



Блок 3 модуль 1

Innovations and global challenges in business

Business in post-truth World

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Post-truth world. Is truth dead?



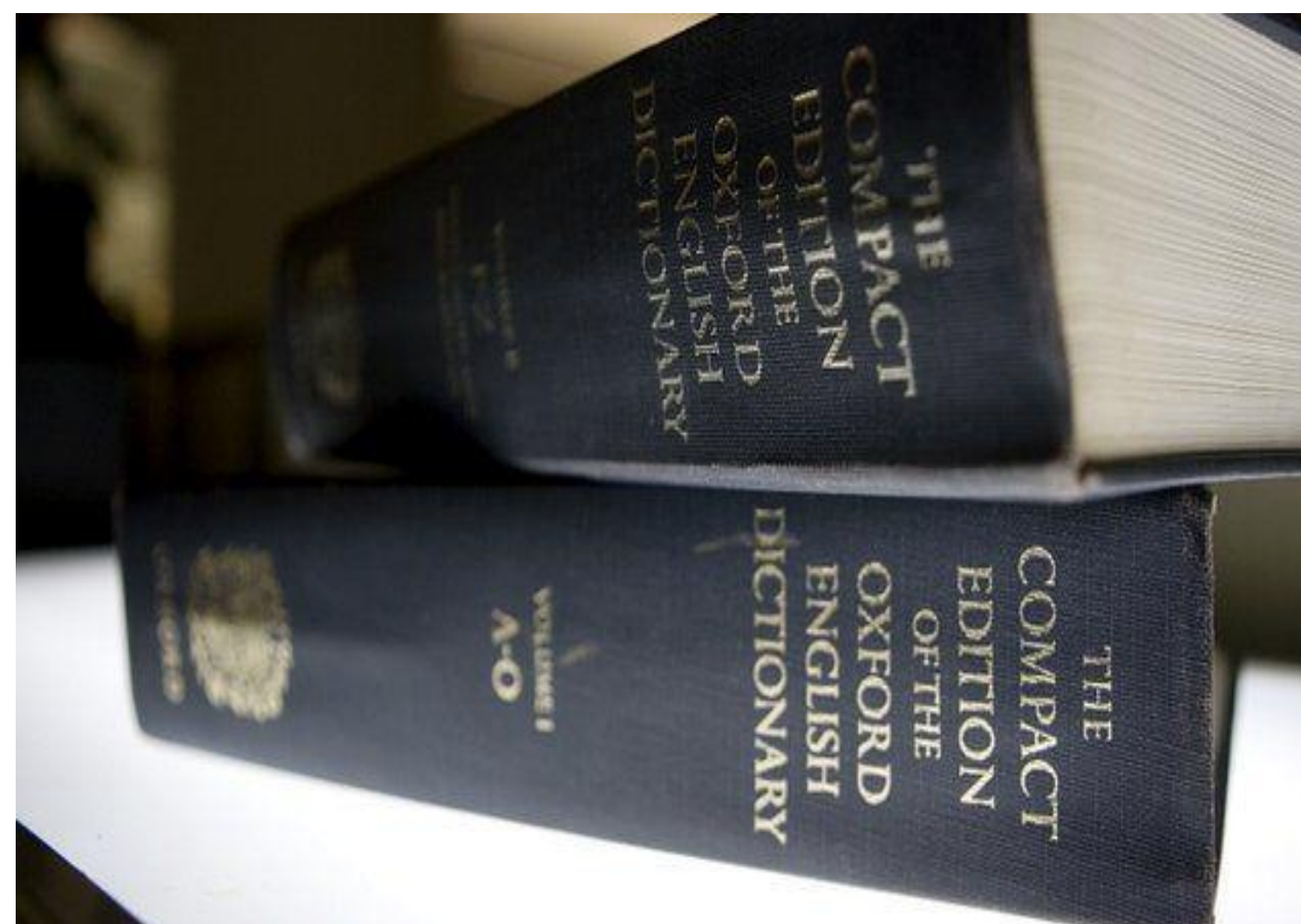
<https://www.bbc.com/news/education-38557838>



What is post-truth?

