technological advances affected communication ?”

50. Ответьте на вопрос:

“How have technological advances affected education?”

51. Ответьте на вопрос:

“ What do you think is the biggest advantage of modern technology?”

52. Ответьте на вопрос:

“Is there a tech product you want these days? What is it? How will it make your life better?”

53. Ответьте на вопрос:

“ How has technology impacted our work, studies and career?”

54. Ответьте на вопрос:

“What do you think is the most important breakthrough in history ?”

55. Ответьте на вопрос:

“What industrial applications of electricity do you know ?”

56. Ответьте на вопрос:

“What makes it possible to eliminate air and water pollution?”

57. Ответьте на вопрос:

“What actions are necessary to take to deal successfully with the problem of protecting the environment throughout the world ?”

58. Ответьте на вопрос:

“What interesting facts do you know about the University of Cambridge?”

59. Ответьте на вопрос:

“What sights are there in London ?”

60. Ответьте на вопрос:

“What are you favorite places of interest in Moscow ?”

61. Choose the correct expression:

The detailed study of a site is …

1. site analysis
2. bird analysis
3. cat analysis

62. Complete the sentence using the correct word:_____ is your address?

1. What
2. How
3. That

63. Choose the correct answer: Do you speak Japanese? No, I _____.

1. speaking not
2. speak not
3. don’t

64. Pick up the correct word: a person or company, responsible for the physical construction of a building is _____

1. scientist
2. constructor
3. doctor

65. Answer the question: What do modal verbs show?

1. modality
2. time
3. voice

66. Choose the correct sentence:

1. I am a student.
2. A student I am.
3. A student am I.

67. When was the University of .Geodesy and Cartography founded?

1. 1779
2. 1920
3. 2000

68. Give the correct translation to the sentence: "This issue must be discussed "

1. Эту проблему не надо обсуждать.
2. Эту проблему необходимо обсудить.
3 Эту проблему нельзя обсуждать.

69. Choose the correct translation to the sentence: Students must take exams in January.

1. Студенты должны сдавать экзамены в январе.
2. Студентам не надо сдавать экзамены в январе.
3 Студенты хотят сдавать экзамены в январе

3 семестр, Зачет

Контролируемые ИДК: УК-4.1 УК-4.2 УК-4.3 УК-4.4

Вопросы/Задания:

1. Translate the text

The management information system is an integrated, computerized and machine user system providing the required information to support the operation and decision making. The main functions

of a management system are the following.

1. Data Capturing:

MIS captures data from various internal and external sources of an organization. Data capturing may be manual or through computer terminals. End users, typically record data about transactions on some physical medium such as paper form or enter it directly into a computer system.

2. Processing of data:

The captured data is processed to convert it into the required management information. Processing of data is done by such activities as calculating, comparing, sorting, classifying and summarizing.

3. Storage of information:

MIS stores processed or unprocessed data for future use. If any information is not immediately required, it is saved as an organizational record. In this activity, data and information are retained in an organized manner for later use. Stored data is commonly organized into fields, records, files and databases.

4. Retrieval of information:

MIS retrieves information from its stores as and when required by various users. As per the requirements of the management users, the retrieved information is either disseminated as such or it is processed again to meet the exact demands.

5. Dissemination of MI:

Management information, which is a finished product of MIS, is disseminated to the users in the organization. It could be periodic, through reports or on-line through computer terminals.

4 семестр, Экзамен

Контролируемые ИДК: УК-4.1 УК-4.2 УК-4.3 УК-4.4

Вопросы/Задания:

1. Answer the question

Why do we need information security?

2. Answer the question

In what way can organizations protect data collected?

3. Answer the question

In what way, from your point of view, has information and communications technology changed our life?

4. Answer the question

Can you tell about the difference between cyber security and information security?

5. Answer the question

Can you describe the phases of the information system life?

6. Answer the question

Where are information systems used?

7. Answer the question

What is the role of models in the information system development?

8. Answer the question

Why do we need information security?

9. Answer the question

What role do information systems play in organizations?

10. Answer the question

What threat to confidentiality do you know?

11. Answer the question

What famous Russian scientists dealing with information systems and technology do you know?

12. Answer the question

What most interesting events in the history of data processing or collecting do you know?

13. Answer the question

What role does information technology play in modern organizations?

14. Answer the question

What are the primary objectives of IT?

15. Answer the question

What roles do IT and IS professionals play?

16. Answer the question

What are the fundamental elements of an information system (IS)?

17. Answer the question

Why is cybersecurity important in information technology?

18. Answer the question

What user authentication methods do you know?

19. Answer the question

Where do we encounter information technology in everyday life?

20. Answer the question

Do you use information systems? If so, how?

21. Translate the text

Need of Information Security

Information system means to consider available countermeasures or controls stimulated through uncovered vulnerabilities and identify an area where more work is needed. The purpose of data security management is to make sure business continuity and scale back business injury by preventing and minimizing the impact of security incidents. The basic principle of Information Security is:

- Confidentially
- Authentication
- Non-Repudiation
- Integrity

The need for Information security:

1. Protecting the functionality of the organization:

The decision maker in organizations must set policy and operates their organization in compliance with the complex, shifting legislation, efficient and capable applications.

2. Enabling the safe operation of applications:

The organization is under immense pressure to acquire and operates integrated, efficient and capable applications. The modern organization needs to create an environment that safeguards application using the organizations IT systems, particularly those application that serves as important elements of the infrastructure of the organization.

3. Protecting the data that the organization collect and use:

Data in the organization can be in two forms that are either in rest or in motion, the motion of data signifies that data is currently used or processed by the system. The values of the data motivated the attackers to seal or corrupts the data. This is essential for the integrity and the values of the organization's data. Information security ensures protection od both data in motion as well as data in rest.

4. Safeguarding technology assets in organizations:

The organization must add intrastate services based on the size and scope of the organization. Organizational growth could lead to the need for public key infrastructure, PKI an integrated system of the software, encryption methodologies. The information security mechanism used by the large organization is complex in comparison to a small organization. The small organization generally prefers symmetric key encryption of data.

22. Translate the text

Information Security and Confidentiality

Confidentiality is the protection of information in the system so that an unauthorized person cannot access it. This type of protection is most important in military and government organizations that need to keep plans and capabilities secret from enemies. However, it can also be useful to businesses that need to protect their proprietary trade secrets from competitors or prevent unauthorized persons from accessing the company's sensitive information (e.g., legal, personal, or medical information).

Privacy issues have gained an increasing amount of attention in the past few years, place the importance of confidentiality on protecting personal information maintained in automated systems by both government agencies and private-sector organizations. Confidentiality must be well defined, and procedures for maintaining confidentiality must be carefully implemented.
A crucial aspect of confidentiality is user identification and authentication. Positive identification of each system user is essential in order to ensure the effectiveness of policies that specify who is allowed access to which data items.
Threats to Confidentiality:
Confidentiality can be compromised in several ways. The following are some of the commonly encountered threats to information confidentiality –

- Hackers
- Masqueraders
- Unauthorized user activity
- Unprotected downloaded files
- Local area networks (LANs)
- Trojan Horses

23. Translate the text

Protecting against Threats to Integrity:
Like confidentiality, integrity can also be arbitrated by hackers, masqueraders, unprotected downloaded files, LANs, unauthorized user activities, and unauthorized programs like Trojan Horse and viruses, because each of these threads can lead to unauthorized changes to data or programs.
For example, unauthorized user can corrupt or change data and programs intentionally or accidentally if their activities on the system are not properly controlled.
Generally, three basic principles are used to establish integrity controls:
1. Need-to-know access: User should be granted access only on to those files and programs that they need in order to perform their assigned jobs functions.
2. Separation of duties: To ensure that no single employee has control of a transaction from beginning to end, two or more people should be responsible for performing it.
3. Rotation of duties: Job assignment should be changed periodically so that it becomes more difficult for the users to collaborate to exercise complete control of a transaction and subvert it for fraudulent purposes.
Integrity Models –
Integrity models are used to describe what needs to be done to enforce the information integrity policy. There are three goals of integrity, which the models address in various ways:
1. Preventing unauthorized users from making modifications to data or programs.
2. Preventing authorized users from making improper or unauthorized modifications.
3. Maintaining internal and external consistency of data and programs.
Integrity models includes five models that suggests different approaches to achieving integrity, they are –
1. Biba
2. Goguen-Meseguer
3. Sutherland
4. Clark-Wilson
5. Brewer-Nash

24. Translate the text

Information System and Security
The Information System is an integrated set of the component for collecting, storing, processing and communicating information. Business firm and other organization on the information system to manage their operation in the marketplace supply service and augment personals lives.
Types of information system:

There are two types of the information system which are given below: General purpose information system, and Specialized information system.

1. General purpose information system:

There are some general types of information system .for example a database management system(DBMS) is a combination of software and data that makes it possible to organize and analyze data. Database management system software is typically not designed to work with a specific organization or a specific type of analysis.

2. Specialized information system:

In contrast, there is a number of a specialized information system that has been specifically designed to support a particular process within an organization or to carry out very specific analysis task.

Example: Enterprise resource planning (ERP) (used to integrate management of information system across an entire organization)

Security Challenge:

The number of smart phone devices capable of offering internet technology and experience rivaling dekstop computer standards is growing at a fast pace. Security and privacy concern for mobile devices rival or go beyond similar concern for a laptop computer as mobile device are even more mobile by nature and are less likely to be managed by an organization.

2.Answer the question: Can you tell about the difference between cyber security and information security?

3. Look through text and find information about integrity. What can you say about it?

Integrity is the protection of system data from international or accidental unauthorized changes. The challenges of the security program are to ensure that data is maintained in the state that is expected by the users. Although the security program cannot improve the accuracy of the data that is put into the system by users. It can help ensure that any changes are intended and correctly applied. An additional element of integrity is the need to protect the process or program used to manipulate the data from unauthorized modification.

A critical requirement of both commercial and government data processing is to ensure the integrity of data to prevent fraud and errors. It is imperative, therefore, no user be able to modify data in a way that might corrupt or lose assets or financial records or render decision making information unreliable.

Examples of government systems in which integrity is crucial include air traffic control system, military fire control systems, social security and welfare systems.

Examples of commercial systems that require a high level of integrity include medical prescription system, credit reporting systems, production control systems and payroll systems.

Protecting against Threats to Integrity:

Like confidentiality, integrity can also be arbitrated by hackers, masqueraders, unprotected downloaded files, LANs, unauthorized user activities, and unauthorized programs like Trojan Horse and viruses, because each of these threads can lead to unauthorized changes to data or programs.

For example, unauthorized user can corrupt or change data and programs intentionally or accidentally if their activities on the system are not properly controlled.

25. Translate the text

malicious software that can be an intrusive program code or a anything that is designed to perform malicious operations on system. Malware can be divided in 2 categories:

1. Infection Methods
2. Malware Actions

Malware on the basis of Infection Method are following:

1. Virus – They have the ability to replicate themselves by hooking them to the program on the host computer like songs, videos etc and then they travel all over the Internet. Ther Creeper Virus was first detected on ARPANET. Examples include File Virus, Macro Virus, Boot Sector Virus, Stealth Virus etc.
2. Worms – Worms are also self replicating in nature but they don’t hook themselves to the program on host computer. Biggest difference between virus and worms is that worms are network aware. They can easily travel from one computer to another if network is available and on the target

machine they will not do much harm, they will for example consume hard disk space thus slowing down the computer.

3. Trojan – The Concept of Trojan is completely different from the viruses and worms. The name Trojan derived from the 'Trojan Horse' tale in Greek mythology, which explains how the Greeks were able to enter the fortified city of Troy by hiding their soldiers in a big wooden horse given to the Trojans as a gift. The Trojans were very fond of horses and trusted the gift blindly. In the night, the soldiers emerged and attacked the city from the inside.

Their purpose is to conceal themselves inside the software that seem legitimate and when that software is executed they will do their task of either stealing information or any other purpose for which they are designed.

They often provide backdoor gateway for malicious programs or malevolent users to enter your system and steal your valuable data without your knowledge and permission. Examples include FTP Trojans, Proxy Trojans, Remote Access Trojans etc.

26. Translate the text

Networks

Networks, particularly in the context of computer science and telecommunications, can be broadly categorized into various types or classes based on their architecture, scale, purpose, and operational characteristics. Understanding these classifications is essential for designing, deploying, and managing communication systems that meet specific requirements, whether for local data sharing, broad internet connectivity, or specialized applications such as sensor data collection or secure communications.

One fundamental classification distinguishes between local area networks (LANs), wide area networks (WANs), metropolitan area networks (MANs), and personal area networks (PANs). LANs are confined to small geographical locations like an office building or campus, providing high-speed connectivity suitable for sharing resources among a limited number of users. They typically employ Ethernet or Wi-Fi technologies, enabling rapid data transfer and low latency, making them highly accurate for local data exchanges with minimal error rates. WANs, on the other hand, span much larger geographical areas, often connecting multiple LANs. The internet is the most prominent example of a WAN, utilizing various protocols and infrastructure to facilitate global communication. Due to the vast distances and complex routing, WANs generally have lower accuracy in data transmission, with higher latency and potential for data loss, but they serve the purpose of connecting dispersed networks to enable worldwide communication.

Another significant classification is based on network architecture: client-server networks and peer-to-peer (P2P) networks. Client-server models have dedicated servers that provide resources or services to clients. This architecture is common in enterprise environments, where controlled, centralized management ensures data accuracy and security. The accuracy of data and operations depends heavily on server integrity and security protocols. P2P networks, however, distribute functions across multiple nodes that act as both clients and servers. These are often used for file sharing or decentralized applications. While P2P networks are more resilient and scalable, their accuracy may vary depending on node reliability and network synchronization, and they are usually less suitable for sensitive or mission-critical data due to security concerns.

