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INTRODUCTION

The book is created on the nuts and bolts of English for Specific Aims approach that implies English language usage as a manual-stock for students for getting knowledge about their profession, an informative source that lets them be aware of the most wide-spread and cutting-edge strategies and ways used in their professional field all over the world. “English for PR relations and advertising, archival science and scientific discipline of documentation” is written for both freshmen and sophomores of the State technical university and designed for encouraging students to develop their professional and communication skills on the basis of the interactive multimedia communicative approach - an approach that enables students to learn from each other as well as from the teacher and the textbook and media and cyber resources.

Moreover, in appendixes 1 – 3 you can find a rather important information concerning grammar aspects, linguistic variants and letter samples.

“Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate to prefer the latter.”

– *Thomas Jefferson (1743 – 1826), U. S. President*

“When a man assumes a public trust, he should consider himself as public property. ”

– *Thomas Jefferson (1743 – 1826), U.S. president*

“What is a student to believe when taught about a free press and the First Amendment in class if the free expression of then school’s own journalists is suppressed?”

– *Henry Reichman, Censorship and Selection: Issues and Answers for Schools*

“The reality of newspaper publishing includes making responsible decisions about what to print, in order to avoid unnecessary lawsuits. ... To assume that these decisions are most appropriately left to the student journalist escapes all reason.”

– *National School Boards Association/National Association of Secondary School Principals*

“If there is no educational, scholastic freedom ... then all [students] learn is to bow down to whatever particular governmental authority happens to be in charge of the rules at the time.”

– *Jack Harkrider, high school journalism adviser*

**UNIT 1. ADVERTISING. EIGHT PRINCIPAL MEDIA.
A FREE-MARKET ECONOMY**

Text 1. Advertising
 Text 2. Eight principal media
 Text 3. A free-market economy
 Grammar drill
 Lexical booster
 Speech activator
 Listening

Active lexical minimum (look up dictionary)

advertising	development	to compete with
product	to flourish	to dominate
public	to alter	undue
persuade	to make contact with	the editorial stance
advertise	state-run	reliance
promote	advertising spots	to convey
income	outdoor billboards and posters	integrity
encourage	miscellaneous	

N.B.
 Advertisement (ad) = announcement , notice
 A publicity is the notice or attention given to someone or something by the media
 An ad is an announcement in a newspaper, on television, or on a poster about something such as a product, event, or publicizing a job vacancy

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Advertising stands for the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In the noncommunist world advertising has become a large and important service industry.

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.

The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States.

2. All-over reading of the text

There are *eight principal media* for advertising. Perhaps the most basic medium is the *newspaper*, which offers advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. *Magazines*, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products of particular interest to such people the chance to make contact with their most likely customers.

In Western industrial nations the most pervasive media are *television and radio*. Although in some countries radio and television are state-run and accept no advertising, in others advertisers are able to buy short "spots" of time, usually a minute or less in duration. Advertising spots are broadcast between or during regular programs, at moments sometimes specified by the advertiser and sometimes left up to the broadcaster. For advertisers the most important facts about a given television or radio program are the size and composition of its audience. The size of the audience determines the amount of money the broadcaster can charge an advertiser, and the composition of the audience determines the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run.

The other advertising media include *direct mail*, which can make a highly detailed and personalized appeal; *outdoor billboards and posters*; transit advertising, which can reach the millions of users of mass-transit systems; and *miscellaneous media*, including dealer displays and promotional items such as matchbooks or calendars.

For an advertisement to be effective its production and placement must be based on a knowledge of the public and a skilled use of the media.

3. Scan the text for a laconic but rather informative review

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it. In criticism of advertising it has been argued

that the consumer must pay for the cost of advertising in the form of higher prices for goods; against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford them, thus helping these firms to dominate the market; on the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, at the local level advertising enables them to hold their own.

Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ – the editorial stance of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey his messages; any compromise of the integrity of a media firm might result in a smaller audience for his advertising.

Do you back up the following flow chart in PR? Give the well-founded comments. (Look all these terms up from the chart): it may direct to your reasonable answers.



Listening: you'll hear a type of ad in which Mrs. Bloggs is being made to try a new detergent for washing. What is advertised? What is a type of advertising?

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Various kinds of sports (to be) popular in Russia. 2. Both children and grown-ups (to be) fond of sports. 3. What (to be) the matter with her? She (to be) so excited. – I (not to know). 4. Where you (to go)? – I (to go) to the Dynamo stadium to see the match which (to take) place there today. 5. You (to know) that a very interesting match (to take) place last Sunday? 6. He (to go) to the south a week ago. 7. When I (to be) about fifteen years old, I (to enjoy) playing football. 8. Our football team (to win) many games last year. 9. Where (to be) Boris? – He (to play) chess with his friend. 10. I (to be) sorry I (to miss) the match yesterday. But I (to know) the score. It (to be) 4 to 2 in favour of the Spartak team. 11. Nellie (to leave) for Moscow tomorrow. 12. I (to be) in a hurry. My friends (to wait) for me. 13. You (to be) at the theatre yesterday. You (to like) the opera? – Oh yes, I (to enjoy) it greatly. 14. You (to go) to London next summer? 15. We (to go) on a tramp last Sunday. 16. Your brother (to go) to the country with us next Sunday? 17. Granny (not to cook) dinner now. 18. We (to cook) our meals on a fire last summer. 19. My sister (to wash) the dishes every morning. 20. When you (to go) to school?

Translate

1. Я уже три дня об этом думаю. 2. Моя сестра пьет кофе с молоком. А я всегда предпочитал черный кофе. 3. Мы очень рады вас видеть. Мы вас ждали целый месяц. 4. Вы все еще читаете эту книгу? Сколько времени вы ее уже читаете? 5. Моя сестра занимается музыкой уже пять лет. 6. Я ищу тебя весь вечер. Где ты был все это время? 7. Они пишут сочинение уже два часа. 8. Мы знаем друг друга уже четыре года. 9. Я всегда хотел изучать английский язык. 10. Где Нина? – Она уже два часа дома. 11. Где дети? – Они все еще играют во дворе. 12. Мой брат уже три года инженер. 13. Мой друг знает английский с детства. 14. Я уже полчаса наблюдаю за тобой. 15. Ваш брат еще болен? – Нет, он уже поправился. Он уже три дня занимается физикой. Он хочет получить отличную оценку на экзамене. 16. Мне уже давно хочется прочесть эту книгу. 17. Я уже двадцать минут пытаюсь найти мою старую тетрадь. 18. Они уже десять лет живут в Нью-Йорке. 19. Моя тетя – артистка. Она всегда любила театр. 20. Ваш папа уже вернулся с севера? – Да, он уже две недели дома.

Find mistakes

1. Last year, 2,827 people killed and almost 300,000 hurts in traffic-related accidents in the state. 2. Does you agree with this statement? 3. Everything have a price. 4. Of course, living in a city like this have its disadvantages as well. 5. Singapore don't suffer from problems that are common in many cities.

6. There is two types of traveler: those who do it because they *want* to, and those who do it because they *have* to. 7. Some people lives to work and others worked to live. 8. In most cases, this depend on the job they have and the conditions under which they is employed. 9. Even some science degrees may equips you for a career in journalism. 10. The aims and purpose of the Council includes the establishment of standards of qualification for entry. 11. Doesn't leave these sweets on the table: somebody will ate them. 12. I think the weather would fine next week. 13. Hesaid he is staying at the "Ritz" Hotel. 14. They realized that they lost) their way in the dark. 15. He asked me where I study. 16. I thought that I shall finish my work at that time. 17. He says he works at school two years ago. 18. Victor said he is very busy. 19. My friend asked me who is playing the piano in the sitting-room. 20. He said he will come to the station to see me off.

Lexical booster

Build up a derivational chain

(e.g. promote – promotion-promoter-promoted)

Advertise, encourage, develop, dominate, public, compete, reliance, persuade, product, alter

Find the antonyms / synonyms

(e.g. to flourish-languish/flower, luxuriate, prosper, thrive, blossom)

state-run, income, alter, dominate, integrity, promote, product, encourage, outdoor, billboards and posters

Translate into English

1. Реклама – объявление или плакат, которые содержат текст с таким оповещением, как средство привлечения внимания потребителей.

2. Последнее время производство машин данной марки доминирует на мировом рынке.

3. Данная компания занимается продвижением продукта фирмы Нестле.

4. Он умеет убедить так, что уверенность возникает предельно быстро.

5. Тяжело вступать в конкуренцию с компанией, имеющей высокую прибыль.

6. Многие университеты все еще находятся на государственном снабжении.

7. Не всегда притягательная упаковка побуждает население приобрести товар.

8. Чрезмерное использование рекламных роликов в период трансляции программы изменяет отношение потребителя к ухищрениям медиа.

9. Разнообразие постеров и наружных билбордов порой вводит в заблуждение потребителя.

10. Рекламная компания процветает за счет политики убеждения и привлечения внимания к продукту или услуге.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Translate the sentences from the texts

1. Most advertising involves promoting a good.
2. Advertising stands for the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.
3. In some countries radio and television are state-run and accept no advertising.
4. It has been argued that advertisers exercise an undue influence over the regular contents of the media they employ.
5. Any compromise of the integrity of a media firm might result in a smaller audience for his advertising.

Make up sentences

1. In / pervasive / the / most / Western / nations / media / are / television / industrial / and / radio.
2. Advertising / The / great / growth / expansion / 19th / of / business / in / was / the / century / accompanied / by / the / of / an / industry.
3. Is / In / many / for / the / countries / advertising / the / source / most / important / of / income / media.
4. The amount of / The / of the / size / audience / determines / money.
5. In / as / the / was / ancient / medieval / and / existed / world / such / conducted / advertising / by / word / of / mouth.

Speech activator

Answer the questions

- What is an advertisement?
- Which are the functions of ad?
- Which are the pluses and minuses of publicity or ad?
- What is the difference between publicity and ad? They are the same, aren't they?

Group 2 students for an issue discussion about 'Eight principal media for advertising'.

Look through three texts and find all parentheses and translate them into Russian.

**UNIT 2. REVOLUTION IN POPULAR MAGAZINES.
ASSOCIATION OF AMERICAN ADVERTISERS.
EDITORIAL CONTENT: THE PRINCIPLE
OF “MINIMUM OFFENSE”**

Text 1. Revolution in popular magazines
Text 2. Association of American Advertisers
Text 3. Editorial content: the principle of “minimum offense”
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

resistance	the insidious advertiser	content	modify
repeal	take a high line	stimulating	rueful
credulous	edition	to move forward	forgo
unwary	to ascertain	copywriter	forfeit
the wily arts	substitute for	layout	

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

There was a certain resistance to advertising in magazines, in keeping with their literary affinities. When the advertisement tax in Britain was repealed in 1853 and more advertising began to appear, the Athenaeum thought fit to say: “It is the duty of an independent journal to protect as far as possible the credulous, confiding and unwary from the wily arts of the insidious advertiser.”

In the United States many magazines, such as Harper's, took a high line with would-be advertisers until the 1880s; and Reader's Digest, with its mammoth circulation, admitted advertisements to its American edition only in 1955. Yet today some sectors of the magazine industry are dominated by advertising, and few are wholly free from its influence. Magazine advertising economics in the United States Cyrus Curtis showed what could be achieved in attracting advertising revenue with the Saturday Evening Post.

2. All-over reading of the text

The first organization for this purpose was set up by the Curtis Publishing Company in 1911; but such research did not become general until the 1930s. Reader research, to ascertain what readers wanted from magazines, was also developed in the 1930s and proved to be a useful tool, though no substitute for editorial flair. As was once observed by the features editor of Vogue: “If we find out what people want, it's already too late.”

By 1900 advertisements might form up to 50 percent of its contents; by 1947, the proportion was more often 65 percent. A proprietor was no longer just selling attractive editorial matter to a segment of the public; he was also selling a well-charted segment of the public to the advertiser. Though the process was most pronounced in the United States, a vast country where, in the absence of national newspapers, national magazines had a special function, the same principles came to apply, in varying degrees, in Europe.

The effects of advertising on the appearance of the magazine have been, on the whole, stimulating. At the turn of the century, advertisements began to move forward from the back pages into greater prominence among the editorial matter, and this was often regretted by readers. At the same time, advertising agencies were developing from mere space sellers into copywriters and designers; their efforts to produce work of high visual appeal forced editors to make their own editorial typography and layout more attractive. The use of colour, in particular, was greatly fostered by advertisers once they discovered its effectiveness. In the 1880s colour printing was rare, but, after the development of the multicolour rotary press in the 1890s, it steadily became more common. By 1948 nearly half the advertising pages of the leading American magazines were in two or more colours.

3. Scan the text for a laconic but rather informative review

The effect of advertising on editorial content is harder to analyze. Advertisers have not been slow to exercise financial pressure and have often succeeded in suppressing material or modifying policy. In 1940, for instance, *Esquire* lost its piano advertisements after publishing an article recommending the guitar for musical accompaniment; six months later it tried to win them back with a rueful editorial apology. Yet many magazines, notably the *Saturday Evening Post*, *Time*, and *The New Yorker*, have persistently asserted editorial independence. Something like a balance of power has come into being, which can tip either way. What can safely be said is that advertising pressure as a whole has been a socially conservative force, playing on conformity, inclining magazines to work on the principle of “minimum offense,” and holding them back from radical editorial departures until they are clearly indicated by changes in public taste. This has tended to make the large-circulation magazine an exploiter rather than a discoverer of fresh talent or new ideas. Yet in the last analysis, advertisers have been forced to recognize that magazines, like newspapers, cannot forgo too much of their independence without forfeiting the loyalty of their readers and hence their value as an advertising medium.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. He (apply) the new method for his investigation. 2. The subject (compare) the cards. 3. The psychologist (reject) this idea. 4. She often (work) at the psychological laboratory. 5. The scientist (apply) new devices. 6. The investigator (use) testing in his research. 7. He (consider) them to be right. 8. She (give) instructions to the students. 9. He gradually (achieve) good progress in his studies. 10. She (deny) such hasty conclusions. 11. I (reject) his position. 12. They (make) proper conclusion. 13. I (apply) his method for my experiments. 14. She (specialize) in engineering psychology. 15. We (study) the problem of group dynamics. 16. You (compare) the experimental data. 17. He (use) the latest data in my research. 18. They (deny) their approach. 19. I (give) instructions to the subjects. 20. We (achieve) good results on the basis of his method.

Translate

1. Ваша квартира в три раза больше моей. 2. Это самая интересная книга, которую я когда-либо читал. 3. Внезапно я услышал (чей-то) громкий крик. 4. Я взял такси. 5. Мы прошли одну или две мили. 6. Собака – домашнее животное. 7. Он показал мне письмо своей сестры. 8. Она взяла коньки своего брата. 9. Дайте мне тетради ваших учеников. 10. Принесите вещи детей. 11. Вчера дети нашли птичье гнездо. 12. Это семья моего друга. Отец моего друга – инженер. Мать моего друга – преподаватель. 13. Чья это сумка? – Это сумка Тома. 14. Чьи это словари? – Это словари студентов. 15. Вы видели книгу нашего учителя? 16. Мне нравится почерк этого мальчика. 17. Я слышу голос моей сестры. 18. Она открыла окно и услышала смех и крики детей. 19. Она поставила мокрые сапоги мальчиков к печке. 20. Это бабушкино кресло. 21. В столовой есть кто-нибудь? 22. Расскажите нам все о вашем путешествии.

Find mistakes

1. Has somebody in this group got a dictionary? 2. Nothing left a magazine in our classroom yesterday. 3. The question was so difficult that somebody could answer it. 4. I am afraid I shan't be able to find everybody in the office now: it is too late. 5. Something knows that water is necessary for life. 6. Is there you here who knows French? 7. You must find he who can help you. 8. Everybody knew anything about America before Columbus discovered it. 9. I saw something in the train yesterday who looked like you. 10. There is his in the next room. I don't know him. 11. Please tell us the story that knows it. 12. Is there a in my group who lives in the dormitory? 13. Has we here got a red pencil? 14. Nobody can answer this question. It is very easy. 15. I put my dictionary hereyesterday and now I can't find it. – Of course, that is because you

leave your books nowhere. 16. You must go here next summer. 17. Did you go on Sunday? 18. Let's go nowhere. The weather is fine. 19. I don't want to stay at home in such weather. 20. I cannot find my glasses everywhere.

Lexical booster

Build up a derivational chain

Modify, stimulating, substitute, forfeit, credulous, edition

Find the antonyms / synonyms

Insidious, repeal, unwary, layout, rueful, forgo

Translate into English

1. Он пытался вспомнить планировку рекламного контента.
2. Правозащитные организации требуют, чтобы редактор был оправдан, а статья закона, в нарушении которой его обвиняют, отменена.
3. Неосмотрительные действия хитрого рекламодателя подорвали репутацию.
4. Копирайтер – сотрудник какой-либо фирмы, часто рекламного агентства, занимающийся написанием рекламных текстов.
5. Конструкция, которая может заменять слово, называется выражением.
6. Нельзя быть слишком доверчивым по отношению к источникам масс-медиа.
7. Не нравится мне позиция, которую вы заняли!
8. Реклама – двигатель прогресса.
9. Пиар стремительно набирает мощь и продвигается вперед посредством изворотливой пропаганды.
10. Скоро выйдет издание ее первого романа о современных проблемах молодежи.

Choose the best option according to the content of those texts

1. Yet today some sectors of the magazine industry are dominated by _____.
a) advertising; b) internet; c) social recognition; d) public rate.
2. The first organization for this purpose was set up by _____.
a) the multicolour rotary press; b) Vogue; c) the Saturday Evening Post; d) the Curtis Publishing Company.
3. Their efforts to produce work of high _____ appeal forced editors to make their own editorial typography and layout more attractive.
a) sound; b) visual; c) sex; d) special digital.

4. Many magazines work on the principle of _____.
- a) “maximum offense”; b) “minimum offense”;
c) “minimum provocation”; d) “maximum provocation”.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Which are the effects of advertising?
- What is the duty of independent journal in advertising sphere?
- “If we find out what people want, it's already too late.” How can you elucidate this statement by Vogue.
- What is the effectiveness of the use of colour in printing?