According to Oxford dictionary it is a situation in which people are more likely to accept an argument based on their emotions and beliefs, rather than one based on facts.

<https://dictionary.cambridge.org/dictionary/english/post-truth>



History of the term

- to gather widespread popularity – получить широкую популярность
- politics - политика
- presidential election - президентские выборы
- to be named – быть названным
- to be defined as – быть определенным как
- to relate to – относиться к
- to denote smth. - обозначать что-л.
- circumstances - обстоятельства
- to be less influential in +(Gerund) - быть менее важным
- shaping public opinion – формирование общественного мнения
- to appeal to emotions and personal beliefs – апеллировать к эмоциям и личным пристрастиям



Post-truth world is connected with:

Untruthfulness -
неправда

lies and deception –
ложь и обман

deliberate falsehood-
сознательная ложь



What sort of world is it? - It is a world where

society has adopted the general belief that facts are able to be twisted to suit whatever narrative they're promoting

To adopt the belief –
увериться,
принять на веру

To twist the facts
– подтасовывать
факты

Narrative -
повествование,
текст



Vocabulary Notes

- To twist – swing, turn, wind – поворачивать, interlace – сплестать, cheat, bluff, counterfeit – обманывать
- To twist smb.'s arm (перен.)- «выкручивать руки», оказывать давление, уламывать
- To twist the facts (перен.)– исказить факты

- To shape – form, develop – придавать форму, развивать
- To adopt – take, accept – принимать, affiliate – усыновлять, удочерять, approve – одобрить, утвердить
- To denote – mean означать, indicate, specify - указывать, mark -отмечать
- To appeal to - contact, address -обращаться, refer to, call - призывать, challenge, file an appeal – обжаловать, подавать апелляцию.



The rise of social Media as a News Source



67 percent of Americans get some of their news from social media.

- In the UK, social media has taken over television as the main source of news for 18-24-year-olds



74 percent of Twitter users get their news in tweet form

- 68 percent of Facebook users read news in their timelines.



YouTube and Snapchat , Instagram and LinkedIn have also seen significant rises in the number of users turning to their platforms for news



Vocabulary notes

- To have a rise – to rise, to increase, to go up, to climb, to grow, to skyrocket
- To frequent – to visit often, attend
- To take over – to adopt в значении перенимать, ,to prevail - брать верх, to seize power (ид.) - захватить власть
- Via (through) – при помощи, через, посредством



Questions facing businesses



Vocabulary notes

- Weapon – оружие
- To abolish, to develop, to ban, to accumulate, to keep, to stop the spread, to smuggle (контрабандно провозить) to rattle (бряцать)
- To weaponize – вооружать
- Safeguard (n) – protection защита
- (v) – to protect, to guarantee, to preserve как сохранять
- (adj) – защитный
- Authentic – аутентичный, подлинный
- Inauthentic (IN - отрицательная приставка)



What should leaders do to survive?

1

- to make sure their organisation is producing an authentic narrative

2

- to make sure senior staff are displaying values that give credence to the messages



A Leader should be

inspiring

open

**an expert in delegating
responsibilities**

an expert in multitasking

an expert in teamwork organization

diplomatic

responsible



Vocabulary notes -1

- Claim and counter-claim - претензия и встречная претензия
- Staff – собирательное существительное, может быть единственного и множественного числа

- To display - exhibit, expose, present, show
- A display – presentation, showing

- Value (n) – ценность, стоимость, (v)- ценить, оценивать
- Of full value – полноценный
- Principal value – главное значение или номинальная стоимость
- Under value - ниже стоимости
- To value oneself on /upon, for/ smth. - гордиться /кичиться/ чем-л.
- To value smth. above rubies - ценить что-л. дороже золота