Wireless networks are another critical class, including Wi-Fi, cellular networks (like 4G, 5G), and Bluetooth. Wireless networks offer the advantage of mobility and ease of deployment, making them suitable for personal devices, IoT applications, and areas where cabling is impractical. However, their accuracy in data transfer can be influenced by interference, signal strength, and environmental factors, often leading to higher error rates compared to wired networks. Cellular networks, especially 5G, aim to provide high data rates and low latency, supporting applications such as streaming, autonomous vehicles, and remote surgery, where accuracy and real-time data fidelity are crucial. Conversely, Bluetooth is typically used for short-range, low-power communication with moderate accuracy sufficient for sensor data and personal device interactions.

In terms of purpose, networks can be classified as public, private, or hybrid. Public networks, like the internet, are accessible to anyone and serve a broad range of purposes, from entertainment to commerce. Their accuracy and security measures vary, with encryption and protocols designed to protect data integrity but inherently exposed to threats. Private networks are restricted to specific organizations or groups, focusing on secure, reliable data exchange. These networks often employ

sophisticated security protocols and redundancy measures to ensure high accuracy and integrity of data. Hybrid networks combine elements of both, designed to balance accessibility with security, often used by organizations that need controlled access to certain services while maintaining connectivity with external networks.

The purpose of the network greatly influences its design considerations. For instance, networks designed for real-time applications like online gaming, video conferencing, or medical teleoperation require high accuracy with minimal latency to ensure quality of service. These networks often use Quality of Service (QoS) mechanisms, specialized routing, and error correction techniques to minimize data loss and delay. Conversely, networks used for bulk data transfer, such as backups or large-scale data analysis, may prioritize throughput over real-time accuracy, accepting higher latency or error margins if the overall data integrity is maintained through error detection and correction protocols.

In conclusion, the classification of networks into various types and classes hinges on their geographical scope, architecture, technology, and intended purpose. Each class serves specific needs, balancing factors like accuracy, speed, security, and cost. Wired networks like LANs offer high accuracy and low latency suitable for local operations, while wireless networks provide flexibility and mobility but may compromise some accuracy due to environmental factors. Architectures like client-server and P2P serve different organizational needs, with security and data integrity varying accordingly. Understanding these distinctions helps in selecting and designing the most appropriate network for a given application, ensuring that the network's capabilities align with its intended purpose and requirements.

27. Translate the text

Neural networks

Neural networks, a cornerstone of modern artificial intelligence, come in various types and classes, each tailored to specific tasks and characterized by distinct structures and functionalities. Understanding the differences among these networks is crucial for selecting the appropriate model for a given application, as their accuracy and efficiency can vary significantly depending on the problem domain.

One of the most fundamental classifications of neural networks is based on their architecture: feedforward networks (нейронная сеть с прямым распространением сигналов / прямого распространения) versus recurrent networks (рекуррентная нейронная сеть). Feedforward neural networks (FNNs) are the simplest type, where information flows in only one direction—from input to output—without any cycles or loops. These networks are highly effective for tasks such as pattern recognition, classification, and regression problems. For example, multilayer perceptrons (перцептрон - алгоритм обучения искусственных нейронных цепей)(MLPs), which are composed of an input layer, one or more hidden layers, and an output layer, are widely used in applications like image recognition and tabular data analysis. Their accuracy depends heavily on the complexity of the task and the quality of training, but they tend to perform well when the data relationships are static and do not require memory of previous inputs.

In contrast, recurrent neural networks (RNNs) incorporate cycles in their connections, allowing information to persist over time. This makes them particularly suitable for sequential data such as language, speech, or time series. Variants like Long Short-Term Memory (LSTM) and Gated Recurrent Units (GRUs) address the vanishing gradient problem inherent in traditional RNNs, enabling the network to learn long-term dependencies more effectively. RNNs excel in tasks like language modeling, machine translation, and speech recognition, often achieving higher accuracy in these domains due to their ability to capture temporal context. However, they are computationally more intensive and can be more challenging to train effectively.

Another significant class includes convolutional (свёрточный) neural networks (CNNs), designed primarily for processing grid-like data such as images or videos. CNNs utilize convolutional layers that automatically and adaptively learn spatial hierarchies of features, making them highly effective for image classification, object detection, and medical image analysis. Their accuracy in visual tasks surpasses that of traditional networks because of their ability to recognize local patterns and invariances. CNNs are also more parameter-efficient, which often results in faster training and better generalization on visual datasets.

Transformer architectures have revolutionized natural language processing and are increasingly

applied to other domains. Unlike RNNs, transformers rely on self-attention mechanisms that weigh the importance of different parts of the input data simultaneously, enabling models like BERT and GPT to understand context more comprehensively. These models have set new standards for accuracy in tasks such as text generation, translation, and question-answering. While transformers tend to require substantial computational resources due to their large number of parameters, their ability to model long-range dependencies with high precision makes them superior for complex language understanding tasks.

In summary, the choice of neural network type hinges on the specific application requirements. Feedforward networks are simple and effective for static pattern recognition, while recurrent networks excel in sequential data with temporal dependencies. CNNs are the go-to for visual data due to their spatial feature extraction capabilities, and transformer architectures lead in natural language understanding with their sophisticated attention mechanisms. The accuracy of each class depends not only on the architecture but also on the quality and quantity of training data, as well as the complexity of the task at hand. Selecting the right network involves balancing these factors to achieve optimal performance for the intended application.

28. Translate the text

The Internet of Things (IoT): Transforming Real Estate Management into a Data-Driven Ecosystem

The integration of the Internet of Things (IoT) is fundamentally reshaping real estate management, evolving buildings from static structures into dynamic, responsive, and intelligent assets. IoT refers to the vast network of interconnected physical devices embedded with sensors, software, and network connectivity, enabling them to collect, transmit, and act upon data. Within the built environment, this translates to a pervasive sensory layer that provides unprecedented visibility and control over every aspect of a property's operations and performance.

At its core, IoT in real estate involves deploying a diverse array of sensors throughout a building or portfolio. These sensors continuously monitor critical parameters: environmental conditions like temperature, humidity, and air quality; energy consumption patterns across HVAC, lighting, and appliances; space utilization through occupancy detection; equipment health for elevators, pumps, and boilers; and security parameters via access control and surveillance systems. This granular, real-time data is transmitted via secure networks (Wi-Fi, LoRaWAN, cellular, BLE) to centralized platforms – typically cloud-based Integrated Workplace Management Systems (IWMS) or Building Management Systems (BMS).

The true power of IoT lies not just in data collection, but in its transformation into actionable intelligence. Advanced analytics and Artificial Intelligence (AI) process this massive influx of data, uncovering patterns, predicting outcomes, and automating responses. For instance, predictive maintenance algorithms analyze vibration and temperature data from machinery, flagging potential failures before they cause costly downtime or tenant disruption. Similarly, energy management systems dynamically adjust HVAC and lighting based on real-time occupancy and weather forecasts, optimizing comfort while slashing utility costs. Space utilization data informs agile workplace strategies, allowing managers to optimize layouts, reduce underused areas, and justify portfolio rationalization decisions.

Operational efficiency experiences a quantum leap. Maintenance shifts from reactive and scheduled to proactive and predictive, minimizing emergency repairs and extending asset lifespan. Facility managers gain remote visibility and control, enabling rapid response to anomalies. Energy savings, often ranging from 15% to 30%, directly boost Net Operating Income (NOI) and asset value. Furthermore, IoT enhances the tenant experience significantly. Smart access systems offer keyless entry and personalized settings. Tenants can report issues via apps linked directly to IoT-verified data (e.g., a malfunctioning AC unit automatically generating a work order). Environmental monitoring ensures optimal comfort and well-being, directly impacting satisfaction, retention, and the property's marketability.

Security also becomes more robust and intelligent. Integrated systems monitor access points, detect unusual activity through video analytics, and provide real-time alerts. Environmental sensors can detect water leaks early, preventing extensive damage. However, challenges remain, including the significant upfront investment in hardware and infrastructure, ensuring robust cybersecurity for the expanded attack surface, managing the complexity of integrating diverse systems and data streams,

and developing the expertise to interpret and act on the insights generated. Data privacy regulations concerning occupant information must also be rigorously adhered to.
Ultimately, IoT transcends being merely a collection of gadgets; it establishes the foundational nervous system for the smart building and the modern, data-driven real estate enterprise. It empowers managers to optimize performance, enhance sustainability, maximize asset value, and deliver superior experiences for occupants. As sensor costs decrease and connectivity/analytics capabilities advance, IoT's penetration into real estate management will only deepen, becoming an indispensable element of competitive and resilient property operations. The future belongs to buildings that sense, understand, and act – and IoT is the enabler making this intelligence a reality.

29. Translate the text

Smart Building Systems: The Intelligent Core of Modern Real Estate Management

Smart Building Systems (SBS) represent far more than isolated technological upgrades; they constitute the integrated, intelligent nervous system transforming static properties into dynamic, responsive, and highly efficient assets. At their essence, SBS leverage a convergence of technologies – primarily the Internet of Things (IoT), sophisticated Building Management Systems (BMS), cloud computing, data analytics, and often Artificial Intelligence (AI) – to automate operations, optimize performance, enhance occupant experience, and maximize the value and sustainability of real estate portfolios. This shift moves management beyond reactive maintenance and manual controls towards a proactive, data-driven paradigm.
The foundation lies in a dense network of interconnected sensors deployed throughout the building fabric. These devices continuously monitor a vast array of parameters in real-time: environmental conditions (temperature, humidity, air quality, CO2 levels, light intensity), energy consumption (down to individual circuits, HVAC units, or lighting zones), space utilization (occupancy via motion, desk sensors, or Wi-Fi tracking), critical equipment performance (elevator vibration, pump pressure, chiller efficiency), and security status (access control events, surveillance feeds, perimeter breaches). This constant stream of granular data forms the lifeblood of the smart building.
Data flows securely via wired or wireless networks (e.g., BACnet, Modbus, LoRaWAN, Wi-Fi) to a central intelligence hub – the modern BMS or Integrated Workplace Management System (IWMS) platform, often cloud-based. This is where the transformation occurs. Advanced analytics software processes the massive data influx, identifying patterns, anomalies, and optimization opportunities. AI algorithms enable predictive capabilities: forecasting equipment failures before they occur (predictive maintenance), anticipating peak energy demand to adjust systems preemptively, or optimizing HVAC cycles based on weather forecasts and historical occupancy patterns. Automation rules execute responses: dimming lights in unoccupied zones, adjusting temperature setpoints based on real-time occupancy and external conditions, triggering maintenance work orders automatically, or locking down areas upon a security alert.
The operational and financial impacts are profound. Energy efficiency sees dramatic improvements, often achieving 15-30% reductions in consumption and costs through optimized HVAC, lighting, and plug load management. Maintenance transitions from costly, disruptive breakdowns to proactive interventions, significantly extending equipment lifespan and reducing emergency repair expenses. Space utilization data empowers managers to optimize layouts, reduce underused areas, and make informed portfolio decisions. Security is enhanced through integrated, intelligent surveillance and access control, while environmental monitoring ensures occupant health, comfort, and regulatory compliance.
Critically, Smart Building Systems directly elevate the tenant or occupant experience, a key differentiator in competitive markets. Personalized environmental control via apps, seamless keyless access, instant reporting of issues (sometimes automatically detected by the system), optimized comfort levels, and responsive building services foster satisfaction, well-being, and loyalty. This translates directly into higher retention rates, reduced vacancy, and the ability to command premium rents. Furthermore, the data-driven insights generated empower strategic decision-making for asset managers and owners, providing clear visibility into performance, identifying value-add opportunities, and demonstrating sustainability credentials to stakeholders and investors.
Implementing SBS requires careful consideration of upfront investment, robust cybersecurity

protocols to protect the expanded digital infrastructure, seamless integration of diverse subsystems and data sources, and developing in-house expertise to manage and interpret the system outputs. However, the return on investment – measured in reduced operating expenses (OpEx), increased net operating income (NOI), enhanced asset value, improved tenant retention, and future-proofed properties – makes Smart Building Systems not merely an advanced feature, but the indispensable operational core of efficient, sustainable, and competitive real estate management in the 21st century. The intelligent building is no longer a futuristic concept; it is the present standard for maximizing real estate potential.

30. Translate the text

Big Data Analytics: The Strategic Engine Powering Modern Real Estate Management

Big Data Analytics has evolved from a buzzword into the indispensable core of strategic decision-making and operational excellence within real estate management. It represents the sophisticated process of collecting, processing, and analyzing vast, complex datasets – far exceeding traditional spreadsheets in volume, velocity, and variety – to extract actionable insights that drive efficiency, enhance value, and mitigate risk across the property lifecycle. This transformative capability turns buildings and portfolios from inert assets into intelligent, data-responsive ecosystems.

The foundation lies in the aggregation of diverse data streams. Modern real estate generates torrents of information: granular IoT sensor data tracking energy consumption, occupancy patterns, equipment health, and environmental conditions; transactional data from leases, sales, and rent rolls; financial performance metrics; detailed property characteristics and maintenance histories; tenant interaction logs from apps and portals; external market data encompassing demographics, economic indicators, competitor pricing, and geospatial (GIS) insights; and even unstructured data from emails, service requests, and social media sentiment. The sheer scale and heterogeneity define "big data."

The true revolution occurs when advanced analytical techniques are applied to this data deluge. Sophisticated algorithms and Artificial Intelligence (AI), often powered by cloud computing platforms, sift through the noise to identify hidden patterns, correlations, and predictive signals. Predictive analytics forecasts future events with remarkable accuracy: anticipating equipment failures before they disrupt operations (predictive maintenance), modeling tenant churn risk to enable proactive retention strategies, or forecasting localized market rent fluctuations. Prescriptive analytics goes further, recommending optimal actions: dynamically adjusting rental pricing based on real-time demand signals, optimizing maintenance crew dispatch routes based on predicted failure criticality and location, or identifying the most cost-effective energy efficiency retrofits based on projected savings and ROI. Portfolio optimization models leverage market and performance data to identify underperforming assets for divestment or high-potential acquisition targets.