Research the history of a newspaper in your area

Find out who founded the paper and when. Was it ever affiliated with a political party? Who owns the paper? Write a summary of your findings.

Test your critical thinking. Have a discussion about the following news issues

1. Is the press really preoccupied with “bad news”? If not, why do so many people think this? What dilemmas do news people face in trying to balance news that the audience wants with news that it needs?
2. In what kind of a climate do your local media operate? For example, do the owners of radio and TV stations also own a newspaper? Is there only one local paper? Are the media locally owned or part of a larger conglomerate? What conclusions can be drawn about media independence and competitiveness?
3. What dilemmas do journalists face because of lack of time and space? Are there any solutions?
4. Is it always the fault of the newspaper or station when the facts come out wrong in a story? Might it be the fault of the news source? Might the “error” be in the minds of the audience?
5. When is it right for reporters to use anonymous sources? What ethical questions are involved?

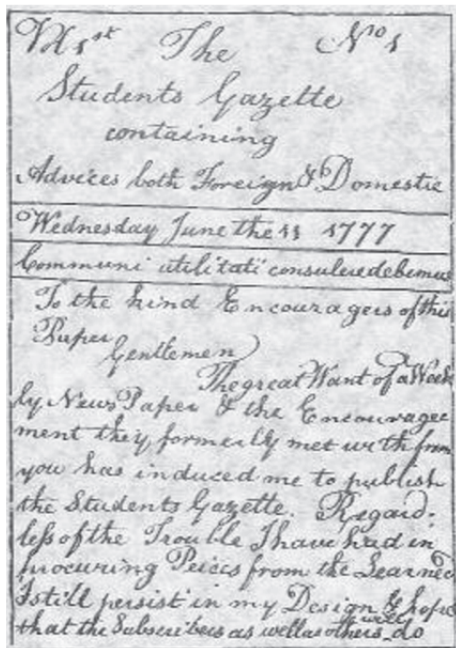
Using appendix 1 as an sample for writing the letter of refusal.

UNIT 3. THE HISTORY OF PUBLISHING. PRINTING IN EUROPE. THE FUNCTIONS TO THE PUBLISHER

Text 1. The history of publishing
 Text 2. Printing in Europe
 Text 3. The functions to the publisher
 Grammar drill
 Lexical booster
 Speech activator

Active lexical minimum (look up dictionary)

interplay	pursue	permanence	miscellaneous
literacy	wares	heritage	branch out
disseminating	mail order	loose	frivolous
inseparable	direct sales	immediacy	cater to



1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

The history of publishing is characterized by a close interplay of technical innovation and social change, each promoting the other. Publishing as it is known today depends on a series of three major inventions – writing, paper, and printing – and one crucial social development – the spread of literacy. Before the invention of writing, perhaps by the Sumerians in the 4th millennium BC, information could be spread only by word of mouth, with all the accompanying limitations of place and time.

Writing was originally regarded not as a means of disseminating information but as a way to fix religious formulations or to secure codes of law, genealogies, and other socially important matters, which had previously been committed to memory. Publishing could begin only after the monopoly of letters, often held by a priestly caste, had been broken, probably in connection with the development of the value of writing in commerce. Scripts of various kinds came to be used throughout most of the ancient world for proclamations, correspondence, transactions, and records; but book production was confined largely to religious centres of learning, as it would be again later in medieval Europe. Only in Hellenistic Greece, in Rome, and in China, where there were essentially nontheocratic societies, does there seem to have been any publishing in the modern sense – i.e., a copying industry supplying a lay readership.

The invention of printing transformed the possibilities of the written word. Printing seems to have been first invented in China in the 6th century AD in the form of block printing. An earlier version may have been developed at the beginning of the 1st millennium BC, but, if so, it soon fell into disuse. The Chinese invented movable type in the 11th century AD but did not fully exploit it. Other Chinese inventions, including paper (AD 105), were passed on to Europe by the Arabs but not, it seems, printing. The reason may well lie in Arab insistence on hand copying of the Qurān (Arabic printing of the Qurān does not appear to have been officially sanctioned until 1825).

2. All-over reading of the text

The invention of printing in Europe is usually attributed to Johannes Gutenberg in Germany about 1440 – 50, although block printing had been carried out from about 1400. Gutenberg's achievement was not a single invention but a whole new craft involving movable metal type, ink, paper, and press. In less than 50 years it had been carried through most of Europe, largely by German printers.

Printing in Europe is inseparable from the Renaissance and Reformation. It grew from the climate and needs of the first, and it fought in the battles of the second. It has been at the heart of the expanding intellectual movement of the past 500 years. Although printing was thought of at first merely as a means of avoiding copying errors, its possibilities for mass-producing written matter soon became evident. In 1498, for instance, 18,000 letters of indulgence were printed at Barcelona. The market for books was still small, but literacy had spread beyond the clergy and had reached the emerging middle classes. The church, the state, universities, reformers, and radicals were all quick to use the press. Not surprisingly, every kind of attempt was made to control and regulate such a “dangerous” new mode of communication. Freedom of the press was pursued and attacked for the next three centuries; but by the end of the 18th century a large measure of freedom had been won in Western Europe and North America,

and a wide range of printed matter was in circulation. The mechanization of printing in the 19th century and its further development in the 20th, which went hand in hand with increasing literacy and rising standards of education, finally brought the printed word to its powerful position as a means of influencing minds and, hence, societies.

3. Scan the text for a laconic but rather informative review

The functions peculiar to the publisher – i.e., selecting, editing, and designing the material; arranging its production and distribution; and bearing the financial risk or the responsibility for the whole operation – often merged in the past with those of the author, the printer, or the bookseller. With increasing specialization, however, publishing became, certainly by the 19th century, an increasingly distinct occupation. Most modern Western publishers purchase printing services in the open market, solicit manuscripts from authors, and distribute their wares to purchasers through shops, mail order, or direct sales.

Published matter falls into two main categories, periodical and nonperiodical; i.e., publications that appear at more or less regular intervals and are members of a series and those that appear on single occasions (except for reissues of essentially the same material).

Of the nonperiodical publications, books constitute by far the largest class; they are also, in one form or another, the oldest of all types of publication and go back to the earliest civilizations. In giving permanence to man's thoughts and records of his achievements, they answer a deep human need. Not every published book is of lasting value; but a nation's books, taken as a whole and winnowed out by the passing years, can be said to be its main cultural storehouse. Conquerors or usurpers wishing to destroy a people's heritage have often burned its books, as did Shih Huang-ti in China in 213 BC, the Spaniards in Mexico in 1520, and the Nazis in the 1930s.

There is no wholly satisfactory definition of a book, as the word covers a variety of publications (for example, some publications that appear periodically, such as *The World Almanac* and *Book of Facts*, may be considered books). For statistical purposes, however, the United Nations Educational, Social and Cultural Organization defines a book as “a non-periodical printed publication of at least 49 pages excluding covers.”

Periodical publications may be further divided into two main classes, newspapers and magazines. Though the boundary between them is not sharp – there are magazines devoted to news, and many newspapers have magazine features – their differences of format, tempo, and function are sufficiently marked: the newspaper (daily or weekly) usually has large, loose pages, a high degree of immediacy, and miscellaneous contents; whereas the magazine (weekly, monthly, or quarterly) has smaller pages, is usually fastened together and sometimes bound, and is less urgent in tone and more specialized in content. Both sprang

up after the invention of printing, but both have shown a phenomenal rate of growth to meet the demand for quick information and regular entertainment. Newspapers have long been by far the most widely read published matter; the democratizing process of the 19th and 20th centuries would be unthinkable without them. Magazines, close behind newspapers both historically and in terms of readership, rapidly branched out from their learned origins into “periodicals of amusement.” Today there is probably not a single interest, frivolous or serious, of man, woman, or child, that is not catered to by a magazine.

There are, of course, many other types of publications besides books, newspapers, and magazines. In many cases the same principles of publishing apply, and it is only the nature of the product and the technicalities of its manufacture that are different. There is, for instance, the important business of map and atlas publishing. Another important field is music publishing, which produces a great variety of material, from complete symphonic scores to sheet music of the latest popular hit. A further range of activities might be grouped under the term “utility publishing”; i.e., the issuing of calendars, diaries, timetables, ready reckoners, guide books, and all manner of informational or directional material, not to mention postcards and greeting cards. A great deal of occasional publishing, of pamphlets and booklets, is done by organizations to further particular aims or to spread particular views; e.g., by churches, religious groups, societies, and political parties. This kind of publishing is sometimes subsidized.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. My friend (have) to get up early in the morning because he (go) to school. 2. That's why he usually (go) to bed early in the evening. 3. The weather (be) very bad in the morning yesterday. 4. The sky (be) grey and it (rain). 5. But in the middle of the day the weather (begin) to change. 6. The rain (stop) and the sun (appear) from behind the clouds. 7. In the afternoon it (be) very warm. 8. I (not want) to stay at home and (go) into the yard. 9. There (be) boys and some girls in the yard. 10. We (play) in the yard till late in the evening. 11. When I (come) home, I (drink) tea, (eat) a sandwich and (go) to bed at once. 12. I (sleep) very well at night. 13. What you (do) after breakfast? – After breakfast I (go) to school. 14. My granny (like) to read a book after lunch. 15. The people usually (have) breakfast in the morning. 16. They (have) dinner in the afternoon. 17. In the evening people (have) supper. 18. There is a proverb: "After dinner (sleep) a while, after supper (walk) a mile." 19. Who (cook) dinner in your family? 20. Yesterday father (tell) us a very interesting story at the breakfast.

Translate

1. Оба его брата живут там. 2. Все мои карандаши в этой коробке. 3. Это моя собственная машина. 4. Она все готовит сама. 5. Они любят своих детей. 6. Вот ваша шляпа, а где моя? 7. Посмотри на себя. 8. Веди себя прилично! 9. Угощайся! Угощайтесь! 10. Получай удовольствие! Наслаждайся жизнью! 11. Вам придется сделать все самим. 12. Я приехал один. 13. Кто те люди? 14. Вы видите тот дом за рекой? 15. Это – ручка, а то – карандаш. 16. Не делай(те) этого! 17. Что это значит? 18. Не употребляйте такие слова! 19. Я живу здесь уже много лет. 20. В кувшине много молока.

Find mistakes

1. My friend's flat are very comfortable. 2. There was three rooms in the flat: a living-room, a study and a bedroom. 3. The living-room be not very large. 4. The walls in the living-room will blue. 5. There is some pictures on the walls. 6. There is a table in the middle of the room with some chairs around it. 7. To the left of the door there were a sofa. 8. Near the sofa there are two large arm-chairs. 9. They is very comfortable. 10. There are a piano in my friend's living-room. 11. The piano be to the right of the door. 12. The bedroom and study is small. 13. The furniture in the flat is brown. 14. She study English. 15. We attending English classes in the evening. 16. On the days when I have no classes, I stay at home and does some work about the house. 17. You have dinner with my family. 18. After dinner they talking to the members of my family, watch TV and read the books, some newspapers and magazines. 19. We goes to bed late at night. 20. You play the piano?

Lexical booster

Build up a derivational chain

Frivolous, inseparable, commit, publish, readership, demand

Find the antonyms / synonyms

Inseparable, Interplay, memory, periodical, purchase, invention

Translate into English

1. Любая информация распространяется быстро.
2. Данные товары можно заказать по почте.
3. Устойчивость гарантирует закрепленность на мировом рынке.
4. Открытость медиа потворствует доверию среди читателей и пользователей.

5. Чтобы стать преуспевающим журналистом, надо уметь грамотно излагать серьезные и frivolous темы общественности.
6. Социальное развитие началось с распространения грамотности.
7. Он уходит из компании, так как хочет руководствоваться своими собственными деловыми интересами.
8. Редакторы начали продавать свой «товар» за полцены.
9. Разносторонние темы были освещены в политической газете.
10. Бесценное наследие социолога – знание всех особенностей общества в полной мере.

The following newspapers have interesting histories. Choose one and do some research into its background. Write a brief report on what makes it interesting

The Philadelphia Inquirer
The Des Moines Register
Chicago Defender
Berkeley Barb
Milwaukee Journal Sentinel
USA Today
Alton (Illinois) Observer
The Wall Street Journal
Lakota Times (Indian Country Today)
The Tombstone (Arizona) Epitaph

Cross an odd word off the line

1. Journal, book, magazine, letter, message
2. Print, edit, publish, public, type
3. Editor, writer, journalist, commentator, correspondent
4. Category, kind, variant, level, type
5. Gather, collect, pick up, accumulate, amass
6. Search, look for, find, excavate, dig out
7. Get across, transmit, broadcast, pass off, give
8. Information, fact, news, memories, events
9. Problem, dilemma, predicament, difficulty, shortcoming

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Published matter falls into two main categories. Which are they?
- Which three major inventions does the publishing depend on?

- Enumerate the types of periodical and nonperiodical editions and describe all of them laconically.
- How is the publishing subsidised?

Group 2 – 4 students for a topic discussion ‘two main categories of publishing as periodical and nonperiodical’.

Insert one and the same word from a sphere of publishing in each sentence. Give its various grammatical forms

The invention of _____ in Europe is usually attributed to Johannes Gutenberg in Germany about 1440 – 50, although block _____ had been carried out from about 1400. _____ in Europe is inseparable from the Renaissance and Reformation.

Although _____ was thought of at first merely as a means of avoiding copying errors, its possibilities for mass-producing written matter soon became evident. The mechanization of _____ in the 19th century and its further development in the 20th, which went hand in hand with increasing literacy and rising standards of education, finally brought the printed word to its powerful position as a means of influencing minds and, hence, societies.

Write a brief essay on each of the following situations. Be prepared to discuss your position

1. As a university reporter, you’re covering a meeting of the board of education. Suddenly the president of the board turns to you and says, “I’m sorry, but this part of the meeting is off the record. Please stop taking notes and do not report any of this in the paper.” What do you do? Why?

2. You’re in the school cafeteria and you overhear two university administrators discussing “the massive number of students who cheat.” Do you have a story? How would you proceed? Why?

Working in teams, prepare a code of standards for the publications in your university.

Surf the net

Examine the Internet site for one or more of these organizations: the Journalism Education Association, the Student Press Law Center, and the Freedom Forum. Write a brief summary of how the site might be helpful in dealing with freedom of the press and censorship issues.

Using appendix 1 as an sample for writing the letter of requirement.

**UNIT 4. PUBLIC RELATIONS: SOCIAL MEDIA.
YELLOW JOURNALISM. THE ADVENT OF RADIO**

Text 1. Public relations: social media
 Text 2. Yellow journalism
 Text 3. The advent of radio
 Grammar drill
 Lexical booster
 Speech activator

Active lexical minimum (look up dictionary)

press releases and press kits		screaming	shock jocks
feedback	scoops	social media	monitoring
stakeholder	outrageous	to detect	outspoken
VNRs and ANRs			

Complete the definition of PR with the words (*audiences, publics, persuade, self confidence, self discipline, an eye for a detail action orientation, creativity problem solving*)

Public relations (PR) is the practice of managing the flow of information between an organization and its _____. Public relations provides an organization or individual exposure to their _____ using topics of public interest and news items that do not require direct payment. Their aim is often to _____ the public, investors, partners, employees and other stakeholders to maintain a certain point of view about the company, its leadership, products or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

Public relations specialists communicate with the public on behalf of companies, organizations or governments. They are also called communications or media specialists. A public relations specialist spreads his or her employer's or client's message to the public, often using the media as a conduit. Those who want to work as public relations specialists should have these attributes:

- the ability to communicate clearly;
- _____;
- initiative;
- good judgement;
- an outgoing personality;
- _____.

Writing, _____, decision making and research skills are also a must for aspiring public relations specialists. The ability to work on a team is also important.

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Traditional public relations tools include press releases and press kits which are distributed to the media to generate interest from the press. Other widely used tools include brochures, newsletters and annual reports. Increasingly, companies are utilizing interactive social media outlets, such as blogs, Micro-blogging and social media. Unlike the traditional tools which allowed for only one-way communication, social media outlets allow the organization to engage in two-way communication, and receive immediate feedback from various stakeholders.

There are two types of Two-way communication, Two-way asymmetrical public relations and Two-way symmetrical public relations. An asymmetrical public relation model is unbalanced. In this model an organization gets feedback from the public and uses it as a basis for attempting to persuade the public to change. A symmetrical public relation model means that the organization takes the interests of the public into careful consideration and public relations practitioners seek a balance between the interest of their organization and the interest of the public. Video and audio news releases (VNRs and ANRs) are often produced and distributed to TV outlets in hopes they will be used as regular program content, with or without acknowledgment of the source. One emerging theme is the application of psychological theories of impression management. Advertising dollars in traditional media productions have declined and many traditional media outlets are seeing declining circulation in favor of online and social media news sources. One site even tracked the death of newspapers. As readership in traditional media shifts to online media, so have the focus of many in public relations. Social media releases, search engine optimization, content publishing, and the introduction of podcasts and video are other burgeoning trends.

The development of social media increased the speed of breaking news, so public relations professionals no longer have the luxury of time to construct a news statement after a daily news deadline. The viral effect of social networks require adequate training and real-time social media monitoring in order to detect the early signs of breaking news.

2. All-over reading of the text

Pulitzer and Hearst. The names of yellow journalists Joseph Pulitzer and William Randolph Hearst are today still known in association with newspapers, but also with journalism education and awards. Pulitzer founded the Columbia School of Journalism, the first of its kind, and endowed the Pulitzer Prizes, awarded annually for excellence in specific areas of journalism, literature, and music. The Hearst Foundation makes a valuable contribution to journalism edu-

cation through news writing, broadcasting, and photography contests for college journalism students.