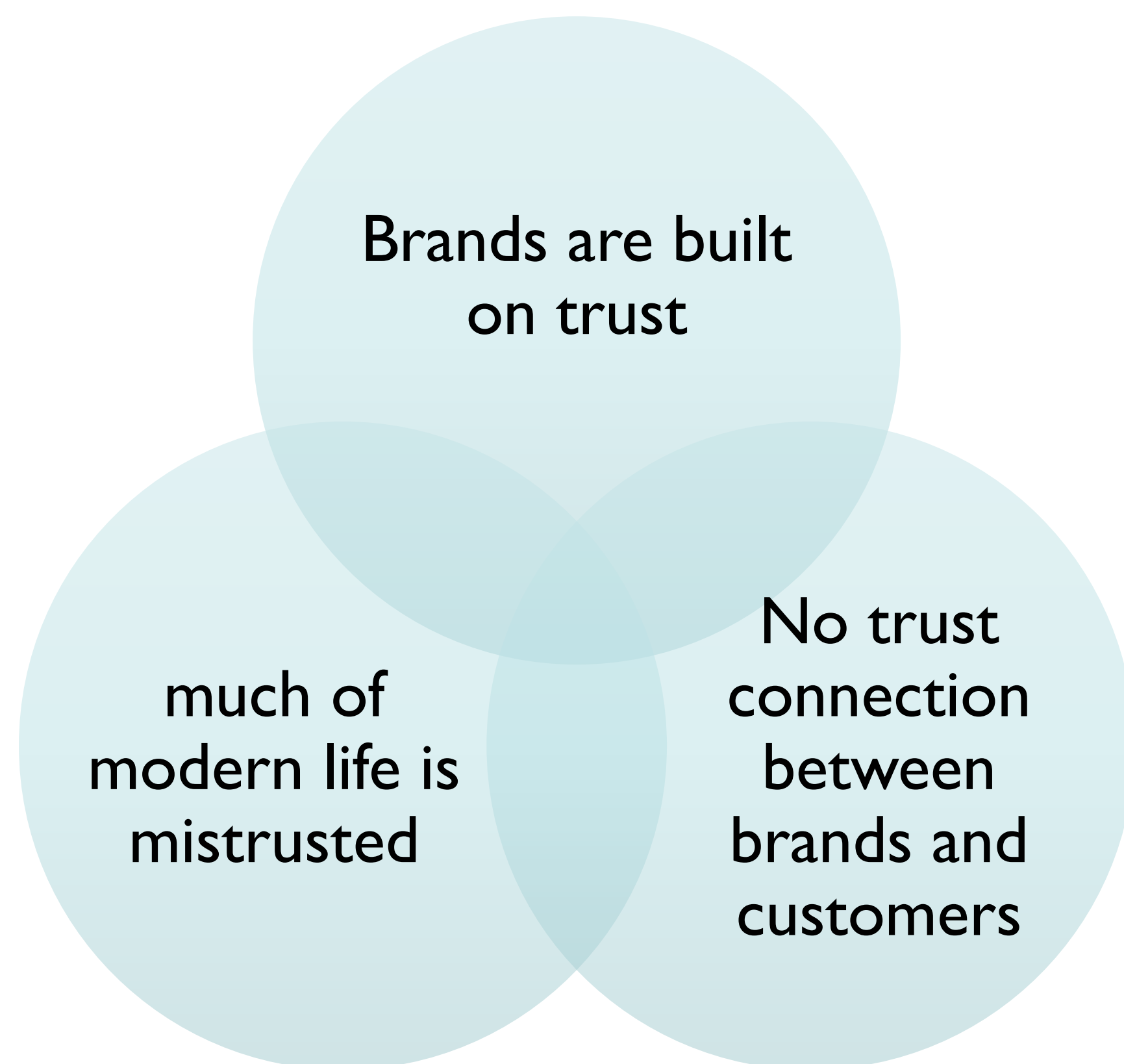


Vocabulary notes -2

- To give credence to smth. – оказать доверие к
(take smb. into confidence – доверять кому-либо)
- Credence = confidence
- To gain smb.'s confidence (credence)
- To deserve confidence (credence)
- To abuse confidence (злоупотреблять)
- To refuse confidence (оказывать в доверии)
to betray confidence (предать)
- To enjoy credence (пользоваться) – to lose credence
(потерять)