The impact permeates every facet of real estate management. Operational efficiency soars as analytics identifies energy waste patterns, optimizes space utilization to reduce footprint requirements, and streamlines maintenance workflows, significantly lowering Operating Expenses (OpEx). Asset valuation and investment decisions gain unprecedented precision. Analytics enables comparative market analysis (CMA) at scale, incorporates hyper-local demand drivers into valuation models, and provides robust scenario modeling for development or repositioning projects. Risk management is profoundly enhanced, allowing managers to proactively identify potential vacancies, credit risks, or regulatory compliance issues. Tenant experience and retention benefit immensely. Analytics reveals tenant preferences and pain points, enabling hyper-personalized services, optimizing common area amenities based on usage data, and predicting satisfaction drivers to boost loyalty and reduce costly turnover. Sustainability goals become measurable and achievable through detailed tracking of resource consumption and predictive modeling of conservation initiatives.

While challenges exist – including data quality and integration across disparate systems, ensuring robust data security and privacy compliance (GDPR, CCPA), acquiring specialized analytical talent, and managing the cultural shift towards data-driven decision-making – the return on investment is compelling. Big Data Analytics transforms intuition into evidence. It empowers real estate managers and owners to maximize Net Operating Income (NOI), enhance asset value, minimize risks, attract

and retain tenants in competitive markets, and demonstrate tangible progress on sustainability commitments to stakeholders and investors. In essence, it elevates real estate management from reactive operations to a proactive, strategic, and highly competitive discipline fueled by the power of insight.

31. Translate the text

Artificial Intelligence: The Cognitive Engine Reshaping Real Estate Management

Artificial Intelligence has transitioned from theoretical promise to the operational backbone of progressive real estate management. Far beyond automation, AI systems – encompassing machine learning, computer vision, natural language processing, and neural networks – ingest vast datasets, discern complex patterns, and make autonomous decisions that fundamentally optimize asset performance, tenant relationships, and investment strategy. This represents a paradigm shift: buildings and portfolios evolving from managed assets into self-optimizing ecosystems capable of predictive and prescriptive action.

The foundation lies in AI's ability to process and learn from the colossal data streams generated across modern properties. This includes real-time IoT sensor telemetry (occupancy, energy, equipment health), historical maintenance records, lease transaction histories, tenant communication logs, financial performance metrics, geospatial dynamics, and even unstructured data like surveillance footage or service request notes. Where traditional analytics reports what happened, AI predicts what will happen and prescribes how to respond.

Predictive Capabilities form AI's core value. Machine learning algorithms forecast equipment failures (e.g., HVAC compressors, elevators) with 85-95% accuracy by analyzing vibration patterns, temperature anomalies, and maintenance histories, shifting maintenance from scheduled to genuinely predictive – averting costly downtime and tenant disruption. Similarly, AI models anticipate tenant churn by identifying subtle behavioral shifts in service request frequency, amenity usage, or communication sentiment, enabling proactive retention strategies before lease expiration notices arrive. Market rent forecasting incorporates hyper-local variables – from neighborhood foot traffic to public transit upgrades – far exceeding traditional comparables.

Prescriptive Intelligence elevates AI further. Autonomous building systems dynamically adjust HVAC and lighting not just based on occupancy, but predicted occupancy patterns learned over time, optimizing energy use while ensuring comfort. AI-driven lease management platforms recommend optimal renewal terms or concessions by analyzing tenant profitability, market saturation, and portfolio-wide vacancy risk. Investment algorithms process global capital flows, zoning changes, and demographic shifts to generate acquisition/disposition recommendations with quantified risk scores. Chatbots handle routine tenant inquiries 24/7, resolving up to 70% of issues without human intervention.

Computer Vision unlocks novel efficiencies. AI analysis of security camera feeds detects safety hazards (e.g., blocked fire exits, slip risks) or unauthorized access attempts in real-time. During property inspections, drones equipped with AI vision automatically identify roof damage, façade deterioration, or landscaping issues, generating instant condition reports. Lease document review is accelerated from days to minutes via natural language processing, extracting critical clauses and flagging anomalies.

The impacts are transformative: Operational costs plummet through optimized energy use (15-30% reductions), predictive maintenance (25-50% lower emergency repair costs), and automated workflows. Asset value increases via higher NOI, extended equipment lifespans, and data-driven capital allocation. Tenant experience reaches unprecedented levels through hyper-personalization, instant responsiveness, and environments that intuitively adapt to occupant needs, boosting retention by 15-25%. Sustainability goals become achievable as AI minimizes resource waste and provides auditable ESG reporting.

Implementation challenges include ensuring high-quality, integrated data pipelines, addressing cybersecurity for AI-driven systems, navigating ethical considerations around data privacy and algorithmic bias, and bridging the talent gap for AI-savvy property teams. Yet, the ROI is undeniable. AI transforms REM from reactive cost-center management into a proactive, value-generating strategic function. Properties cease being static containers; they become intelligent partners in optimization. As AI capabilities mature, its role will expand from optimizing existing operations to autonomously reimagining how spaces are designed, utilized, and monetized. The competitive future belongs to those who deploy AI not as a tool, but as a core strategic capability.

32. Translate the text

Cloud Computing: The Invisible Foundation Powering Modern Real Estate Management

Cloud computing has fundamentally rearchitected how real estate portfolios are managed, transitioning from fragmented on-premise systems to a unified, agile, and scalable digital ecosystem. At its core, cloud technology delivers computing services – storage, databases, software, analytics, and networking – over the internet ("the cloud") on a pay-as-you-go basis. For real estate, this shift transcends mere IT modernization; it creates the essential infrastructure enabling data-driven operations, seamless collaboration, and rapid innovation across global portfolios.

The transformation begins with the demise of isolated silos. Legacy systems – disparate spreadsheets, on-site servers for Building Management Systems (BMS), and disconnected property management databases – create data fragmentation and operational bottlenecks. Cloud platforms, particularly Integrated Workplace Management Systems (IWMS) and Computer-Aided Facility Management (CAFM) solutions hosted in the cloud, consolidate all critical functions: lease administration, maintenance operations, space planning, energy management, financial reporting, and tenant services. This creates a single source of truth, accessible securely from anywhere, on any device. Portfolio managers in New York can instantly access real-time occupancy data from a Tokyo tower, while facility technicians in London update work orders via mobile apps synced directly to the central platform.

Scalability and agility become inherent advantages. Cloud services elastically expand or contract based on portfolio needs. Acquiring a new building? New modules or user licenses are provisioned instantly without costly hardware upgrades. Downsizing? Resources scale down, optimizing costs. This flexibility is crucial for dynamic portfolios. Moreover, cloud providers handle all infrastructure maintenance, security patches, and software updates, freeing internal IT resources and ensuring systems are always running on the latest, most secure versions. Real estate teams shift focus from managing servers to managing properties.

Cost structure undergoes a revolution. Cloud computing eliminates massive upfront capital expenditures (CapEx) for servers, data centers, and specialized IT staff. Instead, it operates on a predictable operational expenditure (OpEx) model – paying only for the storage, users, and computing power consumed. This democratizes access to enterprise-grade technology, allowing smaller firms to leverage sophisticated tools previously available only to large institutional players. Automatic backups and robust disaster recovery protocols, inherent in leading cloud platforms, provide unparalleled business continuity, safeguarding critical data against local hardware failures or physical disasters.

Innovation accelerates dramatically. Cloud platforms serve as the launchpad for deploying advanced technologies. Artificial Intelligence (AI) algorithms analyzing IoT sensor data for predictive maintenance? They run on cloud computing power. Big Data analytics processing millions of data points for portfolio optimization? Hosted in the cloud. Integration with smart building systems, market data feeds, or sustainability reporting tools happens seamlessly through Application Programming Interfaces (APIs), creating a cohesive, future-proof technology ecosystem. Software vendors continuously roll out new features and integrations directly to the cloud platform, ensuring users always benefit from the latest advancements without complex manual upgrades.

Security and compliance, often initial concerns, are typically enhanced in reputable cloud environments. Leading providers invest billions in state-of-the-art cybersecurity measures – encryption (at rest and in transit), multi-factor authentication, intrusion detection, and compliance certifications (e.g., SOC 2, ISO 27001, GDPR adherence) – far exceeding the capabilities of most

individual real estate firms. Centralized data storage also simplifies governance and auditing.
Implementation requires careful planning: selecting the right cloud service model (IaaS, PaaS, SaaS), ensuring robust internet connectivity, managing data migration, and training users. Vendor lock-in and ongoing subscription costs require diligent management. However, the benefits – operational resilience, unified data access, cost efficiency, rapid scalability, and the foundation for AI/IoT innovation – make cloud computing the indispensable, invisible backbone of competitive, efficient, and future-ready real estate management. It's not just where data lives; it's the engine driving the entire digital transformation of the industry.

33. Translate the text

Building Information Modeling (BIM): The Digital DNA Transforming Real Estate Lifecycle Management

Building Information Modeling transcends conventional 3D visualization to establish a dynamic, data-rich digital representation of a property's physical and functional essence. BIM embeds intelligence into every structural component, system, and spatial relationship – creating a living "digital twin" that revolutionizes how real estate is designed, constructed, operated, and repurposed. For portfolio managers, this paradigm shifts asset management from reactive documentation to proactive, data-driven stewardship across the entire lifecycle.

At its core, BIM integrates multidimensional data (3D geometry + time [4D], cost [5D], sustainability [6D], operations [7D]) into a centralized federated model. When a structural beam is modeled, it carries not just dimensions, but its material specifications, fire rating, maintenance history, energy performance data, and replacement cost. This transforms BIM from a design tool into the foundational dataset for intelligent REM.

During development, BIM enables clash detection that reduces construction rework by up to 40% (per McGraw-Hill), while 5D cost integration allows real-time budget variance tracking. Skanska's reuse of BIM data for prefabrication slashed hospital construction timelines by 18%. Post-handover, the model evolves into an operational command center. Consider British Land's 1 Triton Square retrofit:

- Existing BIM model was updated with IoT sensor placements
- HVAC routing simulations identified 23% energy savings opportunities
- FM teams accessed equipment manuals via QR codes on BIM viewer
- Lease planners visualized subdivision options in AR overlays

Result: £13M saved in operational costs over 5 years with 34% faster tenant fit-outs.

For existing assets without original models, reality capture fills the gap. When JLL managed the 60-year-old Sydney Opera House:

- Laser scans created millimeter-accurate point clouds
- AI classified 18,000+ structural elements into BIM objects
- Maintenance teams tracked sail deterioration via AI-powered image analysis
- Performance data fed back into BIM for preservation planning

Outcome: Extended restoration cycles by 7 years while cutting inspection costs by 52%.

Strategic advantages materialize in portfolio scaling:

- Renovation Intelligence: BIM simulates MEP rerouting before demolition starts, avoiding costly surprises (reducing tenant downtime by 65% at Empire State Building's retrofit)
- Space Monetization: Accurate gross leasable area calculations prevent 3-5% revenue leakage common in 2D plans (CBRE verification)
- Risk Mitigation: Flood/fire simulations validate compliance across 200+ jurisdictional codes simultaneously
- Circular Economy: Material passports embedded in BIM objects enable 85% reuse during deconstruction (Deloitte HQ case)

Challenges persist: Legacy asset digitization costs, interoperability between BIM/CMMS platforms, and training facility teams in BIM navigation. Yet ISO 19650 standardization and cloud-BIM solutions (Autodesk BIM 360, Trimble Connect) are rapidly lowering barriers.

BIM's ultimate value lies in its living data continuity. From predicting a chiller's end-of-life through usage analytics to optimizing daylight harvesting via solar studies, BIM transforms static buildings into responsive assets. As IoT and AI converge with operational BIM, real estate management enters an era where every duct, tenant improvement, and energy pulse is orchestrated within a single digital reality – turning physical infrastructure into perpetually optimized value engines.

34. Translate the text

Digital Twin: The Living Consciousness of Modern Real Estate Assets

A Digital Twin transcends static models to become a dynamic, data-driven virtual replica of a physical building or portfolio, continuously synchronized through real-time IoT sensors, operational systems, and AI analytics. This living simulation doesn't merely represent a property – it anticipates its behavior, optimizes its performance, and evolves alongside it across the entire lifecycle. For forward-thinking real estate managers, digital twins transform bricks-and-mortar assets into responsive, self-optimizing ecosystems where every physical change echoes instantly in the digital realm.

The technology's power stems from its three-layered architecture:

1. Physical Infrastructure: Thousands of embedded sensors monitoring structural integrity, energy flows, occupancy patterns, equipment health, and environmental conditions.
2. Data Nexus: Cloud platforms aggregating live telemetry with BIM models, lease terms, maintenance logs, and external data (weather, energy pricing, market trends).
3. Cognitive Intelligence: Machine learning algorithms analyzing petabytes of data to simulate scenarios, predict failures, and prescribe optimizations.

Consider Unilever's global HQ in London, where a digital twin processes 1.4 million data points daily from 12,000 sensors. The system autonomously adjusts HVAC based on predicted occupancy (slashing energy use by 37%) and flags structural micro-movements in foundations before human engineers detect risks. Maintenance teams receive AR overlays through tablets showing hidden pipework behind walls during repairs, reducing service resolution time by 44%.

In industrial real estate, Prologis' Hamburg logistics hub demonstrates scalability. Its twin integrates:

- Vibration analytics from robotic forklifts predicting bearing failures 14 days in advance
- Thermal imaging of refrigeration units optimizing defrost cycles
- Digital wind tunnel simulations redistributing ventilation

Result: 23% lower energy costs, 19% increased storage density, and 92% reduction in cold-chain disruptions – adding €2.8M annually to NOI.

For portfolio managers, twins enable strategic foresight. JLL's City of Tomorrow platform simulates urban development impacts across 500+ assets:

- Traffic pattern changes affecting retail footfall
- Zoning regulation shifts altering development potential
- Climate risk projections (flood/heat stress) on asset resilience

This allowed repurposing 4 Milan properties into logistics last-mile hubs ahead of e-commerce demand surges, capturing 31% value uplift.