The late 19th century saw an era most journalists would rather forget: the age of “yellow journalism.” The term refers to an unethical, irresponsible brand of journalism involving hoaxes, altered photographs, screaming headlines, “scoops,” frauds, and endless self-promotions by the papers. *Yellow journalism* derives from the name of the Yellow Kid, a cartoon character that appeared in the *Sunday World* during the 1890s. The most notable of the yellow journalists were William Randolph Hearst, publisher of the *New York Journal*, and Joseph Pulitzer, publisher of the *New York World*. Like their predecessors, the “penny press,” these newspapers attracted huge audiences, and their competition for readers, advertisers, and each others’ most talented writers was fierce. Color supplements, numerous illustrations, cartoon strips, and dramatic coverage of wars and sporting events sent the papers’ circulations soaring.

3. Scan the text for a laconic but rather informative review

At the turn of the century, a development was looming that would change the nature of the news – and of the world – forever. In 1906 Dr. Lee De Forest made improvements in the vacuum tube that made possible the new medium of radio. Although no one person invented radio, De Forest’s vacuum tube was the key breakthrough. De Forest made the first newscast in 1916, when he broadcast presidential election returns over a limited area.

Regular daily programs started in Detroit in 1920. That same year station KDKA in Pittsburgh, Pennsylvania, broadcast the Harding-Cox presidential election returns of 1920, considered a milestone in radio journalism. The National Broadcasting Company (NBC) was formed in 1926 and the Columbia Broadcasting System (CBS) in 1927. The Mutual Broadcasting System went on the air in 1934, and when part of NBC’s network was sold in 1945, it was renamed the American Broadcasting Company (ABC). Radio fascinated the American public in the 1920s, 1930s, and 1940s.

Comedians such as Jack Benny, Bob Hope, and Fred Allen drew huge audiences, and sporting events such as football and baseball became widely accessible. Today, more than 500 million radios are in use. In the United States alone there are about 5,000 AM stations and almost as many FM stations.

Radio still occupies an important place among the media. Most stations play music mixed with news, and millions of Americans get their first word of major news events from radio as they drive to or from work or school. In the 1990s, though, radio took an unusual turn. So-called shock jocks and call-in talk shows began to dominate the air waves, especially on AM radio. Shock jocks – Howard Stern is one of the best known – make careers out of being insulting and outrageous, saying whatever comes to their minds, apparently in the hope that their comments will offend. Radio talk shows also have wide appeal – and stir

wide controversy. Millions have tuned in to such outspoken conservative hosts as G. Gordon Liddy, a convicted Watergate figure, and commentator Rush Limbaugh. Some people find their criticism of the country's leaders and other high-ranking officials disrespectful and offensive. Others argue that their outspokenness is in the finest tradition of American irreverence toward its leaders.

It's important to distinguish legitimate journalism from the work of shock jocks and radio talk-show hosts. Journalism is devoted to providing accurate, objective, untainted information that the public can use personally in decision making, particularly political decision making. Part of the role of the journalist is to entertain, of course, but that is the exclusive aim of the jocks and hosts. They're not journalists; they're entertainers. They stimulate conversation and debate, and that's good, but what they say should be taken with a grain of salt.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. They (do) something. 2. He (give) them some money. 3. You (bring) something for us. 4. I (take) some English books from you. 5. She (read) something. 6. He (write) a letter to somebody. 7. Somebody by the name of Petrov (live) on the third floor. 8. They (have) English books. 9. There (be) some tall trees in front of their house. 10. Peter (have) something in his box.

Translate

1. Я знаю интересную историю. 2. Он знает более интересную историю. 3. Она знает самую интересную историю. 4. Это длинный путь. 5. Это более длинный путь. 6. Это самый длинный путь. 7. Ее работа очень важна. 8. Его работа важнее. 9. Моя работа самая важная. 10. Это плохая песня. 11. Это еще более плохая песня. 12. Это самая плохая песня.

Find mistakes

1. What is your height? You is taller than me. 2. She feeled as strong as her brother. 3. We starts earlier than you. 4. He were more careful than I. 5. This student am the most attentive in our group. 6. I needs a warmer coat. 7. He are as tired as you. 8. He were one of the most experienced workers at the factory. 9. Better lated than never. 10. She were not so attractive as her mother. 11. His work am not so difficult as mine. 12. He were the eldest in the family. 13. It are easier to swim in the sea than in the river. 14. This am the smallest room in our flat.

Lexical booster

Build up a derivational chain

Provide, dominate, accurate, decision, outspokenness, grain

Find the antonyms / synonyms

Feedback, screaming, breakthrough, monitoring, convicted, irreverence

Translate into English

1. Термин «желтая пресса» происходит от выражения «желтый ребенок».
2. Социальный медиа контроль изучает отзывы на сенсационные новости.
3. Радио ток-шоу и шутки ведущих привлекают слушателей разных возрастов.
4. На телевидении поп-звезды нередко выступают в странной, броской одежде.
5. Уморительный фарс – конек этой радиопрограммы.
6. Технологический прорыв для медиа играет важную роль.
7. Пресс-подборки и пресс-релизы – набор рекламно-информационных материалов для вручения представителям органов печати.
8. Пайщик – любое лицо или группа лиц, имеющих интерес в компании.
9. Только натренированный глаз может заметить такие мелкие ошибки в наборе текста.
10. Специалисты по общественным связям общаются с социумом от лица компаний, организаций или государственных департаментов.

Determine if the following statements true or false according to the texts

1. Radio still occupies an important place among the media.
2. Journalism is devoted to providing accurate, objective, untainted information.
3. Radio fascinated the American public in the 1950s, 1960s, and 1970s.
4. Yellow journalism derives from the name of the Yellow Journal.
5. There are two types of Two-way communication, Two-way asymmetrical public relations and Two-way symmetrical public relations.

Match the definitions

Yellow journalism

An asymmetrical public relation model

A symmetrical public relation model

Press releases

Press kit

1. an organization gets feedback from the public and uses it as a basis for attempting to persuade the public to change

2. a package of promotional material provided to members of the press to brief them, esp. about a product, service, or candidate
3. the type of journalism that relies on sensationalism and lurid exaggeration to attract readers
4. the organization takes the interests of the public into careful consideration and public relations practitioners seek a balance between the interest of their organization and the interest of the public
5. an official statement issued to newspapers giving information on a particular matter

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Is it important to distinguish legitimate journalism from the work of shock jocks and radio talk-show hosts? Why?
- What is the age of yellow journalism? Give a short historical review about it.
- What is a two-way communication?
- What is the main function of VNRs and ANRs?

Using appendix 1 as a sample for writing the office memo.

UNIT 5. SENSATIONALISM ON TV. TELEVISION NEWSCAST. INFORMATION AGE

Text 1. Sensationalism on TV
 Text 2. Television newscast
 Text 3. Information age
 Grammar drill
 Lexical booster
 Speech activator

Active lexical minimum (look up dictionary)

revert	gavel-to-gavel	“trash” news	unconventional
revive	suppress	spotnews	invasion
wane	keystroke	breaking-news	computer-assisted reporting
erratic	reveal	by comparison	exploit

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

In some ways television, like radio, reverted in the 1990s to yellow journalism practices of 100 years ago. Daytime talk shows featuring dysfunctional guests with unconventional relationships and lifestyles helped revive the sensational practices of the past. So, too, did some network television shows with the look and feel of news documentaries that actually focused mainly on the exploits of the rich and famous. Serious news became hard to find. “If it bleeds, it leads” expressed the unspoken philosophy of many local television news shows. A careful look would reveal that even traditional newspapers and magazines began running more “trash” news at the expense of serious news. Yet as the new century begins, there is reason to hope. Interest in sensational programming seems to be waning. Television may present saturation coverage of the 1999 Littleton, Colorado, high school shootings, but it also promotes serious discussion of changes needed to prevent such events. Always sensitive to criticism (and the possibility of lower ratings), television news seems to be examining its practices as never before.

2. All-over reading of the text

The first television newscast took place in the late 1940s. Early television pictures were snowy, and transmission facilities were erratic. Both color and sound quickly improved. By the mid-1960s, more than 60 million TV sets were in use. Thirty years later, the number exceeded 90 million.

Television dramatically changed radio and newspapers. It took much of the entertainment role away from radio and claimed much of the spotnews, or breaking-news, role traditionally held by newspapers. Today newspapers deemphasize breaking news; it makes no sense for a newspaper to announce dramatically that an event occurred when most readers probably saw an account of it hours earlier on television. Modern newspapers put more emphasis on examining the background of current news events and covering trends and lifestyles in depth.

Today the traditional major television networks – ABC, CBS, and NBC – have seen their audiences fragmented by the growth of other programming. The new networks include Cable News Network (CNN), an around-the-clock news service that is often first with breaking news; Fox, which scored a coup when it acquired the rights to NFL football telecasts; C-Span, which provides gavel-to-gavel coverage of many government and related public-affairs meetings and conferences; and MSNBC, which appears on cable and the Internet. Most U.S. cities also receive good programming through Public Broadcasting Service (PBS) stations, although periodic cuts in government support are a threat to that programming. Additionally, the hundreds of cable TV stations provide alternatives to the networks by broadcasting shows that appeal to smaller, more specific audiences.

3. Scan the text for a laconic but rather informative review

The dawn of the Information Age has changed the world and journalism dramatically. Millions of people are connected to each other via the Internet. Information on virtually every topic is readily available. Journalism will be affected, but the basic skills and attitudes journalists need to do their jobs will not change.

The Internet is the latest in a series of important changes in communication. Over the past 50 years the processing of information has speeded up to the point that important events are known around the world within minutes of their happening. By comparison, the people who lived in colonial America were information paupers.

The history of journalism in America cannot be separated from the history of the country. The first American newspaper, *Publick Occurrences*, was suppressed after only a single issue in 1690 because the British authorities disapproved of it. In 1735 the authorities tried to suppress John Peter Zenger's *New York Weekly Journal* because of its criticism of the government. A jury acquitted Zenger, finding that truth, not government approval, was the standard for publication.

The press was instrumental in the colonial drive for independence from England, and the First Amendment to the Constitution of the new country guaranteed freedom of the press. In the 1800s newspapers began to devote more space to events and less to opinion and, because they cost only about a penny each, newspapers became immensely popular. The mass audience attracted more advertisers. Technology, in the form of the telegraph, accelerated the transmission of news during the Civil War and led eventually to the establishment of news wire services such as the Associated Press. The close of the 19th century saw the era of "yellow journalism," sensational stories and screaming headlines aimed at boosting circulation. Joseph Pulitzer's *New York World* and William Randolph Hearst's *New York Journal* helped incite the Spanish-American War and prompt the U.S. invasion of Cuba.

Gradually, sensationalism gave way to reform. Magazines such as *Collier's* and the *Saturday Evening Post* tried, often successfully, to better society and its institutions.

The improvement of the vacuum tube in 1906 led to the development of radio, the founding of the networks, and the creation of an instant news source for the American public. Television added pictures to sound, and a new medium was born. Because of television, newspapers figure less prominently in the lives of students than they once did; however, this appears to be changing. Young people are returning to the printed page, and this encourages journalistic leaders. They know that the responsibilities of citizenship, of keeping fully informed, require a deeper understanding than TV alone can provide.

The Internet is a rich new source of information. Hundreds of newspapers – including school papers – are on line, along with every other type of information, all available at a keystroke. Reporters using databases for their research have created a whole new category of reporting, computer-assisted reporting, a major development in news gathering.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. When we (to come) to the station, the train already (to arrive). 2. The passengers (to hurry) to occupy their seats in the carriages. 3. The concert (to be) a greater success than we (to expect). 4. He (to tell) me that if no one (to come) to meet me at the station, I (can) leave the suit-cases in the cloak-room and go to the hotel where he (to reserve) a room for me. 5. He (to be) here five minutes ago, but you (to be) out. 6. He (to ask) me to tell you that he (to come) again tonight. 7. Lanny (to return) home after seven years of absence. 8. During these seven years he (to study) in Cape Town where his people (to send) him. 9. Lanny was glad at the thought that he (to do) what they (to hope) he (to do) and that soon he (to be) among his people again. 10. You (to read) "The Murder of Roger Ackroyd" by Agatha Christie? – No, I (not yet to read) it. 11. But I (to hear) that it (to be) a very interesting book. 12. I (to read) it as soon as I (to get) it. 13. When we (to come) to the station, our train already (to leave), and we (to have) to wait for two hours before another one (to come). 14. I was anxious to see the place where I (to spend) my childhood. 15. Victor asked me to explain the new rule to him, as he (to miss) the previous lesson. 16. John Gray (to visit) Russia in 1989 and (not to be) here since that time. 17. When the train (to stop), I (to look) out of the window but (not to see) any of my friends there. 18. I (to send) them a telegram and hoped that they (to meet) me. 19. As I (to discover) later, they (to receive) it ten minutes before the train arrived and could not meet me. 20. We were greatly surprised not to find Ann at home. It turned out that her sister (to forget) to give her our message.

Translate

1. Сколько дней вы уже читаете эту книгу? 2. Только когда она была в поезде, она вспомнила, что оставила книгу дома. 3. Они живут в этом доме уже пять лет. 4. Моя сестра была больна уже несколько дней, когда я узнала об этом. 5. Ты знал, что он не написал сочинение? 6. Мы не получаем от нее писем уже несколько месяцев. 7. Сколько лет вы уже работаете на этом заводе? 8. Он уже ушел, когда Лена включила радио. 9. Я работаю над этой проблемой уже три месяца. 10. К счастью, дождь уже перестал, когда мы вышли. 11. Сколько лет вы работаете в этой школе? 12. В одиннадцать часов мы еще работали. 13. В одиннадцать часов мы уже работали три часа. 14. Я уже три раза говорил тебе, что надо переписать упражнение.

15. Я уже целый час читал после обеда, когда пришел папа. 16. Я не приду. Я буду писать сочинение весь вечер. 17. Где ты был с прошлой пятницы? 18. Я уже две недели живу у друзей. 19. Я уже две недели жил у друзей, когда получил письмо. 20. Вы должны отдохнуть. Вы слишком много работали сегодня.

Find mistakes

1. When I camed to Pete's house last Sunday, he read a new book. 2. When will he come? We are waiting for him for already half an hour. 3. On leaving the hall the students thank the professor who has delivered the lecture. 4. We already cover about ten miles when Peter, who looking out of the window for the last five or ten minutes, suddenly exclaimed: "Here is the station!" 5. When morning came, the storm already stopped. 6. Yesterday by eight o'clock he finished all his homework, and when I came to his place at nine, he was reading. 7. I have been wait for permission to go abroad for already three weeks, but I haven't received the visa yet. 8. Everybody was at the door of the museum, but my friend not come yet. 9. We drinking tea when the telephone rang. 10. Johnny noticed that everybody looking at him, and he feel shy. 11. Light travel more quickly than sound.

Lexical booster

Build up a derivational chain

Suppress, invasion, waning, transmission, creation, encourage, development

Find the antonyms / synonyms

Revert, revive, erratic, unconventional, exploit, wane

Translate into English

1. Мы просмотрели репортаж от начала до конца.
2. Популярность данной передачи падает из-за искажения фактов, избытка рекламы и дрянной сводки новостей.
3. Нетрадиционный стиль изложения материала радиопрограммы привлек небольшой процент слушателей.
4. Свежие новости не всегда могут быть важными.
5. В сравнении с работой на телевидении радиоведущий должен обладать приятным тембром голоса.
6. Данная реклама подавила желание покупать этот товар.
7. Стиль рекламы зависит от времени и социального спроса.
8. Нашествие рекламы во все области СМИ вызывает неприязнь.
9. Иногда просто необходимо воспользоваться слабостью оппонентов.
10. Мы не замедлим вернуться к вашему запросу.

Fill in the blanks using the following words: reverted, spotnews, breaking-news, suppress, by comparison, computer-assisted reporting

1. In some ways television, like radio, _____ in the 1990s to yellow journalism practices of 100 years ago.

2. It took much of the entertainment role away from radio and claimed much of the _____, or _____.

3. In 1735 the authorities tried to _____ John Peter Zenger's *New York Weekly Journal*.

4. _____, the people who lived in colonial America were information paupers.

5. Reporters using databases for their research have created a whole new category of _____, a major development in news gathering.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- In what way did the television change radio and newspapers?
- Was press instrumental in the colonial drive for independence from England?
- Is the Internet a rich new source of information?
- Point out the traditional major television networks of the USA.

Using appendix 1 as an sample for writing a cover letter

UNIT 6. PUBLIC RELATIONS. PR VS ADVERTISING. PUBLIC RELATIONS ELEMENTS

Text 1. Public Relations
Text 2. PR vs Advertising
Text 3. Public relations elements
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

gather	to be tailored	thrive	counsel
deadline	equate		fundraising
credible	a full-page ad or a one-minute		commercial

Brainstorming: become familiar with these basic steps in the brainstorming process

1. Announce the topic, problem, or goal for the brainstorming session.
2. Allow participants a few minutes to think.
3. Encourage each participant in turn to offer a brief idea or suggestion.

Assign a person as a recorder to write down all ideas as presented. Refuse to allow criticism of any idea.

4. Participants offer additional suggestions, in turn or randomly.
5. All participants receive copies of the list of ideas, which they rank in order of importance.
6. Compile all rankings; discuss top ideas further or act on them.

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Writing is a common activity of both public relations professionals and journalists. Both also do their jobs in many of the same ways. They interview people, gather and synthesize large amounts of information, write in a journalistic style, and are trained to produce good copy on deadline. In fact, many reporters eventually change careers and become public relations practitioners. This has led many people, including journalists, to the incorrect conclusion that little difference exists between public relations and journalism. For many, public relations is simply being a "journalist-residence" for a non media organization.

However, despite the sharing of many techniques, the two fields are fundamentally different in scope, objectives, audiences, and channels.

– Scope

Public relations, as stated earlier, has many components, ranging from counselling to issues management and special events. Journalistic writing and media relations, although important, are only two of these elements. In addition, effective practice of public relations requires strategic thinking, problem-solving capability, and other management skills.