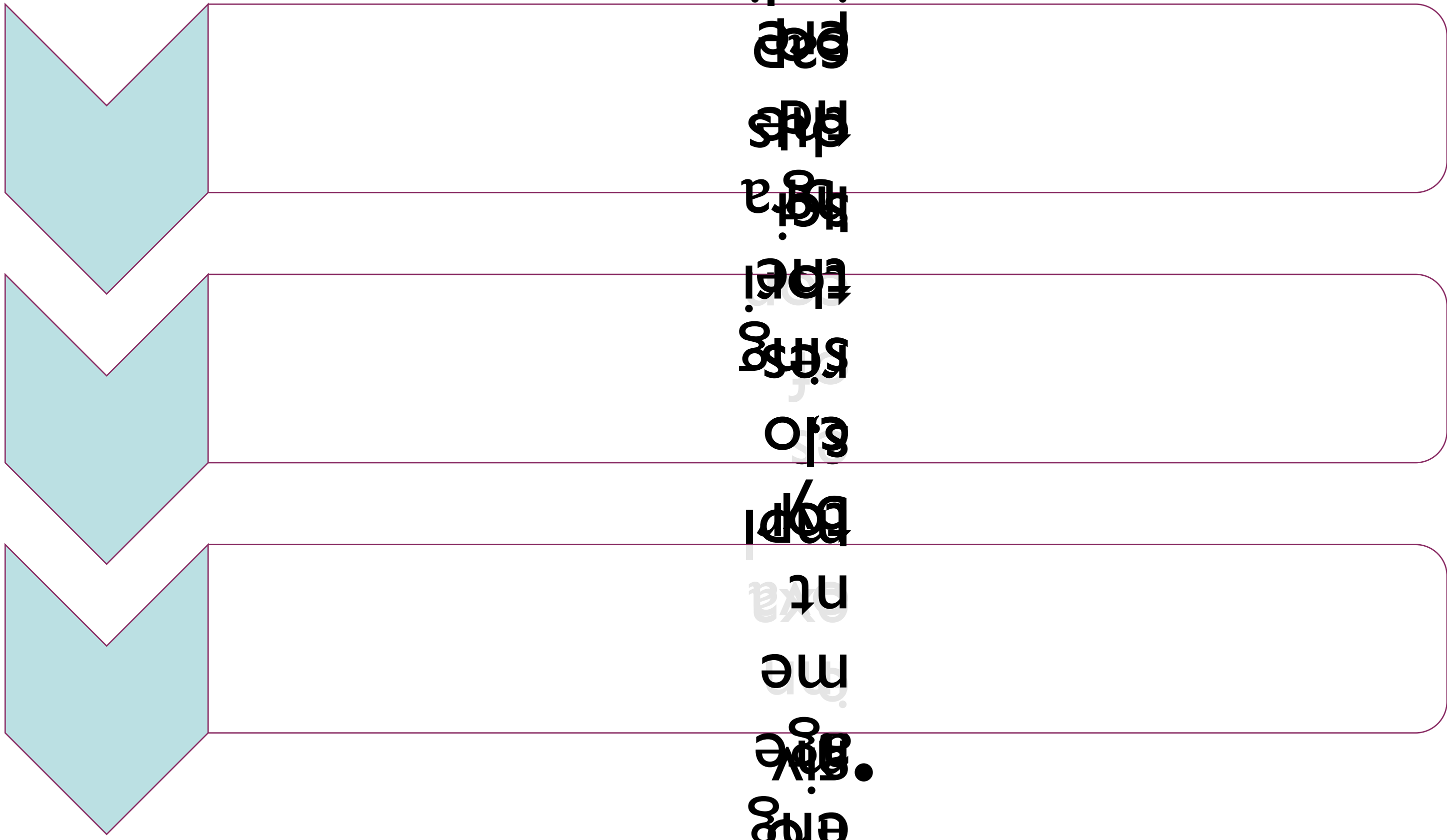


Problems with brand identity WHY???