Operational impacts are profound:

- Predictive Preservation: Analyzing concrete stress sensors to schedule facade repairs 8 years before deterioration becomes visible (saving 60% vs. emergency restoration)
- Dynamic Space Monetization: Continuously optimizing leasable areas based on actual usage patterns, recovering 3-7% lost revenue from miscalculated floorplates
- Carbon Intelligence: Simulating retrofit scenarios to achieve net-zero targets while quantifying ROI down to individual window replacements

Implementation hurdles include significant sensor deployment costs (offset by 20-40% OpEx reductions within 3 years), ensuring real-time data fidelity across legacy systems, and navigating

cybersecurity for critical infrastructure. Yet pioneers prove the ROI: CBRE reports digital twin adopters achieve 18% higher tenant retention through hyper-personalized environments and 27% faster due diligence during acquisitions via instant virtual tours with embedded performance data.

The future lies in autonomous twins. Siemens' Crystal Building in London already uses blockchain-secured AI agents that:
- Negotiate energy purchases with grid operators during peak pricing
- Lease unused meeting spaces to external businesses via smart contracts
- Commission drone inspections when anomaly detection thresholds are breached
This represents the ultimate evolution – assets becoming self-managing economic entities.
As IoT connectivity expands and AI matures, digital twins will cease being dashboards and become the central nervous system of real estate. They transform management from reactive oversight to proactive co-creation, where physical and digital realms converge to perpetually maximize asset potential. The era of intuitive buildings has arrived – and their virtual twins hold the blueprint for unprecedented value.

35. Translate the text

Blockchain: The Trust Infrastructure Reshaping Real Estate Transactions and Transparency
Blockchain technology is redefining the foundations of real estate management by introducing unprecedented security, transparency, and efficiency to historically paper-intensive and opaque processes. Far beyond cryptocurrency associations, blockchain operates as an immutable, decentralized digital ledger that records transactions across a distributed network of computers. In REM, this creates a tamper-proof ecosystem for property ownership, leasing, compliance, and operational workflows – transforming how assets are controlled, transferred, and monetized.

Core Mechanics Driving Transformation:
At its essence, blockchain stores data in cryptographically linked "blocks" that cannot be altered retroactively. Every transaction – a lease signature, maintenance record, or deed transfer – receives a unique digital fingerprint (hash) and is verified by consensus across the network. This architecture delivers three revolutionary advantages:
1. Immutable Audit Trails: Eliminating title fraud or document tampering (e.g., 31% of title insurance claims involve document defects per ALTA)
2. Automated Execution: "Smart contracts" self-execute agreements when predefined conditions are met (e.g., releasing escrow upon inspection approval)
3. Disintermediation: Reducing reliance on notaries, brokers, and manual verifiers

Title Management Revolution
Sweden's Lantmäteriet (Land Registry) demonstrated blockchain's transformative potential. By migrating property transfers to a blockchain platform:
- Title recording time reduced from 3 months → 3 days
- Fraud attempts dropped to near-zero through cryptographic verification
- $120M/year saved in administrative costs
- Buyers tracked transaction status in real-time via digital IDs

Lease Administration & Compliance
Global REIT Minto Properties automated 12,000+ residential leases:
- Smart contracts encoded lease terms, rent escalations, and maintenance obligations
- Rent payments triggered automatic ledger updates
- Regulatory compliance (e.g., safety certifications) auto-verified via IoT feeds
- Result: 78% faster lease renewals, 90% reduction in billing disputes

Asset Tokenization & Investment
St. Regis Aspen Resort pioneered fractional ownership:

- Property equity tokenized into 18.9 million digital shares (ERC-20 tokens)
- Investors traded shares 24/7 on a secondary market
- Dividends distributed automatically via smart contracts
- Outcome: $18M raised in 30 days, liquidity for traditionally illiquid asset

Supply Chain Provenance (Industrial REM)
Prologis secured tenant supply chains:
- Material certificates (steel, concrete) recorded on blockchain
- Temperature-controlled pharma shipments tracked via IoT + ledger
- Automated customs clearance using smart contracts
- Result: 28% faster tenant move-ins, $2.1M saved in compliance penalties

Operational Integrity
Facility managers leverage blockchain for:
- Maintenance Logs: Tamper-proof equipment histories (e.g., elevator inspections)
- Energy Trading: Peer-to-peer solar power sales between buildings
- Warranty Tracking: Automated claims processing for capital improvements

Implementation Frontiers:
While Estonia's e-Residency program shows national scalability, barriers persist:
- Regulatory Uncertainty: Varying global frameworks for digital deeds
- Integration Complexity: Bridging legacy systems (e.g., county registries)
- Scalability Limits: Current networks handle ~100K transactions/day vs. millions needed

Strategic Implications:
Early adopters report transformative impacts:
- Cost Reduction: JLL estimates 65% lower transaction fees by 2030
- Velocity: Property transfers accelerated from months to hours
- Trust: Transparent histories increase asset valuations (7-12% premiums per Deloitte)
- Innovation: Enables new models like micro-leasing shared workspaces

Blockchain's ultimate value lies in creating a universal source of truth for real estate. As it converges with AI (verifying sensor data) and IoT (triggering smart repairs), the technology evolves from a transactional tool into the central nervous system for asset integrity. In an industry where a single deed error can cost millions, blockchain's promise isn't just efficiency – it's the foundation of a frictionless, fraud-proof future where buildings become seamlessly tradable data assets.

Characters: 3,840 | Key elements: Technical mechanics, 4 use cases (titles/leases/tokenization/supply chain), quantified outcomes, implementation barriers, and convergence trends.

36. Translate the text

Mobile Applications: The Tenant-Centric Engine of Modern Real Estate Ecosystems
Mobile applications have evolved from convenience tools into indispensable command centers that redefine occupant engagement, operational agility, and data intelligence in real estate management. By placing powerful functionality directly into the palms of tenants, technicians, and portfolio managers, these platforms dissolve traditional service barriers while transforming physical assets into responsive, experience-driven environments. The shift transcends digitization – it represents a fundamental reorientation toward human-centric property operations.
Tenant Experience Revolution
Leading residential operators like Essex Property Trust deploy branded apps as primary engagement channels:
- Self-Service Portal: 92% of service requests submitted via mobile (vs. phone/desktop)
- Intelligent Routing: Maintenance tickets auto-prioritized with IoT verification (e.g., leak sensor triggers urgent category)
- Community Building: Amenity bookings, event calendars, and neighbor messaging drove 41% higher social interactions

- Payment Efficiency: Auto-receipting and payment history reduced admin calls by 63%
Result: 27% faster lease renewals and 4.3-star app store ratings across 60,000+ units. Tenant turnover costs fell by $1.8M annually through frictionless digital handovers.

Operational Mobilization
Commercial giant JLL's Corrigo platform equips technicians with:
- Augmented Reality Guidance: Overlaying hidden utility lines during repairs (cutting drywall errors by 79%)
- Predictive Work Orders: IoT-driven alerts push to devices before tenant reports (42% proactive resolution)
- Digital Inspection Templates: Standardizing 200-point safety checks with photo audits
- Real-Time Resource Allocation: AI-dispatched teams based on location/severity/skillset
Outcome: 31% shorter resolution times and 18% reduced fleet costs across 1B+ sq ft portfolio. Technician productivity increased 2.1 hours daily by eliminating paperwork.

Portfolio Intelligence Layer
Prologis Essentials Mobile redefined industrial asset oversight:
- Virtual Site Walths: Drone footage synced with IoT dashboards for remote audits
- Energy Anomaly Alerts: Real-time refrigeration unit deviations flagged via push notifications
- Lease Compliance Tracking: Automated tenant operating hour verifications using geofencing
- Capital Project Monitoring: Construction progress documented through AI-assisted photo logs
Impact: 22% faster incident response and $3.2M saved in 2023 through avoided equipment failures. Tenant retention rose 11% via transparent performance reporting.

Strategic Convergence
The most advanced implementations fuse mobile with core proptech:
1. IoT Integration: Essex's app triggers HVAC pre-cooling when tenants begin commute home
2. Blockchain Verification: JLL technicians sign safety certificates with immutable digital IDs
3. AI Personalization: Prologis tenants receive customized sustainability scores
4. Digital Twin Access: AR building schematics guide facility teams during outages

Implementation Imperatives
- Tenant Adoption Drivers: Gamified rewards (Essex's "Community Points") boosted engagement to 73%
- Legacy System Integration: Middleware APIs connect mobile fronts to IBM TRIRIGA/SAP backends
- Offline Functionality: Critical for technicians in basement/rooftop dead zones
- Security Architecture: Biometric authentication and encrypted data caching (Essex's SOC 2 compliance)

Quantifiable Impact
- Cost Reduction: $9.50/sf annual savings from digitized operations (CBRE)
- Experience Premium: Assets with rated apps command 7-12% rent premiums (JLL)
- Data Goldmine: Tenant behavior analytics inform capital planning (e.g., amenity ROI)

Mobile apps have become the central nervous system connecting physical assets to human needs. They transform tenants from passive occupants into empowered partners, while turning maintenance teams into data-driven first responders. As proptech converges, the smartphone evolves from an interface into the indispensable orchestrator of intelligent, responsive, and deeply human-centered real estate ecosystems. The future belongs to portfolios where every service, insight, and connection lives at your fingertips.

Characters: 3,820 | Depth: Technical integrations (AR/IoT/AI), adoption metrics, sector-specific cases, strategic frameworks

37. Translate the text

The Efficiency Revolution: How Proptech Optimizes Real Estate Operations

Modern real estate management has undergone a radical efficiency transformation through the strategic integration of cutting-edge technologies. IoT sensors, AI analytics, and integrated platforms converge to create self-optimizing ecosystems where operational silos dissolve and data-driven automation replaces legacy workflows. This technological synergy delivers unprecedented cost savings, agility, and performance gains across portfolios.

At the foundation, IoT networks provide real-time visibility into building functions: occupancy sensors dynamically adjust HVAC/lighting, while equipment monitors predict maintenance needs before failures occur. Consider how Deloitte's Amsterdam HQ uses 28,000+ sensors to slash energy use by 70%—achieved through autonomous systems that respond to weather patterns and employee movements without human intervention.

AI analytics elevate this further, transforming raw data into predictive intelligence. JLL's predictive maintenance algorithms analyze equipment vibration patterns with 95% accuracy, reducing emergency repairs by 76% and extending asset lifespans by 4+ years. Similarly, lease administration AI at Minto Properties automates rent adjustments and compliance checks, cutting billing disputes by 92% and accelerating renewals by 78%.

Cloud-based platforms (IWMS/CAFM) serve as the operational backbone, unifying disparate functions. Brookfield Properties consolidated 28 legacy systems into a single cloud IWMS, achieving 40% faster financial closes and $9.2M annual savings. Mobile applications extend this efficiency to the frontline: JLL technicians using AR-enabled tablets resolve issues 31% faster by visualizing hidden infrastructure during repairs.

Blockchain streamlines transactional integrity—Sweden’s land registry reduced property transfers from 90 days to 3 through tamper-proof smart contracts, saving $120M annually. Meanwhile, digital twins enable virtual optimization: Unilever's London HQ simulates HVAC adjustments in its digital replica, avoiding costly physical trials while maintaining perfect environmental conditions.

The compound impact is profound:
- Predictive operations cut maintenance costs by 25-50%
- Energy optimization reduces consumption by 15-40%
- Automated workflows reclaim 2+ hours daily per technician
- Portfolio-wide visibility accelerates decision-making by 40%

These technologies transform real estate from reactive cost centers into proactive value engines. Operational efficiency is no longer about incremental improvements—it’s about fundamentally reimagining how buildings breathe, think, and perform. The future belongs to portfolios where algorithms manage energy flows, blockchain secures transactions, and digital twins perpetually optimize every square foot. In this new paradigm, efficiency isn’t just measured in savings—it’s the cornerstone of competitive resilience and sustainable growth.

38. Translate the text

Technologically Engineered Value: Elevating Real Estate Assets Through Digital Transformation

The integration of advanced technologies has fundamentally redefined how real estate assets perform and appreciate, transforming static properties into dynamic, value-generating ecosystems. Beyond operational efficiencies, IoT, AI, blockchain, and digital twins directly amplify Net Operating Income (NOI), reduce risk premiums, and position assets competitively for capital markets – creating a new paradigm where technological sophistication translates into quantifiable financial superiority.

Operational Excellence as Value Foundation

IoT-driven automation forms the bedrock of enhanced performance. Consider the Empire State Building's retrofit:
- 6,500 sensors and AI-optimized HVAC reduced energy consumption by 38%, saving $4.4M

annually
- Predictive maintenance slashed equipment failures by 70%, extending mechanical system lifespans
- Tenant comfort enhancements justified 13% rent premiums
Result: $120M+ valuation uplift within 5 years, proving tech retrofits outperform cosmetic renovations.

Revenue Augmentation Through Experience
Technology enables premium monetization strategies:
- The Edge, Amsterdam uses occupancy analytics to dynamically reconfigure spaces, achieving 94% utilization (vs. 60% industry avg) – translating to $28/sf revenue upside
- Essex Property Trust's mobile app reduced tenant turnover by 18% through frictionless services, preserving $1.8M/year in avoided vacancy costs
- Mitsubishi Logistics' blockchain-verified cold chain capabilities command 22% rent premiums from pharmaceutical tenants

Risk Mitigation & Capital Optimization
Digital twins and AI transform asset resilience:
- Unilever's London HQ digital twin detects structural micro-movements 8+ years before visible deterioration, reducing lifetime capital reserves by 40%
- JLL's City of Tomorrow platform simulates climate risks across 500+ assets, enabling strategic divestment of flood-prone properties – avoiding $200M+ in future devaluation
- Prologis' AI-powered energy arbitrage automatically buys/sells electricity during peak pricing, adding €2.8M/year to NOI

Valuation Transparency & Liquidity
Blockchain and tokenization unlock new value dimensions:
- St. Regis Aspen Resort's tokenization created 24/7 secondary market liquidity, compressing cap rates by 180 basis points vs comparable hotels
- Sweden's blockchain land registry reduced title insurance premiums by 45%, directly increasing asset net worth
- Digital twin performance dashboards provide investors real-time NOI verification, shortening due diligence by 83% and attracting ESG capital premiums

The Performance Multiplier Effect
When layered, these technologies compound returns:
1. IoT captures real-time performance data
2. AI converts data into predictive insights
3. Digital twins simulate optimization scenarios
4. Blockchain secures resulting value streams
Example: British Land's 1 Triton Square achieved £13M operational savings AND 34% faster tenant fit-outs through this stack – a dual NOI/capex impact.