– Objectives

Journalists gather and select information for the primary purpose of providing the public with news and information. As Professors David Dozier and William Ehling explain, "... communication activities are an end in themselves." Public relations personnel also gather facts and information for the purpose of informing the public, but the objective is different. Communication activity is only a means to the end. In other words, the objective is not only to inform but to change people's attitudes and behaviors, in order to further an organization's goals and objectives. Whereas journalists are objective observers, public relations personnel are advocates. Harold Burson, chairman of Burson-Marsteller public relations, makes the point: To be effective and credible, public relations messages must be based on facts. Nevertheless, we are advocates, and

we need to remember that. We are advocates of a particular point of view – our client's or our employer's point of view. And while we recognize that serving the public interest best serves our client's interest, we are not journalists. That's not our job.

– Audiences

Journalists write primarily for a mass audience – readers, listeners, or viewers of the medium for which they work. By definition, mass audiences are not well defined, and a journalist on a daily newspaper, for example, writes for the general public. A public relations professional, in contrast, carefully segments audiences into various demographic and psychological characteristics. Such research allows messages to be tailored to audience needs, concerns, and interests for maximum effect.

– Channels

Most journalists, by nature of their employment, reach audiences through one channel – the medium that publishes or broadcasts their work. Public relations professionals use a variety of channels to reach the audiences previously described. The channels employed may be a combination of mass media outlets – newspapers, magazines, radio, and television. Or they may include direct mail, pamphlets, posters, newsletters, trade journals, special events, and posting messages on the Internet.

2. All-over reading of the text

Just as many people mistakenly equate publicity with public relations, there is also some confusion about the distinction between publicity (one area of public relations) and advertising. Although publicity and advertising both utilize mass media for dissemination of messages, the format and context are different.

Publicity – information about an event, an individual or group, or a product – appears as a news item or feature story in the mass media. Material is prepared by public relations personnel and submitted to the news department for consideration. Editors, known as gatekeepers, determine whether the material will be used or simply thrown away.

Advertising, in contrast, is paid space and broadcast time. Organizations and individuals typically contract with the advertising department of a mass media outlet for a full-page ad or a one-minute commercial. An organization writes the advertisement, decides the type and graphics, and controls where and when the advertisement will be run. In other words, advertising is simply renting space in a mass medium. The lion's share of revenue for all mass media comes from the selling of advertising space. Other differences between public relations activities and advertising include:

Advertising works almost exclusively through mass media outlets; public relations relies on a number of communication tools – brochures, slide presentations, special events, speeches, news releases, feature stories, and so forth.

Advertising is addressed to external audiences – primarily consumers of goods and services; public relations presents its message to specialized external audiences (stockholders, vendors, community leaders, environmental groups, and soon) and internal publics (employees).

Advertising is readily identified as a specialized communication function; public relations is broader in scope, dealing with the policies and performance of the entire organization, from the morale of employees to the way telephone operators respond to calls.

Advertising is often used as a communication tool in public relations, and public relations activity often supports advertising campaigns. Advertising's function is to sell goods and services; the public relations function is to create an environment in which the organization can thrive. The latter calls for dealing with economic, social, and political factors that can affect the organization.

The major disadvantage of advertising, of course, is the cost. Typically, a full-page ad in Parade magazine, distributed weekly in almost 350 dailies, costs \$421,000. Advertising campaigns on network television can run into the millions of dollars. For example, advertisers paid an average of \$2.3 million for a Super Bowl ad in 2002. Because of this, companies are increasingly using a tool of public relations – product publicity – that is more cost effective and often more credible because the message appears in a news context.

3. Scan the text for a laconic but rather informative review

RESEARCH

Determining attitudes and behaviors of publics and their causes in order to plan, implement and measure activities to influence or change the attitudes and behavior.

GOVERNMENT AFFAIRS

Relating directly with legislatures and regulatory agencies on behalf of an organization, usually as a central element of a public affairs program; often called "lobbying."

COUNSELING

Providing advice to the management of an organization concerning policies, relationships and communications; in effect, "what to do."

ISSUES MANAGEMENT

Identifying and addressing issues of public interest in which an organization is, or should be, concerned.

MEDIA RELATIONS

Relating with communications media in seeking publicity or responding to their interest in an organization.

INDUSTRY RELATIONS

Relating with trade associations and other firms in an organization's industry.

EMPLOYEE/MEMBER RELATIONS

Responding to concerns and informing and motivating an organization's employees or members, its retirees and their families.

FINANCIAL RELATIONS

Creating and maintaining investor confidence and building positive relationships with the financial community; also called investor or shareholder relations.

COMMUNITY RELATIONS

Continuing, planned and active participation with and within a community to maintain and enhance its environment to the benefit of both an organization and the community.

DEVELOPMENT/FUND RAISING

Demonstrating the need for and encouraging an organization's members, friends, supporters and others to voluntarily contribute to support it.

PUBLIC AFFAIRS SPECIAL EVENTS

Developing effective involvement in public policy, and helping an organization adapt to public expectations; a term also used by military services and some government agencies to describe their public relations activities. Stimulating an interest in a person, product or organization by means of a focused "happening;" also, activities designed to enable an organization to listen to and interact with its publics.

MULTICULTURAL AFFAIRS

Relating with individuals and groups in minorities.

MARKETING COMMUNICATIONS

Combination of activities designed to sell a product, service or idea, including advertising, collateral materials, publicity, promotion, packaging, point-of-sale display, trade shows and special events.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. When we (to come) to the station, our train already (to leave), and we (to have) to wait for two hours before another one (to come). 2. I was anxious to see the place where I (to spend) my childhood. 3. Victor asked me to explain the new rule to him, as he (to miss) the previous lesson. 4. John Gray (to visit) Russia in 1989 and (not to be) here since that time. 5. When the train (to stop), I (to look) out of the window but (not to see) any of my friends there. 6. I (to send) them a telegram and hoped that they (to meet) me. 7. As I (to discover) later, they (to receive) it ten minutes before the train arrived and could not meet me. 8. We were greatly surprised not to find Ann at home. It turned out that her sister (to forget) to give her our message, and Ann (to leave) the house fifteen minutes before we (to come). 9. I decided not to put on my raincoat as it (to stop) raining already and the sun (to shine) brightly. 10. The young people en-

tered the theatre. 11. The performance already (to begin), and they (to have) to wait till the first act (to be) over.

Translate

1. Я должна купить торт сегодня. 2. Мой брат не умеет говорить по-английски. 3. Моя сестра умеет говорить по-немецки. 4. Можно я посмотрю вашу фотографию? 5. Вы можете показать мне свою фотографию? 6. Не может быть, что ему сорок лет: он выглядит гораздо моложе. 7. Не может быть, что он забыл прийти. 8. Мы, может быть, поедem за город, если будет хорошая погода. 9. Если сестра не купит мне кофе, мне придется идти в магазин самой. 10. Я не могу найти свои часы. 11. Может быть, вы оставили их на работе. – Нет, я не могла оставить их на работе: я никогда не снимаю их с руки.

Find mistakes

1. Peter was read by the fireplace when the door opened and the maid enters. 2. When the mother satisfy herself that the children slept peacefully in their beds, she took out the Christmas presents and carefully put them into the stockings. 3. If you ring me up tomorrow, I tell you all about it. 4. The lesson not yet begin, and the children are talking loudly in the corridor. 5. I lived in St. Petersburg since 1991. 6. By the fifteenth of January the students will pass all the examinations. 7. The students were writing the paper by dinner-time. 8. They sailing down the river for many hours before they come to the village. 9. I don't be to my home town for five years. 10. The rain stopped by the time we have reach home. 11. The message has arrived five minutes after he left the house.

Lexical booster

Build up a derivational chain

Involvement, collateral, stimulating, expect, describe, investor

Find the antonyms / synonyms

Relating, special, enhance, employee, external audiences, distinction

Translate into English

1. Моя задача – собрать нужную информацию для статьи.
2. Срок истекает.
3. Заявления принимаются до 11 мая.
4. Как думаешь, этот журналист заслуживает доверие?
5. Телевидение и радио просто нельзя уравнивать.
6. Реклама на сбор денежных средств для благотворительных нужд – всего лишь одна из форм ухищрений.

7. Он разбогател на рекламе.
8. В споре рождается истина.
9. Писатель посоветовался с редактором.
10. Журналисты столпились вокруг министра.

Make up questions to the words in italic

1. *An organization* writes the advertisement.
2. Most journalists reach audiences *through one channel*.
3. *Journalists* gather and select information for *the primary purpose* of providing the public with news and information.
4. This led many people to the incorrect *conclusion*.
5. They may include *direct mail*.

Read the text and propose a broad reply on the question from the text ‘...Some people decide what is news and what is not by applying the “Who cares?” technique...’ Do you share an author’s opinion? Which are they (formal elements of news)?

Some people decide what is news and what is not by applying the “Who cares?” technique. This means assessing how much reader interest a story has. The more people who care about the information in the story, the greater its news value. Of course, there is reader interest in mere gossip, but ethical journalists avoid tasteless items.

Other journalists rely on more formal elements of news to determine a story’s importance. Among many, the most-often cited are timeliness, proximity, prominence, consequence, human interest, and conflict. Once a journalist is trained and experienced, news judgment becomes a matter of instinct. Professional journalists make judgments without reference to techniques that beginners often rely on.

One way to develop ideas for news stories is to make use of the technique of brainstorming, the art of obtaining numerous ideas within a short time. By carefully organizing and controlling brainstorming sessions, the staff can develop new ideas quickly and efficiently. Many interesting news stories in scholastic publications report the results of polls. These can make interesting reading provided the poll is a random one, which means that every person in the group to be surveyed has an equal chance of being in the poll. Surveys in which a reporter grabs the first 10 people he or she sees are called availability surveys, and while they sometimes make interesting reading, they are valid only as anecdotes. Scientific surveys must be random.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Enumerate and elucidate all public relation activities.
- What is the role of media relations for PR organizations?
- Which are the main techniques in a journalistic writing style?
- What is the major disadvantage of advertising?

Using appendix 1 as an sample for writing a CV.

UNIT 7. TYPICAL DAY AT WORK. WELL-PAID JOB. PUBLIC RELATIONS SPECIALIST IN THE USA

Text 1. Typical day at work
Text 2. Well-paid job
Text 3. Public relations specialist in the USA
Grammar drill
Lexical booster
Speech activator
Listening

Active lexical minimum (look up dictionary)

escort	designation	submit
compile	competitive	employee
proofread	distribution	deliver
commitment	outgoing	to conduct surveys

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Public relations offices are busy places; work schedules are irregular and frequently interrupted. The junior employee may answer calls for information from the press and public, work on invitation lists and details for a press conference, escort visitors and clients, help with research, write brochures, deliver releases to editorial offices, and compile media distribution lists.

Employees will brief their management on upcoming meetings, help write reports, speeches, presentations and letters, research case histories, help produce displays and other audiovisual materials, proofread copy, select photographs for publication, arrange for holiday and other remembrances, conduct surveys and tabulate questionnaires, and work with letter shops and printers.

Public relations programs operate against deadlines. Under such high-pressure conditions, nine-to-five schedules go out the window. Public relations executives are not tied to their desks for long periods. Meetings, community

functions, business lunches, travel assignments, special speaking and writing commitments, and unscheduled work on "crisis" situations often mean long hours.

2. All-over reading of the text

Due to the growth of the public relations field, public relations practitioners tend to be well paid, although the range of compensation is broad. Earnings depend on such factors as the individuals' qualifications and experience, responsibilities of the position, financial strength of the organization, and the general state of the economy.

The average entry-level salary in public relations for a person with a baccalaureate degree is approximately \$18,000 – \$22,000. Those with additional education or experience, as well as graduating members of the Public Relations Student Society of America, could qualify for higher salaries. An account executive of a consulting firm can earn upwards of \$35,000 as will a person with a comparable responsibility in a company's public relations department. A public relations director for a small- to-medium-sized organization may earn \$35,000 to \$40,000 while the range for the large corporation more likely would be \$40,000 to \$60,000. Salaries from \$75,000 to \$150,000 are earned by a number of seasoned public relations executives, who often carry the title of vice president.

3. Scan the text for a laconic but rather informative review

The Public Relations Society of America accredits public relations specialists who have at least 5 years of experience in the field and have passed a comprehensive 6-hour examination (5 hours written, 1 hour oral). The International Association of Business Communicators also has an accreditation program for professionals in the communication field, including public relations specialists. Those who meet all the requirements of the program earn the Accredited Business Communicator (ABC) designation. Candidates must have at least 5 years of experience in a communication field and pass a written and oral examination. They also must submit a portfolio of work samples demonstrating involvement in a range of communication projects and a thorough understanding of communication planning. Employers may consider professional recognition through accreditation a sign of competence in this field, which could be especially helpful in a competitive job market.

Creativity, initiative, good judgment, and the ability to express thoughts clearly and simply are essential. Decision making, problem-solving, and research skills also are important. People who choose public relations as a career need an outgoing personality, self-confidence, an understanding of human psychology, and an enthusiasm for motivating people. They should be competitive, yet able to function as part of a team and open to new ideas. Some organizations, particularly those with large public relations staffs, have formal training programs for new employees.

In smaller organizations, new employees work under the guidance of experienced staff members. Beginners often maintain files of material about company activities, scan newspapers and magazines for appropriate articles to clip, and assemble information for speeches and pamphlets. They also may answer calls from the press and public, work on invitation lists and details for press conferences, or escort visitors and clients. After gaining experience, they write news releases, speeches, and articles for publication or design and carry out public relations programs. Public relations specialists in smaller firms usually get all-around experience, whereas those in larger firms tend to be more specialized.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Finally, I (to do) all my homework: now I shall go out. 2. The building of the house (to begin) early in August. 3. The rain (to stop) but a cold gust of wind is still blowing. 4. We already (to solve) the problem. 5. He (to come) an hour ago. 6. I never (to speak) to him. 7. He just (to finish) his work. 8. You (to make) any spelling mistakes in your dictation? 9. It (to be) very cold yesterday. 10. When you (to meet) him? 11. I (not to see) him since 2002. 12. How many mushrooms you (to gather)? 13. Where you (to put) the newspaper? 14. The new school (to begin) working last year. 15. You (to read) all the books on this shelf? 16. I (not to see) my cousin since last year. 17. Why you (to put) these things in the wrong place? 18. Why you (to leave) the door open? 19. "We (not to meet) for such a long time!" said my friend. 20. What books you (to read) when you (to live) in the country?

Translate

1. Он был за границей 5 лет назад. 2. Я только что получила письмо от Тома. 3. Дай мне твой карандаш. Свой я потеряла. 4. Когда я пришла домой, обед был уже готов. 5. Они учили французский язык, прежде чем поступить в университет. 6. Когда мы встретили Джона, он уже знал новость. 7. Вчера я слушал джаз. 8. Сегодня я слушаю классику. 9. Через год она планирует иммигрировать. 10. Вчера она получила сертификаты по иностранным языкам DALFi IELTS. 11. В прошлый вторник ты купил очень хорошую книгу. 12. В следующем году мы планируем посадить томаты и кабачки. 13. Урожай был богатым. 14. Погода будет штормовой. 15. Я не переношу недоразумения в переговорах. 16. Каждое утро она ест фасоль с омлетом. 17. Горький шоколад без содержания глютенa полезен для пищеварения и кишечника. 18. Дети спят по десять часов в сутки. 19. Ложись до полуночи и будешь чувствовать бодрость и прилив энергии. 20. Лучше позже, чем никогда.

Find mistakes

1. Look at these children: they skate very well. 2. Do You skate last Sunday? – Yes, we skated the whole day last Sunday. 3. My brother can skate very well. He skate every Sunday. 4. What you doing now? – I am wash the dishes. 5. What you do at three o'clock yesterday? – I having dinner. 6. You having dinner now? 7. Where your brother works? – He is work at an institute. 8. Your grandmother sleeps when you came home yesterday? 9. What your brother does tomorrow? 10. I not go to the shop yesterday. 11. Where Kate goes when you met her yesterday? 12. Every day the boss entered the office at nine o'clock. 13. Yesterday the boss enter the office at half past nine. 14. When the secretary comes tomorrow? 15. At six o'clock yesterday we listened to a very interesting lecture. 16. When I entered the office, the secretary typing some letters. 17. My friend rang me up at eight o'clock yesterday. 18. What are you talk about? 19. We have just talking about it. 20. He has just say something about it.

Form 3 forms of the verbs

Meet, choose, write, get, understand, make

Lexical booster

Build up a derivational chain

Qualify, competitive, requirement, recognition, assemble, motivate

Find the antonyms / synonyms

Appropriate, problem-solving, irregular, medium-sized, audiovisual, human

Translate into English

1. Если кто-нибудь еще раз прервет выступление, он будет выпро-вожден из зала.
2. Для составления репортажа ему понадобилось пять часов.
3. Америка приближалась к рубежу, когда глобальная активность оборачивалась переоценкой собственных возможностей.
4. Указание времени было бы более определенным.
5. Отбор кандидатов производился по результатам конкурсного эк-замена.
6. Журналисту и рекламщику необходимо быть контактными и активными.
7. Они представили нам на рассмотрение свой доклад
8. Они были вынуждены покориться строгой дисциплине.
9. Мы провели опрос среди населения по причине высокой покупае-мости современных гаджетов.
10. Данная статья требует профессиональной корректировки.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What's the salary of public relations practitioners?
- Public relations offices are busy places, aren't they?
- Which demands does The Public Relations Society of America lay claim to public relations specialists?
- Which are the functions of public relations specialists?

Identify the function for the employees of public relations offices (address to the texts for help).

Name each paragraph and put in a logical order

(.1.) A paperless office is a work environment in which the use of paper is eliminated or greatly reduced. This is done by converting documents and other papers into digital form. Proponents claim that "going paperless" can save money, boost productivity, save space, make documentation and information sharing easier, keep personal information more secure, and help the environment.

(...) This has been attributed to the increased ease of document production and widespread use of electronic communication, which has resulted in users receiving large numbers of documents that are often printed out. However, since about 2000, the global use of office paper has leveled off and is now decreasing, which has been attributed to a generation shift; younger people print out less documents, and prefer to read them on a full-color interactive display screen.

(...) A major difficulty in "going paperless" is that much of a business's communication is with other businesses and individuals, as opposed to just being internal. Electronic communication requires both the sender and the recipient to have easy access to appropriate software and hardware.