How business can rebuild brand identity

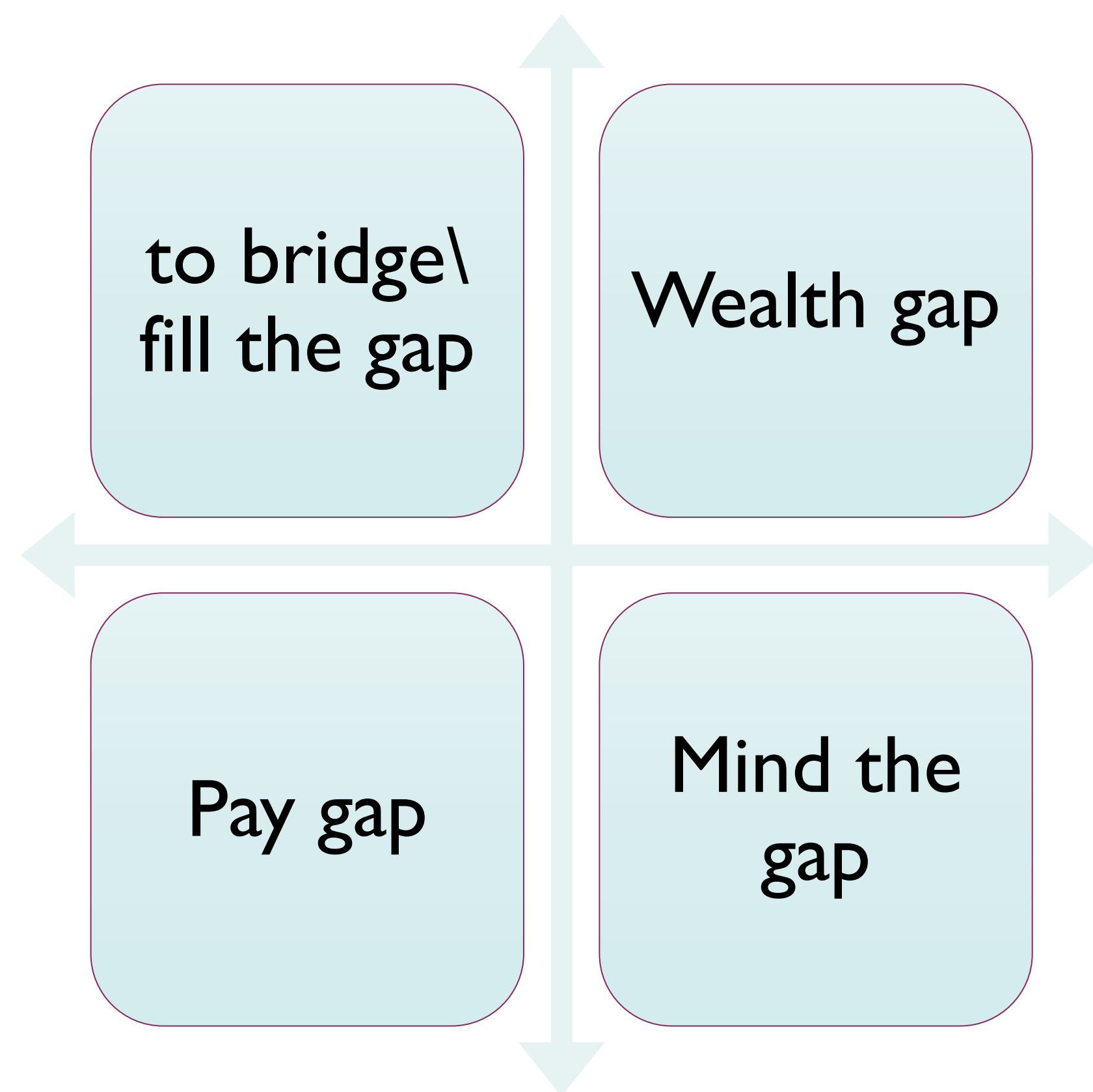


Vocabulary notes -1

- brand authenticity - подлинность бренда – authentic (adj.)
- conscious capitalism – сознательный капитализм
Conscious capitalism is a philosophy with a central idea that businesses should serve all significant stakeholders (акционеры или заинтересованные стороны) , including the environment
- credibility gap – кризис доверия
- to close the gap (to narrow the difference)- сократить разрыв



Vocabulary notes -2





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1. <https://dictionary.cambridge.org/dictionary/english/post-truth>
2. <https://www.forbes.com/sites/chrismyers/2018/06/21/how-to-run-a-business-in-the-post-truth-post-civility-world/?sh=3a80599d4f68>
3. <https://www.wbs.ac.uk/news/what-leaders-do-we-need-in-a-post-truth-world/>