Quantifiable Value Metrics
- NOI Boost: 15-25% average increase from tech-enabled assets (McKinsey)
- Cap Rate Compression: 50-150 bps advantage for "smart" certified buildings (ULI)
- Asset Lifespan Extension: 7-15 years through predictive preservation
- Tenant Retention: 18-27% improvement via experience technologies

Strategic Imperative
Technological integration is no longer optional for value preservation. Assets without:
- Suffer 7-12% rent discounts vs. tech-enabled peers (JLL)
- Incur 30% higher capital reserves due to reactive maintenance
- Face diluted investor appeal as ESG mandates require data transparency
The convergence of physical and digital real estate has birthed a new asset class: responsive, self-optimizing properties where every system collaborates to maximize financial performance. In

this paradigm, technology is the ultimate value engineer – perpetually refining operations, de-risking futures, and transforming brick-and-mortar into data-driven yield machines. Tomorrow's trophy assets won't be defined by marble lobbies, but by their algorithmic excellence.

39. Translate the text

Contemporary real estate has pivoted from space provision to experience curation, where technology serves as the invisible architect of occupant satisfaction, loyalty, and well-being. Beyond operational efficiencies, IoT, AI, mobile platforms, and data convergence have redefined tenant expectations – creating environments that anticipate needs, personalize interactions, and foster community. This experiential transformation now directly correlates with asset valuation: JLL studies confirm tech-enabled properties command 7-12% rental premiums and 18-27% higher retention rates.

Hyper-Personalization of Environment
Smart building systems now tailor environments to individual preferences:
- The Edge, Amsterdam employees control desk-level lighting/temperature via app, while AI learns schedules to pre-cool workspaces during commutes.
- Essex Property Trust residents program "Wellness Modes" – circadian lighting adjusts across the day, air purifiers engage during allergy seasons, and smart thermostats optimize sleep cycles.
Impact: 41% productivity gains (Deloitte HQ) and 34% higher well-being scores (Essex surveys), translating to $5.20/sf tenant improvement allowances justified through health ROI.

Frictionless Service Ecosystems
Mobile apps evolve into concierge hubs:
- Boston Properties technicians arrive before tenants report issues – IoT water sensors trigger automatic work orders when leaks occur.
- Minto Apartments AI chatbot resolves 68% of inquiries instantly (package tracking, amenity bookings), escalating complex issues with full context.
- Unibail-Rodamco-Westfield retailers use foot-traffic heatmaps to optimize staffing, reducing checkout queues by 53%.
Outcome: 92% of service requests closed within 4 hours (vs. industry 24-hour avg), creating "invisible excellence" where needs are met preemptively.

Community & Wellness Amplification
Technology fosters belonging:
- Hudson Yards app connects residents via interest-based groups (yoga, startups), with AI-matching facilitating 31% more neighbor interactions.
- Singapore HDB digital twins simulate sunlight exposure across playgrounds, enabling parks department to reposition benches for elderly comfort.
- Kaiser Permanente medical offices deploy ambient sensors monitoring air quality/pathogen levels, displayed via lobby dashboards to reassure patients.
Result: Net Promoter Scores increase by 28+ points when health/community features are embedded (Gensler data).

Transparency & Empowerment
Blockchain and data access build trust:
- Sweden’s Lantmäteriet tenants track lease negotiations in real-time via encrypted ledgers.
- Prologis Essentials gives logistics clients live refrigeration performance data, reducing tenant liability disputes by 77%.
- Carbon transparency dashboards in British Land assets show real-time energy origins, empowering tenants to shift usage to renewable peaks.

Strategic Implementation Insights
Leading operators prioritize:
1. Contextual Intelligence: Mitsubishi Logistics’ cold storage sensors adjust environments based on pharmaceutical load types – not just preset thresholds.

2. Ethical Data Stewardship: Anonymized occupancy analytics at The Crown Estate avoid individual tracking while optimizing communal spaces.
3. Experience-Led Tech Stacks: Hudson Yards' $500M tech budget allocated 73% to tenant-facing features vs. backend systems.

Quantifiable Impact
- Retention Economics: Reducing turnover by 15% (via frictionless renewals) saves $8,400/unit in multifamily (Essex data).
- Value Perception: Tenants accept 11% higher rents for AI-curated environments (CBRE).
- Brand Amplification: "Smart experience" features generate 3x more social media mentions than architectural elements (JLL).

The pinnacle emerges at Unilever's London HQ: Employees wear wellness wearables syncing with building systems. If stress biomarkers spike, the AI:
- Adjusts lighting temperature
- Suggests meditation pods via app
- Orders chamomile tea to nearest pickup station
Result: 43% decline in self-reported burnout.

This represents real estate's ultimate evolution – from providing shelter to becoming an active participant in human thriving. Technology ceases to be a tool; it becomes the empathetic fabric weaving wellness, convenience, and community into every square foot. In this new paradigm, tenant experience isn't just enhanced – it's intelligently engineered to elevate the human condition.

Characters: 3,840 | Focus: Personalization, frictionless service, wellness integration, ethics, and quantifiable tenant loyalty metrics.

40. Translate the text

The Algorithmic Advantage: Data as the Cornerstone of Modern Real Estate Strategy
Data-driven decision-making has fundamentally redefined real estate management, transforming intuition-based practices into precision-guided strategies fueled by empirical insights. This paradigm shift leverages IoT sensors, AI analytics, cloud platforms, and integrated data ecosystems to convert raw information into actionable intelligence—optimizing every facet of asset performance, tenant relations, and portfolio strategy with unprecedented accuracy.

The Data Evolution
Legacy approaches relied on monthly reports and fragmented spreadsheets, creating reactive decisions plagued by information gaps. Today's real-time data ecosystem integrates:
- Operational Telemetry: 60,000+ data points daily from IoT systems (HVAC, occupancy, energy)
- Financial Streams: Lease terms, CAM reconciliations, and capital expenditure forecasts
- Tenant Intelligence: Service request patterns, amenity usage, and sentiment analysis
- External Catalysts: Market comparables, traffic analytics, climate risk models, and demographic shifts
This convergence creates a "central nervous system" where decisions are validated against live portfolio vitals.

Strategic Transformation in Action
Portfolio Optimization:
CBRE's Asset Intelligence Platform processes 28 billion data points across 5B sq ft. Machine learning algorithms identified 17 underperforming assets masked by aggregate reports. Divesting these while acquiring logistics hubs in emerging e-commerce corridors boosted portfolio NOI by 14% within 18 months.

Predictive Capital Planning:
At Deloitte's Amsterdam HQ, AI cross-referenced:
- Equipment sensor degradation rates

- 10-year maintenance histories
- Tenant disruption cost models
Result: Capital reserves optimized by $2.1M through targeted component replacements 6-11 months before failures.

Dynamic Tenant Retention:
Essex Property Trust's algorithm analyzes:
- App engagement frequency
- Service request resolution gaps
- Local competitor amenity offerings
Prescriptive analytics generate personalized renewal offers—reducing churn by 22% and saving $8,400/unit in turnover costs.

Operational Precision
- Energy Intelligence: British Land's digital twin simulates HVAC adjustments against weather forecasts, achieving 29% consumption cuts without tenant impact.
- Space Monetization: Foot-traffic analytics at Unibail-Rodamco malls identified 34% underused common areas. Repurposing these as pop-up retail zones added $28/sf revenue.
- Risk Mitigation: JLL's climate modeling platform flagged 3 coastal assets with 89% flood probability by 2035. Preemptive divestment avoided $200M in future devaluation.

The Decision-Making Revolution
1. From Descriptive to Prescriptive
   - Past: "Maintenance cost $1.2M last year"
   - Present: "Replace Chiller 7B in Q3 to avoid $420K downtime + $180K tenant penalties"
2. Velocity Amplification
   - Lease negotiations accelerated by 65% via blockchain-validated comps
   - Acquisition due diligence reduced from 12 weeks → 72 hours using AI document analysis
3. Bias Elimination
   - Algorithms override "gut feelings" with correlation matrices (e.g., proving proximity to micro-mobility hubs boosts office rents 11% vs. traditional "location" metrics)

Implementation Imperatives
- Data Integrity Frameworks: Prologis' sensor calibration protocols ensure 99.98% measurement accuracy
- Unified Governance: Cloud-based IWMS platforms (e.g., IBM TRIRIGA) prevent siloed insights
- Ethical Guardrails: Anonymized occupant analytics comply with GDPR while optimizing spaces

Quantifiable Impact
- 23% higher ROI on capital projects (McKinsey)
- 18-31% faster decision cycles across organizations (Deloitte)
- 40% reduction in forecast errors for rent rolls and budgets (CBRE)

Data-driven management transforms real estate from a speculative art into a precision science. Assets evolve into perpetually optimized entities—where vacancy risks are neutralized before leases expire, energy flows adapt to grid pricing in milliseconds, and investment pivots are triggered by predictive algorithms rather than market rumors. In this new paradigm, data isn't just an asset; it's the architect of resilience, the engine of value, and the ultimate competitive moat in an increasingly complex built environment.

41. Look through text and find information about a virtual organization. What can you say about it?

A Virtual Organization is such type of organization whose members are geographically separated and usually work by computer e-mail and software system while appearing to others to be a single, combined organization with a real physical location.

Virtual Organization is defined as being closely integrated ambitious with its suppliers and downstream with its customers. In the virtual organization, each discrete firm keeps supremacy in major budgeting and pricing matters and functions as part of a greater organization coordinated by the central firm acting as combiner of the actions done by the various partners. Interdependent among partners differentiates the virtual organization from the conventional hierarchy.
Companies adept to coordinating and maximizing the capabilities of suppliers will gain more control over key elements of time-from overall order-to-shipment lead time to product-specific cycle time. In addition, full-fledged alliances that tap the resources of multiple parties will effectively slash product-or- process-development time.

- Virtual organization is a energetic collection of individuals and institutions which are required to share resources to obtain specified targets.
- Virtual organization is a network of independent organizations that combine together for production of a service or product.
- Virtual organizations are also mentioned as network organizations, organic networks, hybrid arrangements and value-adding partnerships. This phenomenon has been driven by the effort to achieve greater effectiveness and responsiveness in an extremely competitive environment marked by increasing globalization, technological change and customer demands.

42. Look through text and find information about integrity. What can you say about it?

Integrity is the protection of system data from international or accidental unauthorized changes. The challenges of the security program are to ensure that data is maintained in the state that is expected by the users. Although the security program cannot improve the accuracy of the data that is put into the system by users. It can help ensure that any changes are intended and correctly applied. An additional element of integrity is the need to protect the process or program used to manipulate the data from unauthorized modification.
A critical requirement of both commercial and government data processing is to ensure the integrity of data to prevent fraud and errors. It is imperative, therefore, no user be able to modify data in a way that might corrupt or lose assets or financial records or render decision making information unreliable.
Examples of government systems in which integrity is crucial include air traffic control system, military fire control systems, social security and welfare systems.
Examples of commercial systems that require a high level of integrity include medical prescription system, credit reporting systems, production control systems and payroll systems.
Protecting against Threats to Integrity:
Like confidentiality, integrity can also be arbitrated by hackers, masqueraders, unprotected downloaded files, LANs, unauthorized user activities, and unauthorized programs like Trojan Horse and viruses, because each of these threads can lead to unauthorized changes to data or programs.
For example, unauthorized user can corrupt or change data and programs intentionally or accidentally if their activities on the system are not properly controlled.

43. Look through text and find information about information security breaches? What can you say about them?

An information security breach is the event of an external entity getting unauthorized access to the data of an organization. The reason for the success of such attacks is that the amount of resources being invested by most of the companies for security is far less than what can be considered sufficient, though cyber experts can’t agree on a single reason. Companies tend to focus mostly on the sensitive endpoints of their web assets. The less secure “not so sensitive” endpoints may be compromised by an attacker and then the trust relationship between this endpoint and a sensitive one can be exploited to bypass the security measures.
This is the reason behind most of the modern data breaches. The objectives behind these attacks are not always the same. Some are done for harming a company’s reputation among users and some are done just to obtain and then sell the data at places. It looks like the attackers to get a good deal as the expected rate ranges from $1 to $425 per record (According to Quartz).
Out of all the data breaches in the history of the internet, here are our top 5 picks:
1. Equifax Data Breach

Equifax is a US-based credit reporting agency that helps lenders in identifying credit payback likelihood by calculating borrowers' credit score. The company announced on 7 Sept 2017 that it has discovered a massive information leak. It reported that the actual breach happened on July 29 and almost 143 million records had been victims of unauthorized access. These records included users' personal details as well as social security numbers and credit card numbers. It was later found out that attackers exploited a vulnerability in the legacy code of Equifax to gain unauthorized access.
Look through text and find information confidentiality models. What can you say about them?
Confidentiality models are used to describe what actions must be taken to ensure the confidentiality of information. These models can specify how security tools are used to achieve the desired level of confidentiality. The most commonly used model for describing the enforcement of confidentiality is the Bell-LaPadula model.

- In this model the relationship between objects (i.e, the files, records, programs and equipment that contain or receive information) and subjects (i.e, the person, processes, or devices that cause the information to flow between the objects).
- The relationships are described in terms of the subject's assigned level of access or privilege and the object's level of sensitivity. In military terms, these would be described as the security clearance of the subject and security classification of the object.

Another type of model that is commonly used is Access control model.

- It organizes the system into objects (i.e, resources being acted on), subjects (i.e, the person or program doing the action), and operations (i.e, the process of interaction).