(...) The key aspect of the paperless office philosophy is the conversion of paper documents, photos, engineering plans, microfiche and all the other paper based systems to digital documents. Technologies that may be used for this include scanners, digital mail solutions, book copiers, wide format scanners (for engineering drawings), microfiche scanners, fax to PDF conversion, online post offices, multifunction printers and document management systems.

(...) The "paperless office" was a publicist's slogan, intended to describe the office of the future. The idea was that office automation would make paper redundant for routine tasks such as record-keeping and bookkeeping, and it came to prominence with the introduction of the personal computer. While the prediction of a PC on every desk was remarkably prophetic, the "paperless office" was not. Improvements in printers and photocopiers have made it much

easier to reproduce documents in bulk, causing the worldwide use of office paper to more than double from 1980 to 2000.

(...) There may be costs and temporary productivity losses when converting to a paperless office. Government regulations and business policy may also slow down the change. Businesses may encounter technological difficulties such as file format compatibility, longevity of digital documents, system stability, and employees and clients not having appropriate technological skills.

Using appendix 1 as an sample for writing an advertisement on travelling around European countries and Russia.

**UNIT 8. "GUERRILLA ADVERTISING" JAY LEVINSON.
THE PRINT MEDIA: WALL STREET JOURNAL.
NEWSPAPERS VS MAGAZINES**

Text 1. "Guerrilla Advertising" Jay Levinson
Text 2. The print media: Wall street journal
Text 3. Newspapers vs Magazines
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

Background	jingle	headline	readership
call-in shows	music-driven ad	depend upon	
"voice-only" ad	opening line	hurry-up deadlines	

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

"Guerrilla Advertising," Jay Levinson identifies two basic types of stations. "Background" stations are on in the background and are typically music stations that are listened to passively.

"Foreground" stations require active listening. They would include talk radio, all news radio, call-in shows, and the like. Make your message sensitive to the format to keep the listener's attention. Don't use a "voice-only" ad on a music station. Don't put a country and western jingle on a classical music station; and don't use a music-driven ad on talk radio.

A good radio message doesn't differ greatly in structure from any other type of message. Begin with a headline – in this case, a strong opening line that tells the listener what you're going to tell them. Then tell them. Then finish by telling them what you've already told them. End your message with a call to action – buy our product, read our magazine, call now, etc.

On radio, you need to keep your message simple and focused. Choose one theme and stick to it. Remember that it takes longer to say something out loud than it does to read it. The average 30-second radio spot contains only about 70 words. Mention your company name at least three times in those 30 seconds.

2. All-over reading of the text

Every edition of a newspaper contains hundreds of news stories and pieces of information, in much greater number than the largest news staff can gather by itself.

More than most readers realize, and many editors care to admit, newspapers depend upon information brought to them voluntarily.

The Columbia Journalism Review noted, for example, that in one edition the Wall Street Journal had obtained 45 percent of its 188 news items from news releases. Because of its specialized nature, the Journal's use of news releases may be higher than that of general-interest daily newspapers. Public relations generates about 50 percent of the stories in New York City newspapers. Approximately 1500 daily newspapers and 7200 weekly newspapers are published in the United States. Most cities today have only one daily newspaper, resulting in little competition between newspapers. Television, direct mail, and the Internet are now the main challenges to newspapers.

While some metropolitan newspapers have circulations of more than a million copies a day, approximately two-thirds of the daily newspapers have circulations of 20,000 or less.

Newspapers published for distribution in the late afternoon, called evening or P.M. papers, outnumber morning (A.M.) papers approximately three to one. Especially in larger cities, however, a substantial trend toward morning publication is in progress. Knowledge of a newspaper's hours of publication and the deadlines it enforces for submission of copy is essential for everyone who supplies material to the paper.

3. Scan the text for a laconic but rather informative review

Magazines differ markedly from newspapers in content, time frame, and methods of operation. Therefore they present different opportunities and problems to the public relations practitioner. In contrast to the daily newspaper, with its hurry-up deadlines, magazines are published weekly, monthly, or sometimes quarterly. Because these publications usually deal with subjects in greater depth than newspapers do, magazine editors may allot months for the development of an article. Those who seek to supply subject ideas or ready-to-publish material to them must plan much further ahead than is necessary with newspapers.

A newspaper is designed for family reading, with something for men, women, and children; its material is aimed at an audience of varying educational and economic levels. Its editors fire buckshot, to hit the reading interests of as

many persons as possible. Magazine editors, on the other hand, in most instances aim carefully at special-interest audiences. They fire rifle bullets at limited, well-defined readership groups. The more than 75,000 periodicals published in the United States may be classified in several ways. For purposes of this discussion, periodicals are grouped into two broad categories, those for the public at large and those for specific audiences (magazines for business people, trade journals and company & organizational magazines).

Periodicals for Public at Large:

General interest. Only a few national magazines with across-the-board appeal exist today. Prominent among them are Reader's Digest, enormously successful worldwide; People, and National Geographic.

News magazines. High-circulation weekly newsmagazines report and interpret the news, adding background that daily newspapers lack time to develop. The biggest periodicals of this type are Time, Newsweek, and the Economist.

Women's interest. Magazines designed for women publish articles about fashions and beauty, cooking, home decorating, self-improvement, work and leisure, and personal relationships. Prominent in this group are Ladies' Home Journal, Cosmopolitan, Working Woman, Better Homes and Gardens, Good Housekeeping, and Family Circle.

Men's interest. Sports Illustrated and Field and Stream are perhaps the best known of these magazines. With their emphasis on sex, Playboy and Penthouse aim primarily at the male audience but also draw substantial female readership.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. I (to feed) my cat with fish yesterday. 2. What you (to do) at four o'clock yesterday? – I (to feed) my cat. 3. What your brother (to do) yesterday? – He (to play) computer games. 4. I (to begin) repairing my camera at six o'clock yesterday. 5. At five o'clock yesterday Helen (to cook) soup. 6. We (to play) badminton from nine till eleven yesterday. 7. She (to write) a composition the whole day yesterday. 8. When your father (to come) home yesterday? 9. When my father (to come) home yesterday, my mother (to make) supper. 10. We (not to go) on a tramp last summer. 11. What you (to do) when your sister (to come) home yesterday? 12. You (to have) supper at nine o'clock yesterday? 13. He (not to go) to the shop yesterday. 14. Nick (to go) to bed at ten o'clock yesterday. 15. Rick (to sleep) at eleven o'clock yesterday. 16. When we (to play) in the yard yesterday, it suddenly (to start) raining heavily. 17. I (to see) Mike when he (to cross) the street. 18. He (to begin) repairing his bicycle in the morning yesterday. 19. He (to repair) his bicycle the whole day. 20. I (to tell) him to put his toys into the box as he (to make) too much noise.

Translate

1. Он простудился. 2. Что случилось? 3. Ты опять за свое. 4. Нельзя все воспринимать близко к сердцу. 5. Он ушел не прощаясь. 6. Их рабочий день начинается в 9. 7. За наговор и слухи можно дорого поплатиться. 8. Не перегибай палку. 9. Вчера состоялся праздничный концерт. 10. Школа позади, и теперь нас ждут пять лет учебы в университете. 11. Они редко навещают нас. 12. Работа требует четкости. 13. Где Мэри? – Она в библиотеке, она готовится к докладу. 14. Он думал, что его друзья работают вместе. 15. Она была удивлена: она еще никогда не видела столько цветов. 16. Когда я проснулся, мама уже встала и готовила чай. 17. Я уже полчаса стараюсь вспомнить ее имя, но до сих пор еще не вспомнил. 18. Когда он пришел домой, мы уже ушли в кино. 19. Она сказала, что идет дождь и нам лучше сидеть дома. 20. Она жила в этом доме уже пять лет, когда приехал ее брат.

Find mistakes

1. The sun went down behind the hills when I to reached a village. 2. The working day be over, and the villagers come home from the fields. 3. Along the road two boys driving cows and sheep in the direction of the village. 4. I approaching a group of people standing near the road and asking them if I could find a place in the village to spend the night. 5. An old man says he would help me. 6. He taking me to his small cottage at the far end of the street. 7. A fire burning in the stove when we entering the house. 8. One girl of about eighteen prepares supper in the kitchen while two other girls still do something in the kitchen garden near the house. 9. The old man inviting me to have supper with them. 10. They all seems to be nice people and we having a friendly talk.

Lexical booster

Build up a derivational chain

Substantial, circulation, identify, supply, digest, enforce

Find the antonyms / synonyms

Background, depth, prominent, specific, aim, ahead

Translate into English

1. Музыка служила фоном для показа рекламы.
2. "Задайте вопрос в прямом эфире" пользуется спросом последнее время.
3. Рекламная мелодия для рекламного ролика кофе оказалось несоответствующей.
4. В студии работает открытая линия.

5. О нем написали все газеты.
6. Читательская масса сократилась по сравнению с прошлым годом.
7. Ты знаешь, что такое голосовая реклама?
8. Успех рекламы зависит от множества факторов.
9. Его решение зависит от того, как скоро он встретится с членами комитета.
10. К какому кругу читателей ты относишься?

Match the halves

1. A newspaper is
2. Television, direct mail, and the Internet
3. Every edition of a newspaper
4. The average 30-second radio spot
5. On radio, you need
 - a) contains only about 70 words.
 - b) to keep your message simple and focused.
 - c) is designed for family reading.
 - d) contains hundreds of news stories and pieces of information.
 - e) are now the main challenges to newspapers.

Cross an odd word off the line

1. ad, spot, publicity, advertisement
2. jingle, tune, melody, music
3. prefer, admit, accept, forgo

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Periodicals are grouped into two broad categories. Which are they?
- In what way do the magazines differ markedly from newspapers?
- What's a buckshot of editor for attracting audience's attention and interest?
- Are the television, direct mail, and the Internet now the main challenges to newspapers?

Test your critical thinking. Discuss or write an essay on this situation: A 12-year-old student has been involved in a serious crime. As a journalist what do you report? What, if anything, do you leave out about the person? First, answer in terms of "Who cares?" Then consider how your code of ethics affects your decision.

Surf the net

Identify one story on the Internet that you can localize for your school publication. Good places to start looking are sites such as state agencies or legislative sites.

Using appendix 1 as an sample for writing a Press release.

UNIT 9. BRUSSELS IS ONE OF THE WORLD’S TOP-FIVE COMMUNICATION CENTERS. MASS MEDIA. THE HISTORY OF AD

Text 1. Brussels is one of the world’s top-five communication centers
Text 2. Mass Media
Text 3. The history of ad
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

responsibilities	allegiance	word of mouth
disseminate	to pander to	dense
'global village'	reinforce	trace back
to take an internship	rumour	layout

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Brussels is one of the world’s top-five communication centers, with the European Union, NATO and hundreds of non-governmental organizations and multinational corporations headquartered in the city. The Communications major at Vesalius College takes advantage of these unique opportunities to prepare students for a variety of careers in communication, in the media and other business industries.

Throughout the program students develop a conceptual understanding of mass and organizational communication and their social, economic and political dimensions. They learn the function and organization of institutions and industries and the social responsibilities of professional communicators.

In addition to a conceptual approach, students are trained in essential practical skills such as writing, editing and presenting information across a variety of audiences. Students are also required to take an internship with a company or institution in Brussels for gaining practical experience in international communications.

By the conclusion of the program, students are prepared to begin successful careers as communications professionals in journalism, public relations, media management, advertising, HR, publishing or work for the communications departments of big corporations.

Finally, students are also prepared for continued study at the graduate level in various communication fields including journalism, human communication, mass communication, business communication, film studies, European communications studies, media studies and cultural studies.

2. All-over reading of the text

Mass-media are the means of producing and disseminating news, information, and entertainment to a universal audience, including newspapers, magazines, radio, and television. The mass media are industrial operations of considerable size and influence in political, economic, and cultural life. They fashion a mass society characterized by greater consensus, public participation, and awareness of the 'global village' in which we live, but also, more negatively, by increasing conformity, passivity, and alienation.

Mergers and acquisitions, as well as the integration of production, distribution, and equipment supply, have produced media empires operating on a multi-national or indeed worldwide basis. In non-industrialized countries and those with authoritarian or totalitarian governments, government ownership or control more directly affect the mass media. The degree of control exercised by the mass media, their power to influence public opinion, their allegiance to political ideologies, and what is seen as a tendency to pander to the lowest common denominator of public taste, have been hotly debated.

The press, radio, and television are usually less important than the immediate social environment when it comes to the formation of attitudes, but they are still significant. They focus the attention on certain personalities and issues, and many people subsequently form opinions about these issues. Government officials have noted that their mail from the public tends to "follow the headlines"; whatever is featured in the press at a particular moment is likely to be the subject that most people write about. The mass media can also activate and reinforce latent attitudes. Political attitudes, for example, are likely to be activated and reinforced just before an election. Voters who may have only a mild preference for one party or candidate before the election campaign starts are often worked up by the mass media to a point where they not only take the trouble to vote but may contribute money or help a party organization in some other way.

The mass media play another extremely important role in letting individuals know what other people think and in giving leaders large audiences. In this way they make it possible for public opinion to include a large number of individuals and to spread over wider geographic areas. It appears in fact that in some European countries the growth of broadcasting, and especially television, has affected the operation of the parliamentary system. Before television, national

elections were seen largely as contests between a number of candidates or parties for parliamentary seats. More recently, elections in such countries as Germany and Great Britain have appeared more as a personal struggle between the leaders of the principal parties concerned, since these leaders were featured on television and came to personify their parties.

Television in France and the United States has been regarded as a powerful force strengthening the presidential system, since the president can easily appeal to a national audience over the heads of elected legislative representatives.

Even when the mass media are thinly spread, as in developing countries or in nations where the media are strictly controlled, word of mouth can sometimes perform the same functions as the press and broadcasting, although on a more limited scale. In developing countries, it is common for those who are literate to read from newspapers to those who are not, or for large numbers of persons to gather around the one village radio. Word of mouth in the marketplace or neighbourhood then carries the information farther. In countries where important news is suppressed by the government, a great deal of information is transmitted by rumour. Word of mouth thus helps public opinion to form in developing countries and encourages “underground” opinion in totalitarian countries, even though these processes are slower and usually involve fewer people than in countries where the media network is dense and uncontrolled.

3. Scan the text for a laconic but rather informative review

Advertising is an important element of our culture because it reflects and attempts to change our life style. The concept of advertising dates to early civilization. It had to undertake a long journey through the centuries before it attained its present form. Actually advertising is directly related to the need of man to communicate his message and attract to each other. Our knowledge of advertising in ancient times naturally is fragmentary. Early advertising can be traced back to the archaeological evidences available in

Greece and Rome. In 3000 B. C. Babylonia merchants hired parkers to hawk their wares to perspective, customers and placed signs over their doorways to indicate what they sold. Advertisements were found on walls in the streets of the excavated Roman city of Pompeii. Another evidence of a piece of papyrus preserved in the British Museum provides the earliest and direct reference to written advertisement. An Egyptian had advertised 3,000 years ago asking for the return of a run away slave. The word of mouth or oral advertisement or spoken publicity was still older. The use of hand bills, posters and newspaper advertisements emerged after Gutenberg developed movable type in the 15th century.

When Benjamin Franklin established the Philadelphia Gazette in 1729, it soon became a favorite medium of advertising. When the weekly Pennsylvania packet and General Advertiser became a daily in 1784, it featured an entire front page of advertisement.

In ancient India, some of the typical seals used by the Mohanjodaro and Harrapa people were directly connected. But formally, the history of advertisement in India parallels the history and development of the Indian Press during the past 200 years. In other words we can say that advertising is a father of Journalism. Because the first Indian newspaper started by James August Hickey on January 29, 1780, was called the "Bengal Gazette" or "Calcutta General Advertiser". It was full of informative advertisement.

In 1785, the Bengal Journal published with Government advertisement free of charge. By the dawn of 19th century the pattern of advertising changed and the power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in our country, the number of advertisements from British Business Houses rose considerably. The Times of India and The Statesman started their own facilities for layout and copy of the advertisement.

The development of advertising agency was founded due to the development of Indian industries provided by the Swadeshi Movement of 1907 – 1977. The major advertising agencies were, The Calcutta Advertising Agency, Alliance Advertising Associates, Publicity Society of India, J.Walter Thompson (Now Hindustan Thompson).

During the mid-17th Century, newspaper started appearing in Europe and newspaper advertising was initiated in full swing and large number of advertisement started crowding the newspaper announcing publication of books, new beverages, travel plans and matrimonial offers. But all early advertisements were basically only announcement.

In England, some of the advertisement, which were known as a "Pioneering advertisements" were Coffee (1652), Chocolates (1657) and Tea (1658). The Industrial revolution, discovery of the growth of transportation facilities, advent of radio and television and revolution in printing technology discovery of the steam power in England and America had a keen role to play in the development of advertising.

After the Second World War and with the independence of India many British advertising agencies were brought by Indian businessman. During the above period print advertising had to be used to raise funds. By 1932 there were 109 advertising agencies in India advertisement had become the main source of revenue of print media. In 1950 the advertisement of cosmetics was on the top of the list of items advertised and in 1960 consumer goods continued to dominate with textile advertisement.

The 1970 was the important year of the growth of advertising in India. When the 'VividhBharati' and 'Doordarshan' played a great role in the form of commercial broadcasting and telecasting. Now radio commercials made a real dent on the rural audience and urban working class. Besides these many periodicals like 'India Today', 'Bombay'; 'New Delhi'; 'Surya' and various film maga-

zines made their appearance in Indian advertising. The role of tabloids in English and the Indian languages were very examples in the field of advertising in India. The programmes and plans of the government were also publicity announcements as also those of the TISCO, DUNCOP, Coltex, Philips, Godrej and Hindustan Lever. These media gradually started emerging as a mutual competitor for advertising revenue also. With the beginning of 21st century, the advertisers themselves became more serious and their approach becomes more sophisticated. Print, Radio, TV and Internet Commercials have created deep impact on Indian advertising.

