

English Language and Translation 2

1st Language - 2018-19

Lesson 13: 05 March 2018

Mission Statements

Mission Statements



"To give people the power to share and make the world more open and connected."



"To connect the world's professionals to make them more productive and successful."



"To give everyone the power to create and share ideas and information instantly, without barriers."

Mission Statements

Characteristics:

Infinitive of purpose:

- to give people the power
- to connect the world's professionals
- to give everyone the power

All embracing measures:

- the world
- everyone

Positive, but generic, adjectives:

- open, connected, productive, successful

'Modern concepts':

- share, instant, without barriers

Mission Statements



"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices."



"To become the number 1 fashion destination for 20-somethings globally."



"To make it easy to do business anywhere."

Mission Statements

Characteristics:

Infinitive of purpose:

- to be the Earth's most ...
- to become the number 1
- to make it easy

All embracing measures :

- anything, anywhere
- every person on earth

'Refined' terms:

- to endeavour, fashion destination

'Modern' concepts:

- customer-centric, 20-somethings, number 1

Mission Statements



"To enable people and businesses throughout the world to realize their full potential."



"To organize the world's information and make it universally accessible and useful."



"Utilize the power of Moore's Law to bring smart, connected devices to every person on earth."

Mission Statements

Characteristics:

Infinitive of purpose:

- to enable, to organise

All embracing measures:

- throughout the world
- universally accessible and useful
- on earth, globally

'Refined' terms:

- to utilize, Moore's Law

'Modern' concepts:

- full potential, smart, connected

Mission Statements



"Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers."



"Our goal when we created Tesla a decade ago was the same as it is today: to accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible."

Mission Statements

Characteristics:

Infinitive of purpose:

- to accelerate

All embracing measures:

- the world moves

'Refined' terms:

- advent

'Modern' concepts/promotional terms:

- seamlessly, apps, riders, sustainable, goal

Positive, persuasive adjectives:

- Compelling

Mission Statements



"Our deepest purpose as an organization is helping support the health, well-being, and healing of both people — customers, Team Members, and business organizations in general — and the planet."



"The Home Depot is in the home improvement business and our goal is to provide the highest level of service, the broadest selection of products and the most competitive prices."

Mission Statements

Characteristics:

Infinitive of purpose:

- to provide

All embracing measures:

- the planet

'Refined' terms:

- healing

Modern concepts/promotional terms:

- well-being, team members, business, goal

Positive, persuasive adjectives/superlatives:

- deepest, highest, broadest, most competitive

Mission Statements



"Virgin America is a California-based airline that is on a mission to make flying good again, with brand new planes, attractive fares, top-notch service, and a host of fun, innovative amenities that are reinventing domestic air travel."



"Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit."

Mission Statements

Characteristics:

‘Refined’ terms:

- amenities, dedication

Modern concepts/promotional terms:

- mission, innovative
- warmth, friendliness, company pride

Positive, persuasive adjectives/superlatives:

- brand new, attractive, top-notch, highest

Mission Statements



"To make unique sports cars that represent the finest in Italian design and craftsmanship, both on the track and on the road."



"Bring inspiration and innovation to every athlete in the world.*

If you have a body, you are an athlete."

L'ORÉAL

"Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety"

Mission Statements

Characteristics:

Infinitive of purpose:

- to make unique

All embracing measures:

- every athlete in the world, worldwide

'Refined' terms:

- craftsmanship, inspiration, innovation

Modern concepts/promotional terms:

- Italian design, quality, efficacy, safety

Positive, persuasive adjectives/superlatives:

- finest, best

Mission Statements

Assignment:

Choose a simple company mission statement in Italian (1st slide)

Translate the mission statement into English (2nd slide)

Comment on the translation issues and solutions (3rd slide)