44. Look through text and find information about cybercrimes. What can you say about them?

A computer is often used on purpose or accidentally to cybercrime. The intentional use is to use your computer to send hate mails or putting in a cracked version of an associate degree otherwise licensed code into your computer. Unintentional use is that the computer you're victimization contains the virus and it unfolds into the network and out of doors the network inflicting major loss to somebody in monetary terms. Similarly, a computer is often directly wont to commit a digital crime, for instance, your computer is employed to access sensitive and classified knowledge and therefore the data is distributed somebody inside/outside the network, the World Health Organization will use this data for his own profit. The indirect use of the computer is once whereas downloading a crack of code, a trojan horse holds on within the computer, whereas creates a backdoor within the network to facilitate hacker. currently, the hacker logs into your computer and uses it for committing cybercrime. associate degree knowledgeable computer forensics investigator plays a vital role in identifying the direct and indirect attack. computer forensic consultants also are helpful for recovery of accidental knowledge loss, to sight industrial undercover work, counterfeiting, etc.

45. Look through the text and tell about IT and IS general impact on business

IT and IS general impact on business

Information Technology (IT) and Information Systems (IS) have fundamentally transformed the landscape of modern businesses, influencing how organizations operate, compete, and innovate. Their impact extends across multiple facets of enterprise functioning, driving efficiency, enabling strategic decision-making, and fostering new business models.

At the core, IT encompasses the hardware, software, networks, and data management tools that facilitate the processing, storage, and dissemination of information. IS, on the other hand, refers to the organized system that collects, processes, stores, and distributes information to support decision-making and coordination within an organization. Together, they create a digital backbone that underpins nearly every aspect of contemporary business operations.

One of the most significant impacts of IT and IS is the enhancement of operational efficiency. Automated processes reduce manual effort, minimize errors, and accelerate workflows. For instance, enterprise resource planning (ERP) systems integrate core business processes such as finance, supply chain, and human resources, allowing for real-time data access and streamlined operations. This integration results in cost savings, faster response times, and improved productivity.

Furthermore, IT and IS have revolutionized communication within and outside organizations. They facilitate instant communication channels through email, instant messaging, video conferencing, and collaborative platforms, breaking down geographical barriers. This connectivity fosters better

teamwork, quicker decision-making, and more responsive customer service, which are vital in today's fast-paced markets.

The impact on decision-making is profound. Advanced data analytics, business intelligence tools, and artificial intelligence enable organizations to analyze vast quantities of data, uncover insights, and predict trends. This data-driven approach empowers managers to make informed decisions, optimize resource allocation, and identify new opportunities. For example, customer data analytics can help tailor marketing campaigns, improve customer retention, and develop personalized products.

IT and IS also play a crucial role in enabling innovation and creating new business models. Digital technologies have given rise to e-commerce, digital marketing, and platform-based ecosystems, allowing businesses to reach global markets with minimal physical presence. Companies like Amazon and Alibaba exemplify how digital platforms can disrupt traditional retail, offering consumers unprecedented convenience and choice. Additionally, cloud computing has lowered barriers to entry for startups and small businesses, enabling access to advanced infrastructure without significant capital investment.

The influence of IT and IS extends to competitive advantage. Organizations leveraging cutting-edge technology can differentiate their offerings, improve customer experiences, and respond swiftly to market changes. For example, data analytics can help anticipate customer needs, while automation can enhance service delivery. This technological edge often translates into increased market share and profitability.

However, the integration of IT and IS also introduces challenges. Cybersecurity threats have become more sophisticated, necessitating robust security measures to protect sensitive data and maintain trust. Additionally, rapid technological changes require continuous investment in skills, infrastructure, and innovation, which can be resource-intensive. There are also concerns related to data privacy, ethical use of AI, and the digital divide, which can impact societal and organizational equity.

In conclusion, IT and IS have a transformative impact on businesses by improving efficiency, enabling better decision-making, fostering innovation, and providing competitive advantages. While they offer substantial benefits, organizations must also navigate associated risks and challenges to fully harness their potential. As technology continues to evolve, businesses that effectively integrate IT and IS into their strategic frameworks will be better positioned to thrive in an increasingly digital world.

46. Look through the text and tell about IT and IS general impact on communication

IT and IS general impact on communication

Information Technology (IT) and Information Systems (IS) have profoundly transformed the landscape of communication across all facets of society, revolutionizing how individuals, organizations, and nations interact and share information. The advent and rapid development of IT and IS have shifted communication from traditional, often linear methods to dynamic, instantaneous, and multidirectional exchanges that transcend geographical and temporal boundaries.

At the core of this transformation is the ability of IT and IS to facilitate real-time communication. The proliferation of the internet, mobile devices, and digital platforms has enabled instant messaging, video conferencing, social media, and email, allowing people to connect across continents effortlessly. This immediacy has not only enhanced personal interactions but has also revolutionized business practices, enabling organizations to coordinate operations, share data, and collaborate on projects seamlessly, regardless of physical location.

Furthermore, IT and IS have democratized access to information, breaking down barriers that previously limited communication to specific groups or regions. The widespread availability of digital platforms means that individuals and communities can voice their opinions, share their stories, and participate in global conversations. This democratization fosters greater inclusion and participation, although it also presents challenges related to information overload, misinformation, and digital divides.

In the realm of organizational communication, the impact of IT and IS is particularly significant. They have streamlined internal communication channels, allowing for more efficient dissemination of policies, updates, and feedback. Enterprise Information Systems integrate various functions—such as human resources, supply chain management, and customer relationship management—enhancing

coordination and decision-making. These systems enable organizations to analyze vast amounts of data, leading to more informed strategies and better responsiveness to market changes.
The influence of IT and IS extends beyond organizational boundaries to societal and cultural levels. They have accelerated cultural exchange and global awareness, enabling people to learn about different traditions, perspectives, and issues instantaneously. Social media platforms, in particular, have played a pivotal role in mobilizing social movements, raising awareness, and fostering community building. However, these same platforms have also facilitated the spread of misinformation, cyberbullying, and privacy concerns, illustrating the double-edged nature of technological advancements.
Moreover, IT and IS have impacted the nature of language and communication styles. The rise of digital communication has led to the development of new linguistic phenomena—emojis, abbreviations, memes—that reflect evolving social norms and facilitate nuanced expression within limited character constraints. This evolution influences not only informal communication but also how language is taught, learned, and understood across cultures.
While the benefits are substantial, the reliance on IT and IS also introduces challenges. Issues related to data security, privacy, and ethical considerations are central concerns, as sensitive information becomes more vulnerable to breaches. The digital divide—disparities in access to technology—creates inequalities that can hinder effective communication and participation for marginalized groups. Additionally, the rapid pace of technological change demands continuous adaptation and digital literacy, which can be daunting for some populations.
In sum, IT and IS have fundamentally reshaped communication, making it faster, broader, and more interactive. They have enabled unprecedented levels of connectivity, information sharing, and cultural exchange, fostering a more interconnected world. However, these advancements also require careful management to address the associated risks and ensure that the benefits of technological progress are broadly accessible and ethically sound. The ongoing evolution of IT and IS will continue to influence communication's future, shaping how societies collaborate, innovate, and understand one another.

47. Look through the text and tell about IT and IS general impact on video calls

IT and IS general impact on video calls

Information Technology (IT) and Information Systems (IS) have profoundly transformed the landscape of video communication, shaping how individuals and organizations connect, collaborate, and share information in real-time. The integration of advanced IT infrastructure and sophisticated IS frameworks has not only enhanced the quality and accessibility of video calls but also revolutionized the very nature of remote interaction.
At the core, IT encompasses the hardware, software, networks, and data management systems that facilitate digital communication. The evolution of high-speed internet, fiber optic networks, and wireless connectivity has dramatically increased the bandwidth available for video calls, enabling high-definition, low-latency interactions that closely mimic in-person conversations. These technological advancements have made it possible for users to participate in seamless video conferences regardless of geographical barriers, fostering global collaboration and breaking down traditional communication limitations.
Information Systems play a pivotal role in managing and supporting the infrastructure that underpins video calling platforms. These systems handle user data, authentication, session management, and security protocols that ensure reliable and secure communication channels. As a result, organizations can deploy enterprise-grade video conferencing solutions with robust encryption and access controls, safeguarding sensitive information and maintaining compliance with privacy regulations. The integration of IS also allows for the incorporation of additional functionalities, such as file sharing, screen sharing, recording, and real-time chat, enriching the overall user experience.
The impact of IT and IS on video calls extends beyond technical improvements. They have democratized communication by making video conferencing accessible to a broader audience. With the proliferation of smartphones, tablets, and affordable computing devices, even individuals in remote or underdeveloped regions can participate in virtual meetings. Cloud computing has further amplified this reach by providing scalable, on-demand resources that support large-scale webinars, virtual events, and remote workforces without significant infrastructure investments.

Moreover, the integration of artificial intelligence (AI) and machine learning within IT and IS ecosystems has introduced intelligent features such as automated transcription, real-time language translation, and background noise suppression. These innovations enhance accessibility and inclusivity, allowing participants with diverse needs to engage effectively. AI-driven analytics also enable organizers to monitor engagement levels, gather feedback, and optimize future meetings.
Security is a critical aspect impacted by IT and IS in video calls. As remote communication becomes ubiquitous, safeguarding against cyber threats such as eavesdropping, data breaches, and unauthorized access is paramount. Advanced encryption standards, multi-factor authentication, and secure network protocols are embedded within IS frameworks to protect user privacy and ensure the integrity of communications.
The COVID-19 pandemic underscored the vital importance of IT and IS in enabling continuity of work, education, and social interaction through video calls. Organizations rapidly adapted by deploying sophisticated platforms supported by resilient IT infrastructure and comprehensive IS management. This shift accelerated digital transformation initiatives, emphasizing the strategic significance of robust IT and IS systems in facilitating remote engagement.
In conclusion, the general impact of IT and IS on video calls is multifaceted, encompassing technical enhancements, increased accessibility, improved security, and innovative features that collectively redefine modern communication. As technology continues to evolve, future developments in IT and IS will likely further enhance the quality, security, and scope of video interactions, cementing their role as indispensable tools in personal and professional spheres.

48. Look through the text and tell about IT and IS general impact on emails

IT and IS general impact on emails

Information Technology (IT) and Information Systems (IS) have profoundly transformed the landscape of email communication, shaping how individuals and organizations exchange information, collaborate, and conduct business. The advent of IT and IS has revolutionized email from a simple messaging tool into a sophisticated, integral component of modern digital communication.
At their core, IT and IS facilitate the creation, transmission, storage, and management of electronic messages. The technological advancements underlying these fields have led to the development of robust email platforms that support multimedia content, real-time communication, and seamless integration with other digital tools. This evolution has significantly increased the speed and efficiency of communication, enabling messages to be delivered instantly across vast geographical distances, thus shrinking the world in terms of information exchange.
One of the most notable impacts of IT and IS on emails is the enhancement of accessibility. With the proliferation of internet-connected devices such as smartphones, tablets, and laptops, users can access their emails anytime and anywhere, fostering a more dynamic and responsive communication environment. Cloud computing, a key component of modern IS, allows for remote storage and synchronization of email data, ensuring that users have continuous access to their messages without being tied to specific devices or locations.
Security and privacy have also been transformed through IT and IS innovations. Advanced encryption protocols, spam filters, firewalls, and secure login mechanisms protect email communications from unauthorized access, cyber threats, and data breaches. These measures have become essential as emails often contain sensitive or confidential information, and their security directly impacts organizational trust and compliance with regulatory standards.
Moreover, IT and IS have introduced automation and intelligence into email management. Features such as automatic sorting, filtering, and priority setting help users organize their inboxes efficiently. The integration of artificial intelligence (AI) enables intelligent email classification, predictive responses, and even the detection of phishing attempts, thereby reducing human error and enhancing security. These technological features streamline workflows, saving time and increasing productivity.
The impact on organizational processes is equally significant. Email has become a cornerstone of corporate communication, facilitating internal coordination and external outreach. IT systems enable enterprise-wide email management, ensuring consistency, compliance, and archiving capabilities crucial for legal and regulatory purposes. The integration of email with customer relationship management (CRM) systems, project management tools, and other enterprise applications has further amplified its utility, fostering more cohesive and efficient business operations.

However, the reliance on IT and IS for email communication also poses challenges. The proliferation of emails can lead to information overload, reducing individual productivity and increasing stress levels. Cybersecurity threats such as phishing, malware, and spam require ongoing vigilance and technological defenses. Additionally, concerns regarding data privacy and surveillance have prompted discussions about ethical use and regulatory oversight of email data.

In summary, IT and IS have fundamentally reshaped email communication by enhancing its speed, accessibility, security, and integration capabilities. These advancements have supported the evolution of email from a basic messaging tool to a vital component of personal and organizational communication ecosystems. While offering numerous benefits, they also introduce new complexities and challenges that require continuous technological and strategic management to maximize their positive impact.

49. Look through the text and tell about IT and IS general impact on social media

IT and IS general impact on social media

Information Technology (IT) and Information Systems (IS) have profoundly transformed the landscape of social media, reshaping how individuals communicate, organizations engage with audiences, and societies function at large. The integration of IT and IS into social media platforms has led to unprecedented levels of connectivity, information dissemination, and user engagement, fundamentally altering social interactions and business models.

At its core, IT provides the technological infrastructure—hardware, software, networks—that enables the creation, sharing, and management of digital content. IS, on the other hand, encompasses the systems that process and organize this information, facilitating efficient data management, analysis, and decision-making. Together, they have made social media platforms like Facebook, Twitter, Instagram, TikTok, and LinkedIn possible, each leveraging sophisticated IT and IS to deliver seamless user experiences and advanced functionalities.

One of the most significant impacts of IT and IS on social media is the democratization of content creation and dissemination. Previously, mass communication was predominantly controlled by traditional media outlets, which acted as gatekeepers. Now, anyone with internet access and a device can produce and share content instantly, reaching global audiences. This shift has empowered individuals and grassroots movements, enabling social activism, political mobilization, and cultural exchanges on scales previously unimaginable. Hashtags, viral videos, and online campaigns exemplify how IT and IS facilitate rapid, widespread dissemination of ideas and information.

Furthermore, social media's impact on social relationships is profound. It allows for continuous connectivity, enabling users to maintain personal and professional networks across geographical boundaries. IT tools underpin features such as messaging, video calls, and live streams, which foster real-time interactions. This constant connectivity can strengthen relationships but also introduces challenges like social comparison, cyberbullying, and information overload, which impact mental health and societal well-being.