Indian advertisement has no doubt to register a rapid growth and has acquired a certain amount of professional character. In India it has played a vital role in the development process by creating a demand for consumer goods and raising a living of standard of millions.

On the government sector, advertisement of the railways also dominated which was soon joined by the public sector advertisement. The massive government campaign for family planning was a new attempt to penetrate into the conservative psyche and practice of Indian massive. ManiShankar Iyer has also won laurels for his unique campaign on cancer prevention.

In 20th century advertisement bloomed to its full form. More emphasis was laid on advertisement copy. Art services and advertisement production became more and more important.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Bread (to eat) every day. 2. The letter (to receive) yesterday. 3. Nick (to send) to Moscow next week. 4. I (to ask) at the lesson yesterday. 5. I (to give) a very interesting book at the library last Friday. 6. Many houses (to build) in our town every year. 7. This work (to do) tomorrow. 8. This text (to translate) at the last lesson. 9. These trees (to plant) last autumn. 10. Many interesting games always (to play) at our PT lessons. 11. This bone (to give) to my dog tomorrow.

Translate

1. Он каждый день рассказывает нам что-нибудь интересное. 2. Ему каждый день рассказывают что-нибудь интересное. 3. Я часто посылаю письма друзьям. 4. Меня часто посылают на юг. 5. Я всегда хвалю моих друзей. 6. Меня всегда хвалят дома. 7. Каждую субботу папа показывает дедушке мои оценки. 8. Каждую субботу папе показывают мои оценки. 9. Мы часто вспоминаем вас. 10. Нас часто вспоминают в деревне. 11. Мне дают сок каждое утро. 12. Каждое утро я даю кошке молоко.

Find mistakes

1. The porter will be brought your luggage. 2. Your luggage will bring up in the lift. 3. You may be left your hat and coat in the cloak-room. 4. They can be left the key with the clerk downstairs. 5. From the station they will take straight to the hotel. 6. Tomorrow he take them to the Russian Museum. 7. At the station they will meet by a man from the travel bureau. 8. She will be met them in the hall upstairs. 9. I was bought potatoes yesterday. 10. We bring the books tomorrow.

Lexical booster

Build up a derivational chain

Create, evidence, disseminate, consume, approach, emerge

Find the antonyms / synonyms

Growth, advertising revenue, uncontrolled, dense, various, emerge

Translate into English

1. Ответственность лежит на мне.
2. Не балуй ребенка.
3. Он верен принципам.
4. От рекламы у меня абсолютный негатив.
5. Практически все студенты-медики должны пройти интернатуру после окончания института, независимо от их дальнейших планов.
6. Слухи ходят, распространяются.
7. Ходит слух, что она скоро выходит замуж.
8. Докладчик должен уметь подкреплять свои тезисы фактами.
9. Окружаем эту группу и посмотрим, что они собой представляют.
10. Этот обычай восходит к одиннадцатому веку.

Complete the sentences: growth, advertising agency, powerful force, important role, movable type

1. Television in France and the United States has been regarded as a _____ strengthening the presidential system.
2. The mass media play another extremely _____ in letting individuals know what other people think.
3. Indian advertisement has no doubt to register a rapid _____ and has acquired a certain amount of professional character.
4. The development of _____ was founded due to the development of industries.
5. The use of hand bills, posters and newspaper advertisements emerged after Gutenberg developed _____ in the 15th century.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Why did the advertisement bloom to its full form in 20th century?
- In England, some of the advertisement, which were known as a "Pioneering advertisements": what's a kind of?
- What does the advertising reflect in each culture?
- When was Benjamin Franklin's "the Philadelphia Gazette" established?

Determine if the statement true or false

1. Print, Radio, TV and Internet Commercials have created shallow impact on Indian advertising.
2. When Benjamin Franklin established the Philadelphia Gazette in 1729, it soon became a favorite medium of advertising.
3. An Egyptian had advertised 3,000 years ago asking for the return of a runaway warrior.
4. The mass media can't also activate and reinforce latent attitudes.
5. The Industrial revolution, discovery of the growth of transportation facilities, advent of radio and television and revolution in printing technology discovery of the steam power in England and America had a keen role to play in the development of advertising.

UNIT 10. THE ROLES OF AD. INDIAN MEDIA

Text 1. The roles of ad
Text 2. Indian Media
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

social welfare	the raw power	inappropriate	alleviate
solid brand	obtain	frisk	
cultural incentives	omnipresent	immune	
objectionable	intrusive	transmission	

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

There are five roles of advertising to social welfare.

Efficient source of information for both consumers and industrial buyers for product quality, new material or merchandise, new technology and cost. Reduces distribution costs through personal selling. Encourage competition. It increases product quality through solid brand identity.

It creates publicity for material and cultural incentives of a liberal enterprise society. It makes able media all mass media to maintain independence from government, political parties and other special interest groups. Advertisers have the raw power to manipulate consumers. Many companies have the capacity to obtain large numbers of advertisement exposures. But, there are several following issues which are discussed with the negative role of advertising in the society.

Taste: Some critics feel that advertising is objectionable because the creative effort behind it is not in good taste. It is too omnipresent or intrusive and too long, too repetitions or involved unpleased voices, music or people. Advertising is criticized friskily, unreal, boring or depressing nature. Nearly one fourth of the offensive advertisements were considered inappropriate for children. Clearly, there is a strong product class effect with respect to irritation with television advertising.

Appeal: Fear appeals is advertising have also been criticized. The extent of fear appeal is to create anxiety that can supposedly be alleviated by an available product (insurance against a fire or toothpaste for the prevention of germs). Such appeals may create emotional disturbances or a long run anxiety condition in some audience members. The cumulative effects of such advertising may be highly undesirable to some, although it can also be urged that they quickly cease to have any significant degree of emotional impact, and the audience soon becomes immune to the messages.

Intrusiveness: An advertisement campaign moves with repetition from a period of effectiveness and presumably audience acceptance, to a period of irritation. The number of exposures between the start of a campaign and the stage of growing irritation is obviously a key variable. An important factor, of course is the intensity of the campaign itself.

2. All-over reading of the text

Advertising spend more money on various media. In India more than Rs. 1,050 was spent on newspapers and magazines advertising. In the present time the favorite media are the TV, the press, and posters along with radio and film. These have widest coverage. However other advertising media like posters, direct mail, transit media and electric and neon signs are by favored a few top advertisers.

There are several types of newspaper such as; daily, weekly, retail advertising bulletin, morning/evening, special interest etc. It is classified as national, regional, fully local etc. In India 'The Bengal Gazette' in published 1780 from Calcutta edited by James Augustus Hickey was "The Pioneer" in publication of advertisement. It is also known as "Calcutta General Advertise". Its major section was covered by advertisement. In 1790 'Courier' of Bombay carried advertisement. Though the newspaper was published in English, but advertisement was appeared in regional languages like Gujarati, Marathi, and Konkanese.

In 1821, there were nine newspapers in Bengali and one in Persian, but all of which were published from Bengal in India. In 1826 the first Hindi newspaper was started from Calcutta. Other major Indian language dailies newspaper was started in Tamil (1831), Marathi (1832), Telgu (1833), Urdu (1836) and Malayalam (1840). It should also be noted that today there are more than 25,000 publications, now registered with.

Registrar of Newspapers for Publication. Out of them there are 2281 are dailies highest number of newspapers is published in Hindi. According to the NRS highest circulated dailies in Hindi is "DainikJagran" and in English is "Times of India".

In India there is publication in regional languages, apart from the English and Hindi languages. Actually newspapers have a broad reach. It reaches near about 10 people. Newspaper advertisements are also easy to prepare because newspapers are relatively extensive medium, when used selectivity.

India ushered in a new era of FM (Frequency Modulation) broadcasting on August 15, 1993. It was inaugurated in 1997 at Madras. Since then, it is along journey to private participation in FM on August 15, 1993. It became a separate channel since 1991. According to the NRS IV (1993) the Radio has regular internship of 59 % as against 600 in NRI III 1983. In urban areas, it is the listening pattern rather than the listenership. Radio commands 5 – 6 % of advertising budget. There are already 64 stations and 22 more stations are proposed. – Basically, it is a music channel. It is a low cost audio medium, which can effort everybody throughout the country.

Television was introduced on experimental basis in India on September 15, 1959. The range of the transmitter was forty kilometers only. The equipment was gifted by UNESCO. In August 1965, entertainment and information programmes were introduced and daily transmission was started in Delhi. The Federal Republic of Germany helped in the settlement of a TV production centre. In the beginning of 1970, four major cities had TV station which was Jullundar, Lucknow, Bombay, Calcutta and Madras.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. This mountain (climb) before. 2. She told me that those newspapers carefully (put away) where they would not be lost. 3. Why these cups (put) here in this cupboard? 4. Nick (tell) to go home at once. 5. Invitations (send) to all the old pupils to be present at the school's thirtieth anniversary. 6. All the passengers in the bus (listen) to the story of the boy who had been saved from drowning by the quickness of the driver. 7. The work (finish) in time. 8. The child (take care of). 9. When it (do)? 10. What museums (visit) last year?

Translate

1. Ее отправили в больницу два дня назад. 2. Вчера нас послали в лабораторию. 3. Это сочинение было написано на прошлой неделе. 4. Эту книгу взяли из библиотеки только вчера. 5. Этим трех студентов спросили два дня тому назад. 6. Вас экзаменовали утром? 7. Эта мышь была поймана ночью. 8. Телеграмму послали поздно вечером, и он получит ее только утром. 9. Эту статью должна прочитать вся группа. 10. Это упражнение можно написать карандашом. 11. Все ваши сочинения будут возвращены на будущей неделе. 12. Это письмо можно написать на одном листе.

Find mistakes

1. The light has not yet turned off. 2. The boy punished for misbehaving. 3. By three o'clock everything had prepared. 4. The dictation was write without mistakes. 5. Whom was the poem wrote by? 6. Her dress washed and ironed. 7. I not blamed for the mistakes. 8. The papers had looked through and corrected by the next lesson. 9. This house built last year. 10. The letter has just sent.

Lexical booster

Build up a derivational chain

Obtain, incentive, alleviate, inaugurate, objectionable, classify

Find the antonyms / synonyms

Transmission, broad, advertising budget, experimental basis, effort, intrusive, immune

Translate into English

1. Он настаивал на полной реорганизации системы социального обеспечения.

2. На мобильных телефонах будет стоять логотип «Астон Мартин», а в качестве рингтона будет использоваться звук мотора этого автомобиля.

3. Больше всего бессмысленность рекламы вызывает возражения.
4. Эти условия больше не соблюдаются.
5. Его присутствие было бы неуместно.
6. Уверенность в себе делала его неуязвимым для критиков.
7. Среди друзей она чувствовала себя защищенной от враждебного мира.
8. Излюбленная тема данной радиопередачи – распространение ВИЧ-инфекции.
9. Почему ты такой назойливый?
10. Разве реклама облегчает выбор потребителя?

Make up questions to the words in italic

1. The Federal Republic of Germany helped in the settlement of a *TV production centre*.
2. In 1790 'Courier' of Bombay carried *advertisement*.
3. Advertisers have the raw power to manipulate *consumers*.
4. Many companies have *the capacity* to obtain large numbers of advertisement exposures.
5. It became a separate channel *since 1991*.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Advertising spend more money on various media, doesn't it?
- There are five roles of advertising to social welfare. Which are they?
- Why is advertising objectionable?
- What percentage of advertisements is considered inappropriate for children?

Research the development of cartoon strips in American newspapers. Who produced the first one? Which newspaper carried it? Write an account of your findings.

Test your critical thinking. Take either side of the following question and write an essay: Should the American press be restricted by the government? Consider these related questions

1. If it should be restricted, who decides what the restrictions would be?
2. What would the penalty be for violating the restrictions?
3. Would such restrictions change the nature of American life? How?
4. Are such changes good or bad? Why?

5. Television is to some extent a controlled industry. Is that good or bad? Why?

Work with a team of three or four classmates. Each of you is to interview two or three students in your school to get answers to the following questions. Choose students from all different grade levels

1. What newspapers, if any, do you read? Which newspapers do members of your family read?
2. Which news programs, including specials, have you watched recently?
3. Where do you get your information about world and local events?
4. Do you use the Internet? If so, what do you use it for primarily?
5. How well informed about what's going on in the world would you say you are?

UNIT 11. THE AIDA MODEL. MEDIA COST AND MEDIA ABILITY

Text 1. The AIDA model
Text 2. Media cost and media ability
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

the crowd of advertisement	commodity	exposure measurement
a sequential order	be commensurate with	to loop for
a basic premise	the target group	determine
conviction	audience measurement	

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

The AIDA model is a simpler hierarchical model developed in 1920 in the USA. It is one of the earliest of the communication model. The model suggests the sequence of action into which a prospect may be induced by advertising. The advertising must attract attention and then help in gaining interest which intern should create a desire and ultimately precipitate action. This model stand for Attention, Interest, Desire, Action, it highlights the importance of arresting the attention to gain the initial importance in the crowd of advertisement. Strong levels interest should create desire to own or use the product. The advertisement generates interest among the consumer by providing information through the copy and visual. The interest thus generated for a particular product or service will help in creating a desire.

The action stage in the AIDA model involves getting the customer to make a purchase commitment. It indicates that the number of people whose attention is obtained will be greater than those who eventually take action.

A Attracting Attention

I Rousing Interest

D Building Desire

A Obtaining Action

This is one of the best known models of advertising communication process. It is developed by Lavidge and Sletnes in 1962. According to this model advertising as a force must move the people up a series of steps from their unawareness about the product to the final act actual purchase? The above model worked as paradigm per setting and measuring advertising objectives. The Hierarchy of effects model shows the process by which advertising works, it assumes a consumer passes through a series of steps in sequential order from initial awareness of a product or series to actual purchase. A basic premise of this model is that advertising effects occur over a period of time. Advertising communication may not lead to immediate behavioral response or purchase, rather a series of effects must occur, with each step fulfilled before the consumer which can move to the next stage in this hierarchy of effects model. The hierarchy of effects model has become the foundation for objective setting and measurement of advertising effects in many companies. *It included six stages: Awareness, knowledge, Liking, preference, conviction and purchase.*

2. All-over reading of the text

To get the most out of the advertising budget spent the main matter of thinking of the advertiser is selection of the suitable media. The cost of buying space or time (electronic media) is weighed against the quantity of audience influenced by advertising. In fact it is quite similar to buy a local use commodity. The media cost should be commensurate with the measure of the media's ability to carry the message to the target group.

Media ability refers to a 'media image' which is able of enhancing the perception and communication value of the message. The selectivity offered by same media is useful for advertisers for it enables them to reach a distinct target market with minimum waste. In fact a great deal of information on the media about their demographic characteristics is proved by the media themselves. The main motto of any media planning person is to reach at the best possible level of media and market.

Media ability is measured under the following:

Distribution measurement – Expressed in the number of copies circulated.

(i) Audience measurement – Expressed in terms of size of audience, composition and the amount of audience exposure.

(ii) Exposure measurement – The advertiser looks for the ability of the media to create advertising exposure. Once the media have produced desired exposure, the quality of the message will determine the subsequent impact in terms of perception communication and behavioural response.

Space selling is out Space marketing is in. The media planner in the agency is now not only concerned with the circulation figure but in a detailed analysis of the readership the circulation base, of course, is important. But demographic done by media will go a long way in the media planning for the right media – product market match. Even media has to position itself. There is a need to find a right slot for the publication and large the publication, including its editorial, to a select audience. Space sellers also cannot be generalists but will have to master specialized segment of business, e.g. appointment ads; financial ads, classifieds etc. know the readership. Determine your clients target group. And how best you can match the two is the ball game all about.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. My friend (live) in Moscow. 2. You (not do) your work well. 3. My horse (be) wild. 4. This man's horse (kill) my horse. 5. This man (speak) to me on the road. 6. I (no can) explain this rule to you. 7. We (discuss) this subject tomorrow. 8. I (be) glad I (be) here. 9. We (buy) these books today. 10. Now I (read) your translation. 11. Thackeray's novels (be) very interesting. 12. You (read) this book in the 9th form. 13. I (read) 'Jane Eyre' last year. 14. I (want) to see you today. 15. I (be) free tonight. 16. I (feel) bad today. 17. I (do) my homework after dinner. 18. You work hard, I know. You (be) a good boy. 19. Next year we (have) six hours of English a week. 20. You (sing) perfectly. I think you (be) a famous singer.

Translate

1. Вчера наш учитель спросил нас: «Много ли вы читаете?» 2. Когда он увидел у меня в руках «Дэвида Копперфильда», он спросил: «Где вы взяли эту книгу?» 3. Потом он спросил: «Знаете ли вы что-нибудь об авторе этой книги?» 4. Миша спросил меня: «Когда ты пойдешь покупать книги?» 5. Мой друг сказал: «Все ученики нашего класса любят уроки истории». 6. Я сказал ему: «Мы любим уроки английского языка». 7. Учительница сказала: «Скоро вы будете хорошо говорить по-английски, так как вы много работаете». 8. Мама сказала: «Не шумите! Дедушка спит». 9. Катя сказала: «Папа в комнате. Он читает». 10. Учитель сказал: «Я уже проверил вашу контрольную работу».

Find mistakes

1. I shall do it now if you likes. 2. My brother were here today. 3. It's a pity you not came come earlier. 4. There be an interesting lecture at the school assembly-hall tomorrow. 5. Last year I spend my summer vacation in the Caucasus. 6. I come to live in this town several years ago. 7. I reads all about it in today's newspaper. 8. They finish building this house only last week. 9. Five years ago there was no people living here at all. 10. I go skiing on Sunday if I have time.

Lexical booster

Build up a derivational chain

Sequential, conviction, determine, exposure, selectivity

Find the antonyms / synonyms

Sequential, premise, conviction, commensurate, demographic, target

Translate into English

1. И какие твои последующие действия?
2. Эта политика базируется на предположении, что общественность захочет принять ее.
3. Это твое кредо жизни?
4. Время – бесценная вещь.
5. Это не соответствует ни норме, ни стандарту регламента.
6. Целевая аудитория этой газеты – молодые люди.
7. Аудитория слушателей музыкально-развлекательных программ по радио превзошла по количеству все другие виды аудиторий в мире.
8. Всем кандидатам уделялось большое (постоянное) внимание на телевидении и в прессе.
9. Я решил действовать самостоятельно.
10. Когда ты уже дашь объявление о продаже подержанного автомобиля?