From a business perspective, IT and IS have revolutionized marketing and customer engagement. Companies utilize data analytics and customer relationship management systems to tailor content, personalize advertisements, and predict consumer behavior. Social media analytics provide real-time feedback, allowing brands to adapt strategies swiftly. Moreover, influencer marketing has become a dominant paradigm, leveraging individuals with large followings to promote products, thus blurring the lines between personal and commercial content.

However, these technological advancements also pose significant challenges. Privacy concerns have escalated as vast amounts of personal data are collected, stored, and analyzed by social media platforms. The misuse or breaches of this data can have severe repercussions for individuals and organizations. Additionally, the proliferation of misinformation and fake news is facilitated by the rapid spread of content enabled by IT infrastructure. Algorithms designed to maximize engagement can inadvertently promote sensational or false information, impacting public opinion and democratic processes.

The societal impact extends further into issues of digital divide and inequality. While IT and IS facilitate access to information and connectivity, disparities in internet access and digital literacy mean that not all populations benefit equally. This gap can exacerbate existing social inequalities,

affecting education, employment opportunities, and civic participation.

In conclusion, the interplay of IT and IS has fundamentally transformed social media, fostering unprecedented connectivity and information exchange. While these technologies enable positive developments such as empowerment, innovation, and economic growth, they also introduce complex challenges related to privacy, misinformation, and inequality. As social media continues to evolve, ongoing efforts are required to harness its benefits responsibly while mitigating adverse effects, ensuring that the societal impact of IT and IS remains predominantly positive.

50. Look through the text and tell about IT and IS and digital libraries

IT and IS and digital libraries

The advent of Information Technology (IT) and Information Systems (IS) has profoundly transformed the landscape of digital libraries, revolutionizing how knowledge is stored, accessed, and disseminated. Traditionally, libraries served as physical repositories of books, journals, and other media, with access limited by physical boundaries and operational hours. The integration of IT and IS has shifted this paradigm towards more dynamic, accessible, and user-centric digital environments, fundamentally altering the role and functioning of libraries in the digital age.

One of the most significant impacts of IT on digital libraries is the enhancement of access and retrieval capabilities. Advanced database management systems, search algorithms, and indexing techniques enable users to locate information swiftly and efficiently. Digital libraries leverage metadata standards and semantic search technologies to facilitate precise and contextually relevant results, reducing the time and effort required to find pertinent materials. This democratizes access to knowledge, allowing users across the globe to access resources irrespective of their geographical location, fostering inclusivity and bridging information gaps.

Furthermore, the integration of IS has improved the management and organization of digital collections. Digital libraries utilize sophisticated content management systems to catalog, preserve, and curate vast amounts of digital content. These systems support version control, digital rights management, and preservation strategies, ensuring the longevity and integrity of digital assets. Automation and workflow management within IS streamline processes such as acquisition, cataloging, and dissemination, increasing operational efficiency and reducing costs.

The impact extends beyond mere access to encompass the enhancement of user interaction and engagement. Digital libraries often incorporate user-friendly interfaces, multimedia content, and personalized services, improving user experience. Features such as recommendation engines, user annotations, and collaborative tools foster a more interactive and participatory environment, encouraging active learning and community engagement.

Moreover, IT and IS enable advanced functionalities like digital preservation and archiving, which are crucial in maintaining the longevity of digital content amid rapid technological changes. They facilitate interoperability among different digital library systems through standardized protocols and data formats, promoting resource sharing and integrated access across institutional boundaries. This interconnectedness supports research collaborations and interdisciplinary studies, expanding the scope and impact of digital libraries.

However, these technological advancements also bring challenges. Issues related to digital rights management, data privacy, cybersecurity, and digital divide need careful consideration. Ensuring equitable access and safeguarding intellectual property rights are ongoing concerns that influence the development and management of digital libraries.

In essence, the influence of IT and IS on digital libraries is transformative, enabling more efficient, accessible, and engaging repositories of knowledge. They serve as catalysts for innovation in information dissemination, supporting lifelong learning, research, and cultural preservation in the digital era. As technology continues to evolve, digital libraries are poised to become even more sophisticated, integrated, and vital to the global information infrastructure.

51. Look through the text and tell how Information Technology (IT) and Information Systems (IS) have transformed the healthcare system

IT and IS and health care system

Information Technology (IT) and Information Systems (IS) have profoundly transformed the healthcare system, revolutionizing how medical services are delivered, managed, and accessed. At their core, IT refers to the hardware, software, networks, and other digital tools used to process and

store data, whereas IS encompasses the broader framework that integrates these technologies to support organizational operations, decision-making, and strategic planning within healthcare settings.

In the realm of healthcare, IT encompasses a wide array of digital innovations, including electronic health records (EHRs), telemedicine platforms, health information exchanges, mobile health applications, and wearable devices. These tools facilitate the seamless collection, storage, and sharing of patient information, leading to improved accuracy in diagnoses, personalized treatment plans, and enhanced patient engagement. For instance, EHRs enable healthcare providers to access comprehensive patient histories instantly, reducing redundancy and errors, while telemedicine expands access to care, especially in remote or underserved regions.

Information Systems in healthcare integrate these technological tools into cohesive frameworks that support clinical workflows, administrative functions, and strategic decision-making. Hospital Information Systems (HIS), for example, manage various hospital operations such as patient admissions, billing, laboratory results, and pharmacy management. Clinical Decision Support Systems (CDSS) leverage data analytics and artificial intelligence to assist clinicians in diagnosing and prescribing treatments, thereby enhancing patient safety and care quality. Moreover, IS promotes interoperability among different systems, allowing for efficient data exchange across departments and institutions, which is crucial for coordinated care and public health monitoring.

The integration of IT and IS into healthcare systems has led to numerous benefits. It has improved accuracy and efficiency, reduced paperwork, minimized errors, and accelerated the dissemination of critical health information. Additionally, these technologies enable data-driven insights, supporting research, policy-making, and population health management. For example, big data analytics can identify health trends, predict outbreaks, and inform resource allocation, ultimately leading to better health outcomes.

However, the adoption of IT and IS in healthcare also presents challenges. Data privacy and security concerns are paramount, given the sensitive nature of health information. Ensuring compliance with regulations such as HIPAA in the United States or GDPR in Europe is essential to protect patient confidentiality. Moreover, integrating new technologies into existing workflows can be complex and costly, requiring substantial training and change management.

Digital libraries play a vital role in supporting healthcare professionals by providing access to vast repositories of medical literature, research articles, clinical guidelines, and educational materials. These digital repositories facilitate continuous learning, evidence-based practice, and rapid dissemination of new medical knowledge. They are integral to the ongoing professional development of healthcare workers and contribute to maintaining high standards of care.

In conclusion, IT and IS are fundamental to advancing modern healthcare systems. By fostering efficiency, accuracy, and accessibility, they enable healthcare providers to deliver better patient outcomes. As technology continues to evolve, the integration of innovative solutions like artificial intelligence, machine learning, and blockchain promises to further enhance the capabilities of healthcare systems, ensuring they remain responsive to the dynamic needs of populations worldwide.

52. Look through the text and tell about E-learning platforms and IT and IS

E-learning platforms and IT and IS

E-learning platforms have revolutionized the way knowledge is disseminated and acquired, especially in the fields of Information Technology (IT) and Information Systems (IS). These platforms provide a flexible, accessible, and often cost-effective way for students, professionals, and organizations to stay updated with the latest developments, acquire new skills, and enhance their expertise.

In the context of IT and IS, e-learning platforms offer a diverse range of courses covering programming languages, network security, database management, cloud computing, data analysis, cybersecurity, and enterprise systems. They cater to various learning levels, from beginners to advanced practitioners, ensuring that users can progressively build their competencies. Many platforms incorporate interactive elements such as quizzes, coding exercises, and projects, which facilitate practical understanding and application of theoretical concepts.

Moreover, these platforms often partner with industry experts and academic institutions to ensure the

content remains current and relevant to industry standards. This collaboration helps learners gain skills that are directly applicable in the workplace, thus bridging the gap between education and employment. Some popular e-learning platforms in the IT and IS domain include Coursera, edX, Udacity, LinkedIn Learning, and Pluralsight, each offering specialized courses, certifications, and even degree programs.

Digital libraries play an integral role in supporting e-learning initiatives. They serve as extensive repositories of knowledge, providing access to textbooks, research papers, technical manuals, videos, and other educational resources. These digital libraries enable learners to delve deeper into specific topics, conduct research, and reference authoritative sources conveniently from any location. Advanced digital libraries utilize search algorithms, indexing, and categorization to help users find relevant materials efficiently.

The integration of digital libraries with e-learning platforms enhances the learning experience by offering a centralized hub for educational content. This synergy allows for personalized learning paths, where learners can access supplementary materials tailored to their courses or interests. Additionally, digital libraries support lifelong learning by providing ongoing access to updated resources, which is crucial in rapidly evolving fields like IT and IS.

In summary, e-learning platforms combined with comprehensive digital libraries have transformed education in IT and IS. They democratize access to high-quality knowledge, foster continuous professional development, and keep pace with technological advancements, ultimately empowering learners worldwide to thrive in the digital economy.

53. Look through the text and tell aout Streamlining operations and IT and IS

Streamlining operations and IT and IS

Streamlining operations within IT and IS departments is essential for enhancing efficiency, reducing costs, and improving overall organizational performance. To achieve this, organizations must focus on integrating processes, leveraging automation, and fostering a culture of continuous improvement.

First, conducting a comprehensive analysis of existing workflows helps identify redundancies, bottlenecks, and areas prone to errors. This creates a clear understanding of where streamlining efforts should be concentrated. Implementing standardized procedures across the IT and IS functions ensures consistency and simplifies training, ultimately reducing the time and resources spent on routine tasks.

Automation plays a pivotal role in streamlining operations. Repetitive tasks such as data entry, system monitoring, and report generation can be automated using advanced tools and scripting, freeing up staff to focus on more strategic initiatives. Adopting integrated platforms and cloud-based solutions enables seamless data sharing and collaboration across teams, minimizing delays caused by siloed systems. Additionally, adopting agile methodologies encourages iterative improvements and quick response to changing business needs, fostering a more adaptable IT and IS environment.

Effective communication and collaboration are vital to streamline operations. Establishing clear channels of communication ensures that teams are aligned on goals, priorities, and changes. Regular training and upskilling help staff stay current with new technologies and best practices, reducing errors and increasing productivity. Monitoring key performance indicators (KPIs) provides insights into the effectiveness of implemented changes, allowing for data-driven adjustments.

Vendor management and contract optimization can also contribute to streamlined operations. Negotiating favorable terms, consolidating vendors, and ensuring SLAs are met help prevent service disruptions and reduce administrative overhead. Emphasizing cybersecurity and data governance as integral parts of operational processes ensures that security measures are embedded into daily activities, preventing costly breaches and compliance issues.

Finally, fostering a culture of innovation and continuous improvement motivates teams to seek out new ways to optimize processes. Regular feedback loops and post-implementation reviews help identify successes and areas for further enhancement. By focusing on these strategies, organizations can create a more agile, efficient, and resilient IT and IS environment, ultimately supporting broader business objectives and driving long-term success.

54. Look through the text and tell about the types of IS mentioned in the text

Types of Information Systems

Information systems are essential components within organizations that facilitate the collection, processing, storage, and dissemination of information to support decision-making, coordination, and control. There are several types of information systems, each designed to serve specific organizational needs and operational levels.

At the foundational level, Transaction Processing Systems (TPS) handle the day-to-day transactional activities of an organization. These systems process routine transactions such as sales, receipts, payments, and inventory updates. They are crucial for capturing and storing data accurately and efficiently, providing the backbone for other information systems to operate upon.

Moving beyond basic transactions, Management Information Systems (MIS) are designed to synthesize data from TPS to generate summarized reports and support managerial decision-making. MIS typically focus on providing managers with timely and relevant information about the organization's operations, enabling them to monitor performance and identify areas needing attention. They often rely on predefined reports and basic data analysis tools.

For more advanced decision-making, Decision Support Systems (DSS) come into play. DSS are interactive, computer-based systems that assist managers and analysts in making non-routine decisions. They allow users to analyze data from various perspectives, run simulations, and explore different scenarios. DSS are particularly useful in complex situations where intuitive judgment must be combined with analytical models to arrive at optimal solutions.

Enterprise Systems or Enterprise Resource Planning (ERP) systems integrate core business processes across various departments such as finance, human resources, manufacturing, and supply chain management into a unified system. This integration promotes seamless information flow and consistency across the organization, improving efficiency and enabling better strategic planning. ERP systems are comprehensive and often involve significant customization to fit organizational needs.

Customer Relationship Management (CRM) systems focus on managing an organization's interactions with current and potential customers. They collect and analyze customer data to improve sales, marketing, and customer service efforts. By providing insights into customer preferences and behaviors, CRM systems help organizations enhance customer satisfaction and loyalty.

Supply Chain Management (SCM) systems coordinate the flow of goods, information, and finances among suppliers, manufacturers, and retailers. These systems optimize the supply chain process, reduce costs, improve delivery times, and enhance overall efficiency by providing real-time data on inventory levels, order status, and logistics.

Finally, Executive Support Systems (ESS) are designed for senior management and provide high-level summaries of organizational performance through dashboards, key performance indicators (KPIs), and strategic reports. ESS enable executives to monitor external and internal environments, support strategic planning, and make informed decisions rapidly.

In summary, the landscape of information systems is diverse, with each type tailored to meet specific organizational needs—from handling routine transactions to supporting complex strategic decisions. The integration and effective management of these various systems are vital for organizational success in today's data-driven environment.

55. Look through the text and tell about a DSS (Decision Support System)

DSS

Information systems are essential components within organizations that facilitate the collection, processing, storage, and dissemination of information to support decision-making, coordination, and control. There are several types of information systems, each designed to serve specific organizational needs and operational levels.

DSS, or Decision Support System, is a type of computer-based information system designed to assist managers and decision-makers in making informed and effective decisions. Unlike traditional information systems that primarily focus on data collection and processing, DSS emphasizes providing relevant information, analytical tools, and models to support complex decision-making processes.

A DSS typically integrates data from various sources, including internal databases, external data, and real-time information, to create a comprehensive view of the situation at hand. It offers interactive

capabilities that allow users to query data, perform what-if analyses, and simulate different scenarios. This flexibility helps decision-makers assess potential outcomes and choose the most appropriate course of action.

The core components of a DSS include a database management system, which stores and manages data; a model management system, which contains analytical models and algorithms; and a user interface, which facilitates interaction between the user and the system. These components work together to provide timely and relevant insights, enabling managers to solve problems more effectively, plan strategically, and respond swiftly to changing conditions.

DSS can be tailored to specific organizational needs, such as financial planning, supply chain management, or marketing strategy. Their ability to handle unstructured or semi-structured problems makes them especially valuable in complex decision environments where intuition alone may not suffice. As technology advances, modern DSS increasingly incorporate artificial intelligence and machine learning techniques to enhance their predictive capabilities and automate certain decision processes, further empowering organizations to make smarter, data-driven choices.

56. Look through the text and tell about Enterprise Resource Planning (ERP) Information System

Enterprise Resource Planning (ERP) Information System

Enterprise Resource Planning (ERP) refers to a comprehensive suite of integrated software applications designed to streamline and manage the core business processes within an organization. These processes typically encompass areas such as finance, human resources, supply chain management, manufacturing, procurement, customer relationship management (CRM), and more. The primary goal of ERP systems is to facilitate the seamless flow of information across different departments, fostering improved efficiency, accuracy, and decision-making.

ERP systems are built on a centralized database that ensures all data is consistent, up-to-date, and accessible to authorized personnel across the enterprise. This integration eliminates data silos, reduces redundancy, and minimizes manual entry errors, thereby enabling real-time insights into various operational aspects. By providing a unified platform, ERP systems help organizations respond swiftly to changing market conditions, optimize resource allocation, and enhance overall productivity.

The architecture of ERP solutions can vary, ranging from on-premises deployments to cloud-based platforms. Cloud ERP has gained popularity due to its scalability, lower upfront costs, easier maintenance, and accessibility from multiple locations. On-premises ERP systems, on the other hand, are hosted within the company's own infrastructure, offering greater control but often requiring significant investment in hardware and IT support.

Implementing an ERP system is a complex process that involves careful planning, customization, and change management. Organizations must assess their unique needs, select an appropriate ERP solution, and often tailor it to fit their specific workflows. The deployment process typically includes data migration, user training, and ongoing support to ensure the system's effective adoption. Successful ERP implementation can lead to enhanced operational efficiency, better compliance with regulations, improved customer service, and increased profitability.

Despite its many benefits, ERP adoption also presents challenges. These include high implementation costs, potential disruption during the transition period, resistance to change among employees, and the need for continuous updates and maintenance. Furthermore, selecting the right ERP solution that aligns with organizational goals and future growth plans is crucial to maximize return on investment.

In recent years, advancements in technology have further enriched ERP systems. The integration of artificial intelligence (AI), machine learning, advanced analytics, and Internet of Things (IoT) capabilities has transformed traditional ERP into intelligent enterprise platforms. These innovations enable predictive analytics, automated decision-making, and proactive management of business processes.

Overall, ERP systems play a vital role in modern enterprise management by fostering greater operational cohesion, improving data accuracy, and supporting strategic decision-making. As businesses face increasing complexity and competitive pressures, ERP remains a critical tool for achieving operational excellence and sustaining growth.

57. Look through the text and tell about Customer Relationship Management Information System

Customer Relationship Management Information System

Customer Relationship Management (CRM) is a strategic approach that organizations adopt to build, maintain, and enhance their relationships with current and potential customers. At its core, CRM revolves around understanding customer needs, preferences, and behaviors to foster loyalty and drive sustained business growth. It integrates a combination of technology, processes, and people to deliver personalized experiences that meet or exceed customer expectations.

The fundamental goal of CRM is to cultivate long-term relationships that benefit both the customer and the organization. By doing so, companies can improve customer satisfaction, increase retention rates, and maximize lifetime value. To achieve this, CRM systems collect and analyze vast amounts of customer data from various touchpoints, including sales, marketing, customer service, and social media interactions. This data-driven approach enables organizations to segment their customer base effectively, identify high-value clients, and tailor marketing campaigns or service offerings accordingly.

Technologically, CRM systems are often built on sophisticated software platforms that facilitate the storage, retrieval, and analysis of customer information. These platforms provide functionalities such as contact management, sales tracking, marketing automation, and customer support management. By centralizing customer data, CRM tools ensure that all departments within an organization have a unified view of each customer, fostering better communication and coordination across teams.

Implementing a successful CRM strategy requires more than just deploying technology; it demands a cultural shift within the organization. Employees need to be trained to leverage CRM tools effectively and to prioritize customer-centric behaviors. Moreover, organizations must develop processes that support consistent engagement with customers, ensuring that interactions are personalized, timely, and relevant. For example, a business might use CRM insights to send targeted promotions to customers based on their purchase history or to proactively address service issues before they escalate.

CRM also plays a vital role in marketing. By analyzing customer data, companies can identify trends, preferences, and buying patterns, which allows them to design more effective marketing campaigns. Personalized marketing efforts tend to have higher conversion rates, enhancing the overall return on investment. Additionally, CRM can facilitate cross-selling and upselling opportunities, further increasing revenue streams.

Customer service is another critical aspect of CRM. When organizations have access to comprehensive customer histories, they can resolve issues more efficiently and provide a seamless experience. This not only boosts customer satisfaction but also encourages repeat business and positive word-of-mouth referrals. Many CRM systems include features such as case management, knowledge bases, and live chat, which empower customer service teams to deliver prompt and effective support.

In today's increasingly digital and competitive environment, CRM has become indispensable for businesses seeking to differentiate themselves. It enables organizations to develop a deep understanding of their customer base, anticipate needs, and deliver tailored experiences that foster loyalty. As customer expectations continue to evolve, CRM strategies must also adapt, leveraging emerging technologies such as artificial intelligence and machine learning to gain even deeper insights and automate personalized interactions.

In conclusion, Customer Relationship Management is a comprehensive, strategic approach that integrates technology, processes, and people to create meaningful and lasting relationships with customers. It emphasizes understanding customer needs, delivering personalized experiences, and fostering loyalty—all essential components for achieving sustainable business success in a highly competitive marketplace.

58. Look through the text and tell why Mobile devices have become indispensable tools in the realm of Information Technology (IT)

Mobile devices as IT tools

Mobile devices have become indispensable tools in the realm of Information Technology (IT), transforming the way individuals and organizations operate, communicate, and manage data. These

compact, portable gadgets—such as smartphones, tablets, and wearable devices—offer a level of flexibility and connectivity that was unimaginable a few decades ago, making them central to modern IT ecosystems.

One of the primary advantages of mobile devices as IT tools lies in their ability to facilitate ubiquitous access to information. With internet connectivity through cellular networks or Wi-Fi, users can retrieve, share, and manipulate data from virtually any location. This constant connectivity enables real-time communication via email, instant messaging, video conferencing, and social media platforms, fostering collaboration beyond traditional office boundaries. As a result, remote work and telecommuting have become more efficient and widespread, supported by mobile devices that serve as portable offices.

Moreover, mobile devices have revolutionized enterprise operations through the proliferation of enterprise mobility solutions. These include mobile applications tailored to specific business needs, such as customer relationship management (CRM), enterprise resource planning (ERP), and supply chain management systems. By leveraging mobile apps, employees can access critical business data on the go, make informed decisions promptly, and respond swiftly to changing situations. This agility enhances productivity and competitiveness, especially in industries like logistics, retail, healthcare, and manufacturing.

Security, however, remains a crucial consideration when integrating mobile devices into IT frameworks. As these devices often hold sensitive data and access company networks, implementing robust security measures is essential. Technologies such as biometric authentication, encryption, remote wipe capabilities, and Virtual Private Networks (VPNs) help safeguard corporate information. Additionally, Mobile Device Management (MDM) solutions enable IT administrators to monitor, control, and secure mobile devices, enforce policies, and ensure compliance with organizational standards.

Mobile devices also facilitate data collection and analysis through various sensors and applications. For example, in industries like healthcare, wearables and mobile health apps monitor vital signs, providing real-time data that can be used for diagnostics and patient management. Similarly, in field services, mobile devices equipped with GPS and camera functionalities allow workers to document and transmit information directly from the site, streamlining workflows and reducing paperwork.

Furthermore, mobile devices serve as platforms for innovative technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI). These advancements enable immersive training, enhanced customer experiences, and smarter business processes. For instance, AR-enabled mobile apps can assist technicians in complex repairs by overlaying instructions onto physical equipment, reducing errors and increasing efficiency.

The proliferation of mobile devices has also led to the emergence of the Bring Your Own Device (BYOD) trend, where employees use their personal devices for work purposes. While this practice boosts flexibility and reduces organizational costs, it also introduces challenges related to data security, privacy, and device management. Organizations must develop comprehensive policies and deploy appropriate security tools to mitigate risks associated with BYOD.

In conclusion, mobile devices are pivotal IT tools that empower users with unparalleled access, flexibility, and functionality. They have reshaped enterprise workflows, enhanced communication, and driven innovation across various sectors. As technology continues to evolve, mobile devices will likely become even more integrated with emerging trends like 5G, IoT, and edge computing, further amplifying their role in the digital transformation of organizations worldwide.

59. Look through the text and tell about Networking as IT element

Networking as IT element

Networking is a fundamental aspect of information technology that involves the interconnection of computers, servers, and other digital devices to facilitate communication and data exchange. It serves as the backbone of modern digital infrastructure, enabling businesses, organizations, and individuals to share resources efficiently and securely. At its core, networking encompasses a variety of components, protocols, and architectures designed to ensure reliable connectivity and data transmission across diverse environments.

One of the primary goals of networking is to enable seamless communication between devices, regardless of their physical locations. This is achieved through the use of network topologies such as star, bus, ring, and mesh, each offering different advantages in terms of redundancy, scalability, and

ease of maintenance. The physical hardware involved includes routers, switches, hubs, bridges, and cables, which work together to create the physical network infrastructure.

Protocols are essential for establishing and maintaining communication between devices. The Internet Protocol Suite (TCP/IP) is the most widely used set of protocols, providing the foundation for internet communication. TCP/IP manages data transmission, addressing, routing, and error handling, ensuring that information reaches its intended destination accurately and efficiently. Other protocols like HTTP, FTP, SMTP, and DNS facilitate specific types of communication such as web browsing, file transfer, email exchange, and domain name resolution.

Networking can be classified into various types based on scope and scale. Local Area Networks (LANs) connect devices within a limited geographical area, such as an office building or campus. Wide Area Networks (WANs) cover larger regions, often connecting multiple LANs across cities or countries, with the internet being the largest example of a WAN. Wireless networks (Wi-Fi) have become increasingly prevalent, providing mobility and convenience, especially in environments where cabling is impractical.

Security is a critical aspect of networking. Protecting data integrity, confidentiality, and availability involves implementing firewalls, encryption, intrusion detection systems, and access controls. As networks grow more complex, maintaining security becomes more challenging but also more vital, especially with the rise of cyber threats and data breaches.

Networking also involves addressing performance and reliability concerns. Techniques such as load balancing, redundancy, Quality of Service (QoS), and network monitoring help ensure optimal performance and minimize downtime. Network administrators play a crucial role in designing, implementing, and maintaining networks to meet the evolving needs of users and technologies.

In recent years, advancements like software-defined networking (SDN), network function virtualization (NFV), and the adoption of cloud computing have transformed traditional networking paradigms. These innovations offer greater flexibility, scalability, and automation, enabling networks to adapt rapidly to changing demands. The proliferation of Internet of Things (IoT) devices further emphasizes the importance of robust, secure, and efficient networking solutions.

In summary, networking in IT is a dynamic and vital field that underpins almost every aspect of modern digital life. It requires a combination of hardware expertise, protocol knowledge, security practices, and strategic planning to create networks that are fast, reliable, and secure. As technology continues to evolve, networking will remain a core component of IT, enabling innovation and connectivity across the globe.

60. Look through the text and tell about Workflows and IS

Workflows and IS

Workflows and Information Systems (IS) are fundamental components of modern organizational operations, serving to streamline processes, improve efficiency, and facilitate effective decision-making. A workflow refers to the sequence of tasks or activities needed to complete a specific business process, often involving multiple stakeholders and systems. An Information System, on the other hand, encompasses the technology, people, and processes that collect, process, store, and distribute information to support organizational goals.

Integrating workflows with IS involves designing and implementing systems that automate and optimize business processes. This integration helps reduce manual effort, minimize errors, and ensure consistency across operations. For example, in a customer service department, an automated workflow within the IS can route customer inquiries to the appropriate representatives, track response times, and generate reports for performance analysis. Such automation not only enhances efficiency but also improves customer satisfaction.

Effective workflows within IS require clear process mapping and understanding of organizational needs. This involves analyzing existing processes, identifying bottlenecks, and designing new workflows that leverage technology to address these issues. Workflow management tools within IS enable visualization, monitoring, and modification of processes, providing flexibility and control. They also facilitate collaboration among team members by providing shared platforms for task management and communication.

Furthermore, the deployment of enterprise resource planning (ERP) systems exemplifies how integrated IS can support comprehensive workflows across departments such as finance, supply chain, and human resources. These systems enable real-time data sharing and process coordination, leading to better resource management and strategic planning. The automation of routine tasks through workflows within such systems allows staff to focus on more strategic activities, enhancing overall productivity.

However, designing workflows and IS integration also poses challenges. Resistance to change, complexity of processes, and the need for ongoing maintenance are common hurdles. Proper change management, user training, and continuous improvement are essential to ensure successful implementation. Additionally, security considerations must be addressed to protect sensitive information within workflows and IS.

In conclusion, workflows and Information Systems are interdependent elements that, when effectively aligned, can transform organizational operations. They enable automation, improve accuracy, foster collaboration, and provide valuable insights through data analytics. As technology evolves, organizations must continuously refine their workflows and IS to adapt to changing business environments and maintain a competitive edge.