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What does the abbreviation 'AIDA' stand for?
- What's the hierarchy of effects model advertising AIDA?
- Why do we refer a 'media ability' to a 'media image'?
- How is media ability measured?

Give the definitions to the words (in your own words) and compose the sentences for translation from English into Russian

Media, commitment, information, 'media image', media planning, electronic media, target group

Determine if the statements true or false on the base of the texts

1. The cost of buying space or time (electronic media) is weighed against the quantity of audience influenced by advertising.

2. The Hierarchy of effects model shows the process by which advertising fluctuates.

3. The AIDA model is a simpler hierarchical model developed in 1920 in the UK.

4. This model stand for Attitude, Impact, Dream, Aggravation, it highlights the importance of arresting the attention to gain the initial importance in the crowd of advertisement.

5. The media cost should be commensurate with the measure of the media's ability.

Surf the net

How different are newspapers' print stories from those they run on the Internet? Choose a good-sized paper with a web site, and find two or three stories that appear in both the print and on-line editions. What similarities and differences exist in the coverage? in the writing style? What might account for the differences? Present your findings and conclusions to the class.

Using appendix 1 as an sample for writing an essay on an actual issue in the society

UNIT 12. THE FREEDOM OF PRESS. THE PENNY PRESS

Text 1. The freedom of press

Text 2. The Penny press

Grammar drill

Lexical booster

Speech activator

Active lexical minimum (look up dictionary)

guilty

long-standing attitude

seditious

to tone down

to turn aside

bare printing

libel

motto

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

In the early days newspapers that criticized the government were guilty of sedition – the stirring of rebellion. The truth of statements was no defense. The principle then was “The greater the truth, the greater the libel.” The government figured that false criticism (which is how libel is defined today) was easier to turn aside than well-founded criticism.

A case in 1735 established truth as a defense against libel charges. In the *New York Weekly Journal* John Peter Zenger printed articles critical of Governor William Cosby. Zenger wrote few of the articles himself, but as the publisher he was arrested on a charge of seditious libel and jailed. The case was considered open and shut.

If Zenger printed attacks on the British crown, he was guilty of libel, even if his statements were true.

Andrew Hamilton of Philadelphia, considered by many the finest attorney of the period, defended Zenger. Then in his eighties, Hamilton was still brilliant and forceful. He stunned the crowd when he said: “I do confess (for my client) that he both printed and published the two newspapers set forth in the information. I hope in so doing he has committed no crime.”

To the court this seemed in effect a guilty plea, since its only concern was to prove that Zenger was responsible for publishing the articles in question. But Hamilton continued, “I hope it is not our bare printing or publishing a paper that will make it a libel. For the words themselves must be libelous – that is, false, malicious, and seditious – or else we are not guilty.”

The judge denied Hamilton the right to prove the facts in the papers, so Hamilton appealed to the jury: “Every man who prefers freedom to a life of slavery will bless and honor you as men who have baffled the attempt of tyranny; and by an impartial and uncorrupt verdict, have laid a noble foundation for securing to ourselves, our posterity, and our neighbors, that to which nature and the laws of our country have given us aright – the liberty both of exposing and opposing arbitrary power (in these parts of the world, at least) by speaking and writing – Truth.”

The Crown had not counted on the will of people – in this case represented by the jurors – struggling to be free. They deliberated only briefly before shouting “not guilty,” and the celebrations began.

2. All-over reading of the text

Early newspapers carried little actual news. They were filled largely with opinions in the form of essays, letters, and editorials, plus a few advertisements. Then in 1833, Benjamin Day founded the *New York Sun*, filled it with news, and sold it for only a penny. Day’s staff covered the police beat, wrote about tragedies and natural disasters, and toned down the opinions. Thus was born the

“penny press,” probably more truly the forerunner of today’s newspapers than either *Publick Occurrences* or the *Boston News-Letter*. Because it was so inexpensive and distributed by street sales rather than subscription, the penny press achieved a mass audience, made up primarily of the new working class of the

Industrial Revolution. With such a large audience, advertising took on a major role. (To this day, it’s advertising that pays the cost of producing newspapers and getting newscasts on the air.) Two years later James Gordon Bennett started the *New York Morning Herald*. Although it sold for two cents, it continued the newsy ways of the *Sun*. Similar papers were soon founded in Boston, Baltimore, Philadelphia, and other cities.

One of the most influential penny presses was the *New York Tribune*, founded in 1841 by social reformer Horace Greeley. The *Tribune*’s daily circulation never matched that of the *Sun* or the *Herald*, but its weekly edition had 200,000 subscribers – more readers than any other publication of that time.

Since colonial times, women had contributed to the growth and development of American journalism, operating newspapers and print shops. They continued to do so during the expansion of newspapers in the 1800s. Cornelia Walter was editor of the *Boston Transcript* in the 1840s, and in 1850 Jane Grey Swiss helm, who worked for Greeley’s *Tribune*, became the first woman to cover Congress.

In cities such as Pittsburgh, Chicago, New Orleans, Atlanta, St. Louis, and Louisville, the penny press grew and prospered. Headlines became larger and designs better as newspapers competed for street sales. By the 1800s, it was not at all unusual for a major city such as New York to have eight or nine competing newspapers.

The *New York Times*, which today is considered by many professional journalists the best newspaper in the country, was founded in 1851 by Henry Raymond. From the beginning it set a standard for fairness and accuracy in reporting, a standard that has been widely imitated but rarely equaled. Adolph Ochs bought the paper in 1896. It was he who gave it the motto “All the News That’s Fit to Print,” which reflects the paper’s long-standing attitude to cover legitimate news in a tasteful way.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. If it (to snow), the children will play snowballs. 2. If I (not to know) English, I should not be able to enjoy Byron's poetry. 3. I (not to do) it if you did not ask me. 4. If men (to have) no weapons, would wars be possible? 5. You will never finish your work if you (to waste) your time like that. 6. If I (to have) his telephone number, I should easily settle this matter with him. 7. If I (to have) this rare book, I should gladly lend it to you. 8. The dish would have been much

more tasty if she (to be) a better cook. 9. He never (to phone) you if I hadn't reminded him to do that. 10. Your brother (to become) much stronger if he took cold baths regularly. 11. If he (to be) more courageous, he would not be afraid. 12. If the fisherman had been less patient, he (not to catch) so much fish.

Translate

1. Чтобы получить хорошую оценку, вы должны упорно поработать. 2. С ней трудно иметь дело. 3. Что делать? 4. Начнем с того, что он болен. 5. Вы должны хорошо знать язык, чтобы читать Диккенса в оригинале. 6. Мягко выражаясь, он не прав. 7. Она была не виновата. 8. Ребенку не с кем играть. 9. Видеть – значит верить. 10. Вы должны поторопиться, чтобы успеть на этот поезд. 11. Не может быть и речи о покупке машины в этом году.

Find mistakes

1. Irving turned out to being a long, pale-faced fellow. 2. His office turned out be in one of the back streets. 3. He appeared be an ideal man. 4. She doesn't seem want to do anything I suggest. 5. He turned out to having no feeling whatever for his nephew. 6. This appeared amuse the policeman. 7. You can easily get in through the window if the door happens being locked. 8. The peasants did not seem see her. 9. The Gadfly seemed take a dislike to Signora Grassini from the time of their first meeting. 10. You don't seem do any great thing to yourself by going away. 11. "Jim," he said at last, in a voice that did not seem belong to him.

Lexical booster

Build up a derivational chain

Struggle, influential, imitate, rebellion, confess, subscription

Find the antonyms / synonyms

Guilty, seditious, libel, posterity, motto, malicious

Translate into English

1. В газете написали, что присяжные объявили его виновным в убийстве.

2. Клевета – правонарушение, состоящее в подаче в письменном или печатном виде заведомо ложной, фальшивой информации о каком-либо лице или организации, наносящей моральный ущерб этому лицу или организации.

3. Возбуждение спало.

4. Он всегда презрительно относился ко всем авторитетам.

5. Мне не понравилась его позиция, что он заслуживает особого отношения.
6. Как тебе удастся обходить все трудности в такой сложный период?
7. Лозунг движения просто ошеломляющий!
8. У него бунтарские взгляды.
9. Я не могу найти недавнюю распечатку твоей истории для итальянского журнала.
10. Какой твой девиз жизни?

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- How was the development of advertising during Industrial Revolution?
- What's the principle "The greater the truth, the greater the libel"?
- How do you understand Adolph Ochs's motto "All the News That's Fit to Print"?
- In what places did the penny press grow and prosper?

Give a title to the text and make a plan for a short presentation

The advertising process really begins with an advertiser. An advertiser might be an individual or a small or large group of people, or it might be an organisation - which might be a "commercial" venture (a "business"), a non-profit making body, a local or central government body, an association or club, and so on. Whatever the case, it will be the advertiser – perhaps with advice from and the recommendations of one or more of the other segments – who makes these very important decisions: at whom the advertising will be **directed** or aimed or targeted; the size of the advertising '**budget**', that is, how much money will be spent on the advertising; in which and/or on which **media** the advertisements will appear; how long the advertising – the '**campaign**' – will last.

Advertisers can be separated into a number of broad categories. The category into which a particular advertiser falls might well influence: the decisions made relating to the four matters listed above; the use which will be made of one or more of the other segments.

A private citizen might advertise to sell a product, to fill or satisfy a particular need or want, or to express an idea or a point of view. For example, a person might advertise a motor vehicle he or she owns but wishes to sell. That same person might advertise to find a job, or to find accommodation, or to find a product he or she wants to buy. As we have already mentioned, politicians often advertise to persuade people to vote for them, or to express their views on certain issues.

Find in the text key words for advertising and translate them.

Propose your informative answer to the question from the text ‘...how long the advertising – the ‘campaign’ – will last...’

Compose various types of questions

1. The advertising process really begins with an advertiser.
2. Politicians often advertise to persuade people to vote for them.

Explain the modality in the following sentences

1. An advertiser might be an individual or a small or large group of people.
2. Advertisers can be separated into a number of broad categories.
3. The category into which a particular advertiser falls might well influence.
4. A private citizen might advertise to sell a product.
5. A person might advertise a motor vehicle he or she owns but wishes to sell.
6. That same person might advertise to find a job.

Find in the text some passive constructions and render them.

UNIT 13. NELLY BLY. MUCKRAKING

Text 1. Nelly Bly Text 2. Muckraking Grammar drill Lexical booster Speech activator

Active lexical minimum (look up dictionary)

asylum	under scrutiny	the bottom line
to cable	pervasiveness	to usher
civic center	yellow journalism	growing public concern

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

The period was perfect for the circulation-building exploits of Nellie Bly, the name used by Elizabeth Cochrane, the most famous of the women journalists beginning to make names for themselves. Bly worked for Pulitzer’s *World* and was noted for her “stunts,” stories in which she made the news herself.

Once she pretended to be mentally ill and was committed to New York’s Blackwell Island Asylum. When she was released after 10 days, she wrote a story exposing the asylum’s poor conditions. The story sparked reform around the country. Bly’s most famous story was about her trip around the world. A book

of that period, Jules Verne's *Around the World in Eighty Days*, was very popular. Bly set out to circle the globe in fewer than 80 days, and as readers everywhere followed her adventures, she did it – in 72 days.

During the yellow journalism period a movement began in Cuba to seek independence from Spain. Beginning in 1895, the *World* and the *Journal* whipped up a war climate in support of the Cuban nationalists and tried to lure the United States into the conflict. One famous story of the time was about a *Journal* artist in Cuba who cabled Hearst that there was no war and he was coming home. Hearst is said to have wired back, "Please remain. You furnish the pictures, and I'll furnish the war."

2. All-over reading of the text

The end of yellow journalism ushered in a period during which American newspapers developed a significant social consciousness. Many papers crusaded for child-labor laws, promoted hospitals and tuberculosis sanitariums, collected money for the needy, and exposed public graft. Critics of the crusading journalists called them *muckrakers*, a term coined by Theodore Roosevelt, which the reformers came to think of as a term of praise.

A new medium came into its own during the late 19th and early 20th centuries: the magazine. Such publications as *McClure's*, *Collier's*, *Munsey's*, and the *Saturday Evening Post* joined the fight for social justice that the newspapers had initiated. They had circulations in the hundreds of thousands, and they battled corruption in all of its forms. Patent medicine companies, child labor, the status of African Americans, and the meatpacking industry all came under scrutiny. The Pure Food and Drugs Act of 1906 grew out of the crusades, as did many other reforms. Ida Tarbell's series on "The History of the Standard Oil Company" in *McClure's* was one of the first attacks on big business. Her investigative reporting put John D. Rockefeller, Standard Oil's president, on the defensive for years to come.

One of the most awesome changes of our time is the increase in the power and pervasiveness of the news media. That's why the question of standards is so important. Around the world there is growing public concern about the performance and behavior of the news media. The bottom line is that the public no longer trusts us. And for journalism, that is critical. Trust is our most important product.

In times long past, people got their news from their neighbors on a person-to-person basis. Passing along the news created a social situation in which people discussed their world. Today the mass media perform this function. "Did you read about the new civic center in the *Tribune* yesterday?" is a reflection of the social function.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. He (buy) a book of English poems and (give) it to his sister. 2. I (write) to him asking to send me a box of chocolates. 3. The roof of the house (be) very old. 4. There (be) a monument to Pushkin in the Square of Arts. 5. One wheel of my car (must change). 6. He (stand) outside the door of his house and (explain) to the mechanic what was wrong with his car. 7. He (give) her a big bunch of flowers. 8. I (send) a letter to my friend. 9. The streets of St. Petersburg (be) straight. 10. Many pages of this book (be) torn. 11. The young scientist (try) to prove to the professor the necessity of the experiment.

Translate

1. В прошлом месяце моя тетья не ходила на работу. 2. Она вставала в десять часов и ложилась спать в полночь. 3. Она часто ходила в театр и в кино. 4. Но в этом месяце она встает на восходе солнца, потому что она опять ходит на работу. 5. Она работает в институте. 6. Учебный год в институте начинается в сентябре, а кончается в мае. 7. В январе и в июне студенты сдают экзамены. 8. В понедельник она всегда работает в библиотеке. 9. В пятницу она обычно ездит за город. 10. Она встает в семь часов и едет на вокзал.

Find mistakes

1. He go to the theatre tomorrow. 2. We going to school in the morning. 3. Look! Kate goes to school. 4. Do you help your mother tomorrow? 5. I don't play the guitar now. 6. My brother play the guitar every evening. 7. They doesn't take care of the garden next summer. 8. You like apples? 9. Did you eat apples tomorrow? 10. Nick read many books. 11. Mother work every day.

Lexical booster

Build up a derivational chain

Pervasiveness, investigative, initiate, graft, labour

Find the antonyms / synonyms

Asylum, the bottom line, civic, to lure, investigative, person-to-person basis

Translate into English

1. Она телеграфировала нам, что рукопись получена.
2. Нам показали, где наши места.
3. В его документах есть к чему придраться при внимательном изучении.

4. Он внимательно и с любопытством смотрел вниз.
5. Кажется, что все, что он говорит, пронизано недоверием к человеку.
6. В чем суть дела?
7. Как ты относишься к желтой прессе?
8. Все документы уже находятся в гражданском центре.
9. Надежда – приют для души.
10. Каков процент общественного беспокойства по данной ситуации?

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Read the article and explain its title: ‘Food for thought’. Story Based on Interviews

The Echoes, Abraham Lincoln High School, Council Bluffs, Iowa

Vending machines offering juice and non-candy snacks will be located in the science, social studies, English, and business wings as well as the commons area. Principal James Lake said these machines, along with the pop and candy machines, will be on all day, giving students a chance to purchase snacks and juice between classes. He said passing periods will be lengthened to eight or nine minutes to accommodate student use of the machines.

Lake and teachers stressed that student cooperation is necessary to do this. “Students have been pretty good this semester and deserve something,” Lake said. “They must be respectful and organized and realize that this is a privilege. As soon as there are wrappers or trash around the campus, the machines will be turned off.” Lake said the decision to permit food in the classroom is entirely up to each teacher. Several teachers already allow food in class. “I think a lot of kids rush around in the morning and don’t have time to eat,” said Linda Patton, Spanish instructor. “After it hits them, they just don’t function as well. That’s why I decided to allow kids to eat in class.” Many students agree with Patton. “It’s easy to be distracted when you’re hungry,” junior Sarah McLean said. “If you have a break with food, you’re able to stay on track longer.” Teachers are hopeful that students will perform better after a snack.

Read the text again and say ‘what is it a vending machine?’.

Find in the text American terms and render them into the English ones.

Find in the text some phrasal verbs and compose sentences with them.

Complete the sentences with a suitable word or phrase from both texts of the unit

1. During _____ period a movement began in Cuba to seek independence from Spain.
2. One of the most awesome changes of our time is the increase in the power and pervasiveness of the _____.
3. There is growing public _____ about the performance and behavior of the news media.
4. The _____ is that the public no longer trusts us.
5. One famous _____ of the time was about a Journal artist in Cuba.

Make up special questions for above printed sentences.

Speech activator

Answer the questions

- Who is Nellie Bly?
- What is ‘yellow journalism’?
- When was a first magazine appeared in the USA (e.g. McClure’s, Collier’s, Munsey’s, and the Saturday Evening Post)?
- In what is there a pervasiveness of the news media?

Using appendix 1 as an sample for writing a report about Brands.

UNIT 14. HAZELWOOD. PUBLIC CONFIDENCE IN THE PRESS

Text 1. Hazelwood
Text 2. Public confidence in the press
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

forum	fulfill	enhance	devotion
dismay	agenda	accurate and objective	financial penalties

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

The *Spectrum*, the student newspaper in the Hazelwood case, was determined by the Supreme Court not to be an open forum. Had it been ruled a forum, the court’s decision might very well have gone the other way. Under forum theory, once the government creates a forum, it cannot control the ideas expressed there. A forum is a place where ideas are exchanged. A city park, where

people climb on soapboxes and say what they think, is a forum. Many universities have a mall or a “speaker’s corner” where people may speak. These areas are protected by society, and the ideas expressed there are protected as well. If a school newspaper is a forum, Hazelwood probably does not apply. Thus a school newspaper that has been declared a place where members of the school community exchange ideas – through columns, letters to the editor, guest columns – may be in a different legal position from that of a pure lab newspaper produced by students for practice and training.

This in no way should affect student conduct or judgment, of course. Again, it’s ethics, not the law, that governs student journalists. Some states question Hazelwood itself. The Arkansas, Colorado, Iowa, Kansas, and Massachusetts legislatures have passed bills that, in effect, sidestep Hazelwood. Even before Hazelwood, California had a statute protecting student-press rights. Such legislation has been introduced in several other states and is in various stages of the legislative process. Many individual school districts also have made it clear that they will stick with the Tinker rules despite the Hazelwood ruling. How can this be? Isn’t federal law the last word? Yes. States may, however, grant more freedom than the federal government; they just can’t grant less. So in this case, state and local rules can prevail – if that’s what local citizens want.

The research shows without a doubt that there has been a large increase in censorship in high schools since Hazelwood. Some people remain unconvinced, however, about Hazelwood’s effect. Although many advisers express dismay over the decision, others say, “This case is no big deal.”

2. All-over reading of the text

Public confidence in the press has fallen. Journalists are often seen as rude and insensitive, at least in part because they are the bearers of unavoidable bad news.

Journalists have many roles assigned to them by society. Their coverage of government fulfills the political function expected of a constitutionally protected free press. Advertising provides information about products and services. As the press surveys the horizon and alerts the public to what’s “out there”, it fulfills the sentry function. Sports scores, birth announcements, and such information keep society’s records. Comics, feature stories, and other light fare entertain people.

Information in the mass media provides daily material for conversation and thus enhances people’s social lives. The media also help set society’s agenda, which can lead to solutions. Various ways exist to evaluate the media. Interested citizens can compare newspapers, radio, television, and magazines with professional standards. Journalists try to meet the ethical standards that, even more than the law, guide their work. Journalists are expected to be accurate and objective. Their standards emphasize good taste, fairness, care with attribution, and a devotion to truth. A large problem for journalists is libel. Publishing material that is both false and damaging to someone’s reputation can lead to a lawsuit

with heavy financial penalties. Truth is the best defense for journalists. There is no libel without falsehood. Then life became more complex, and the nature of news changed. The press moved away from events and concentrated on trends, on in-depth coverage of major issues. News was intricacies of government, damage to the environment, the changing family, population control, educational reform, automobile safety, health care. At the same time another change started to take place.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Ben (wake up) when it is already quite light. 2. He (look) at his watch. It is a quarter to seven. 3. Quick! Ben (jump) out of bed and runs to the bathroom. 4. He (have) just time to take a cold shower and I (drink) a glass of tea with bread and butter. 5. He (be) in a hurry to catch the eight o'clock train. 6. At the railway station he (meet) three other boys from his group. 7. They all (have) small backpacks and fishing-rods. 8. In less than an hour they (get off) the train at a small station near a wood. 9. They (walk) very quickly and soon (find) themselves on the shore of a large lake. 10. The boys (spend) the whole day there fishing, boating and swimming. 11. They (return) home late at night, tired but happy.

Translate

1. Где Нина? – Она уже два часа дома. 2. Где дети? – Они все еще играют во дворе. 3. Мой брат уже три года инженер. 4. Мой друг знает английский с детства. 5. Я уже полчаса наблюдаю за тобой. 6. Ваш брат еще болен? – Нет, он уже поправился. 7. Он уже три дня занимается физикой. Он хочет получить отличную оценку на экзамене. 8. Мне уже давно хочется прочесть эту книгу. 9. Я уже двадцать минут пытаюсь найти мою старую тетрадь. 10. Они уже десять лет живут в Нью-Йорке. 11. Моя тетя – артистка. Она всегда любила театр.

Find mistakes

1. It be eight o'clock in the morning and time for me to go to work. 2. I look out of the window. 3. It raining hard. 4. "You get wet through if you will go out now," said my mother. 5. We to have five umbrellas in the house, but when I wanting to take one. 6. So I taked them all and carried them to the umbrella-maker, saying that I would call for the umbrellas on my way home in the evening. 7. When I goes to have lunch in the afternoon, it still raining very hard. 8. I go to the nearest cafe, and sits down at a table. 9. A few minutes later a young woman coming in and sitting down at the same table with me. 10. When I finished my lunch and being ready to leave, I absent-mindedly take her umbrella and started for the exit. 11. She stops me saying that I taking her umbrella.

Lexical booster

Build up a derivational chain

Devotion, evaluate, enhance, conversation, fulfill, announcement

Find the antonyms / synonyms

Unavoidable, standard, falsehood, dismay, intricacy, local

Translate into English

1. Ты собираешься на Всемирный форум по правам человека?
2. Я пришел в смятение, узнав, что она сделала.
3. Почему ты не выполнил свое обещание?
4. Давайте перейдем к последнему пункту повестки дня!
5. Они будут стремиться улучшить свою репутацию за границей.
6. Их жизненные расходы постоянно растут.
7. Они оказались правы в своих прогнозах.
8. Почему ты всегда объективен?
9. Ты можешь быть предан своему делу без остатка?
10. Хотя это и незначительный промах, но санкции будут строгими.

Identify if the following statements from the texts are true or false

1. Many universities have a mall or a “speaker’s corner” where people may speak.
2. Even after Hazelwood, California had a statute protecting student-press rights.
3. Under forum theory, once the government creates a forum, it can control the ideas expressed there.
4. Journalists have many roles assigned to them by society.
5. The media also help set society’s agenda.

Elucidate a role of Hazelwood’s effect in 8 – 10 sentences.

Translate the sentences into Russian

1. *Advertising* provides information about products and services.
2. Information in the mass media provides daily material for conversation and thus *enhances* people’s social lives.
3. Journalists try to meet the *ethical* standards.
4. Publishing material that is both false and damaging to someone’s *reputation* can lead to a lawsuit with heavy financial penalties.
5. News was *intricacies* of government, damage to the environment, the changing family, population control, educational reform, automobile safety, health care.

Find synonyms to above pointed words in italic as many as possible.

In the text 2 various ways are mentioned to evaluate the media, which are they?

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is the history of The *Spectrum*, the student newspaper?
- Why should advertisers raise the public confidence in the press?
- What kind of Information is there in the mass media?
- What is the best defense for journalists against libel or slander?

Using appendix 1 as an sample for writing a review on a movie.

UNIT 15. RA. ARMA. INCOMING AND OUTGOING CORRESPONDENCE

Text 1. RA Text 2. ARMA Text 3. Incoming and outgoing correspondence Grammar drill Lexical booster Speech activator
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Active lexical minimum (look up dictionary)

storage of a variety of records	knowledge and skill	correspondence
numbers-based system	bar code	

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

A records manager (an RA) is in charge of the organization and storage of a variety of records for a company or business. One of the most common forms of records management comes in the medical field where charts and doctors notes are kept in a patient's file to be examined at a later date. But records can be kept in any kind of business, physically or electronically.

A records manager must be a great organizer. A manager will be asked at any time to locate a specific record and must be able to do so promptly. To do so, the manager must have a filing system in place that will allow them to locate the file. Sometimes that is an alphabetic system, while other companies utilize a

numbers-based system. Still others use a combination of the two. The important aspect is that the records manager understands the system in place.

A records manager must keep files stored in a safe place. Depending on the importance of the records, they could be kept in anything from a fire-proof vault to simply a large bookshelf. Records should also be stored in a way they are easy to get to. In most cases, this means storing records side-by-side vertically rather than horizontally, one on top of the other.

Certain records are allowed to circulate through the business that they belong to. For example, patients' charts circulate throughout the hospital or clinic the patients currently are, as the doctors will need to see them. A records manager is in charge of allowing the circulation of records in a way that the manager will be able to locate them later, through some kind of bar code check-out system or by strictly memory.

In certain cases, a records manager may be in charge of physically putting together the initial record. For example, if a new patient is admitted into a hospital, the records manager may have to physically put the patient's chart into a record before the initial filing. The reason the records manager controls this is because that person has the most experience for what information must be included on the actual record to help store it most effectively.

2. All-over reading of the text

ARMA is the professional association for records managers in Canada and the United States. It offers correspondence courses in records management: <http://www.arma.org>. Some on-line information sessions are available free of charge to members.

Records management is an interesting and rewarding occupation. Many people in Canada want to get a job in records management. If you want to join this field, you will need a certain level of knowledge and skill. There are a number of routes that you can take to get an education in records management.

Degree in information management, archival studies, or library studies – these are usually graduate degree programs. You must have a bachelor degree in order to enroll in these programs. They are offered at universities across Canada.

Diploma in information management, records management, or archival studies – these diplomas are offered by technical and community colleges. You usually need a high school diploma to enroll in these programs. Some programs are offered through correspondence or distance learning.

Tips for graduates to draft a CV:

Use A4 size paper that is bright white in color

Use a formal font of size 12

Keep the CV length restricted to 2 pages

Make categories for writing information

Start the CV with career objective

Qualifications and Skills section must appear below the career objective.

Give details of internship and project work under Experience Section and highlight the key responsibilities handled during this course of time.

Include details of hobbies and volunteering work undertaken during your studies.

End with reference.

3. Scan the text for a laconic but rather informative review

Incoming correspondence. One of the essential functions of a records office is to receive, record and distribute incoming and internally created mail of all kinds (such as letters, memoranda and faxes). Records staff must deal promptly and accurately with many different kinds of correspondence. Incoming correspondence will reach the records office in a number of different ways. Some will come through the mail, some by hand, some by telex, fax or electronic mail.

There are also differences in the way in which items are addressed. Some are addressed to a department and some to individuals either by name or by title of office. Other items may be illegibly addressed. A smaller number of items will bear security or privacy markings, such as 'confidential' or 'personal.' Some mail may contain cheques, money or other valuables which need to be carefully recorded and accounted for in the records office.

Rules for handling 'confidential' and 'personal' letters should always be followed. All other mail should be opened and date-stamped as soon as it is received by the records office. During this process letters should be kept in a box file or other suitable container. After the mail has been opened and all enclosures accounted for, each letter must be registered in the Inward Correspondence Register. All columns of the register must be completed.

Outgoing correspondence. Every letter leaving the records office must quote the full address and reference number. Security or privacy markings are typed in a prominent position at the top and bottom of each sheet. Once a letter has been signed it must be returned to the records office for dispatch. Records office staff are responsible for maintaining a record of what is dispatched. All letters leaving the office are registered in the Outward Correspondence Register.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. This date (will insist) on. 2. The results of the experiment (can rely upon). 3. The terms (agree upon). 4. The matter (refer to). 5. The new discovery much (speak about). 6. Some of the data obtained (can rely upon), others have not been published yet. 7. Many materials now in common use (not even think of) thirty years ago. 8. The quality of the instruments used (can safely rely upon). 9. Old traditions (can easily do away with). 10. Gold (affect) by moisture.

Translate

1. Билеты принесут завтра. 2. Диктант будут писать в следующий вторник. 3. Маме дадут чашечку кофе. 4. В прошлом году ее послали в Кембридж. 5. Об этом фильме много говорили. 6. Эту книгу очень часто спрашивают. 7. Мою подругу каждый год посылают за границу. 8. Меня пригласят на ваш вечер? 9. Детей оставили дома одних. 10. Нам показали очень странную картину.

Find mistakes

1. He spoke so fast that nobody can follow him. 2. My room are on the second floor. 3. I am sure she will ring me up when she will be back in St. Petersburg. 4. I had saw them at my parents' house last year. 5. I didn't seen my cousin today. 6. I doesn't go to this shop very often. 7. I have already breakfast, so I am not hungry. 8. I just receive a letter from my uncle. 9. I am go to the theatre tonight. 10. I speaking to Mr. Brown this morning. 11. I shall do it today if I will have time.

Lexical booster

Build up a derivational chain

Dispatch, rewarding, storage, records

Find the antonyms / synonyms

Dispatch, prominent, memoranda, level

Translate into English

1. Он хранилище передовых идей для сенсационных репортажей.
2. Это неподходящее место для хранения документов!
3. Я не люблю разбирать ни входящую, ни исходящую корреспонденцию. Ее всегда так много!
4. Где вся последняя корреспонденция?
5. У каждого товара свой штрих-код.
6. Для этой работы нужны особые навыки.
7. Она могла справиться со сложной работой.
8. Хорошее знание языка для этой должности обязательно.
9. Насколько я знаю, она здесь никогда не была.
10. Он сделал это без моего ведома.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is a set of functions and tasks of a records manager?
- Give a short review about ARMA as the professional association for records managers in Canada and the United States.
- What is it a records office?
- What is a difference between outgoing and incoming correspondence?

Read and elucidate the quotes

As the free press develops, the paramount point is whether the journalist, like the scientist or scholar, puts the truth in the first place or in the second.

Walter Lippmann (1899 – 1974), columnist and media critic

When a man assumes a public trust, he should consider himself as public property.

Thomas Jefferson (1743 – 1826), U.S. president

Look at these memorable headlines and catch the sense. As you know sometimes significant stories result in memorable headlines. Here are a few examples

Th-Th-Tha-Tha-That's All, Folks! Dodgers Miss

- in the *Los Angeles Times*, after the Dodgers lost a division championship

Stix Nix Hix Pix

- in *Variety*, when rural Americans stopped attending movies about country living

Up on the Housetop! Slick, Slick, Slick!

- in an *Omaha World-Herald's* Christmas storm story

Ford to City: Drop Dead

- in the *New York Daily News*, after President Ford rejected the city's appeal for federal help

Wall Street Lays an Egg

- in *Variety*, after the stock market crash in 1929

Using appendix 1 as an sample for writing an interview.

UNIT 16. THE ‘WHO CARES’ METHOD. GILBERT BAILON

Text 1. The ‘Who cares’ method
Text 2. Gilbert Bailon
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

proclamation	designations	to cull	outlet	around with
scant attention	issue	creative writing	to mess	

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

A quick shortcut to news judgment can be found in the “Who cares?” method. That merely means asking yourself who cares about this story, person, event, or issue. If you are convinced that there is genuine interest or that the story, person, event, or issue is important for the audience ... you have news. If there is neither interest nor need, skip it. Let’s try the “Who cares?” method in evaluating two simple events; one is news, one is not.

A. The mayor signs a proclamation designating next week Cleanup, Paint-up, Fix-up Week.

B. The mayor announces an investigation into the disappearance of \$75,000 from the city’s general fund.

Now, who cares about Cleanup, Paint-up, Fix-up Week? Practically no one. Politicians constantly issue such proclamations, mostly at the urging of special-interest groups. In this case the special week is a lure for newspaper advertising from lumberyards, nurseries, seed stores, and paint stores. The media pay scant attention to such designations.

Who cares about event B? Nearly everyone in the community. For taxpayers, and that includes practically every citizen, the handling of public money is a critical issue. The conduct of public officials draws intense concern in a democratic society. So, yes, event B is news. Obviously, few news decisions in a journalist’s life present such a clear-cut choice as those in this example. As a starter, however, always ask yourself who cares about the story and you will be on your way to developing good news judgment.

Not all events are subject to such evaluation. If your instructor had a fight with a neighbor, you might get a positive answer to the “Who cares?” question, but you wouldn’t have news. Why? Because some things are personal. The journalist’s duty is to rise above the level of spreading ugly stories that invade the privacy and upset the lives of innocent people. Like so many things in journalism, taste is the issue. One of your jobs as a journalist is to cull items that would offend the audience’s taste. This too is part of news judgment.

2. All-over reading of the text

Most people don't realize how much they need a local newspaper, said Gilbert Bailon, vice president and executive editor for metro at the *Dallas Morning News*. "Newspapers are still the main source for people to find out everything they need to know in their lives," he said. "CNN isn't going to tell them what happened at the local city council meeting or what the schools are serving for lunch that day".

"Newspapers provide a great deal of the sorts of information and entertainment that people need every day in their lives. Providing that kind of information is needed, and it's a lot of fun. It's very important." There is another, equally critical role for the media to play, he said – that of watchdog. "It's essential to the people that someone be able to communicate to them the information they need while at the same time provide accountability to society's leaders," he said. "I feel like I am doing something that's useful, and not just making money for a company." Bailon entered journalism to find an outlet for his creative writing. "I have always had this love of writing," he said. "A lot of us in this profession like working with words but are shy when it comes to other people. This lets you find ways to express yourself." After graduating from the University of Arizona in 1981, Bailon was accepted in the Cap Cities Minority Training internship program and worked at the *Fort Worth Star-Telegram* and the *Kansas City Star*. In 1985 he joined the *Dallas Morning News*.

He is a 1987 graduate of the University of Missouri's Multicultural Management Program and was elected president of the National Association of Hispanic Journalists in 1994. At the *Morning News* he has held positions as a reporter, day city editor, assistant metro editor, and executive editor. He has also worked at the *San Diego Union* and *Los Angeles Daily News*. Bailon believes there will always be a demand for people who can digest facts and write about them. "It's not as if the medium of the printed word is going away," he said.

"There will always be a need for journalists in a greater sense. It may not necessarily be in newspapers – although I don't think newspapers are going to go away – but there will always be a need for someone who can think, digest, and put out information."

Bailon loves what he is doing and believes students will too, if they get the proper training. "The first thing you must do is master the English language," he said. "Learn how to punctuate, learn grammar, and then practice, practice, practice." He also advises those interested in a journalism career to join a student publication. "If you have an opportunity to mess around with photos, graphics, and words, do so," he said.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Your father (work) at a factory? 2. What you (do) here? 3. You (do) your homework? 4. Ann, where your friends (be)? 5. Mike, You (like) my dress? 6. What mark you (get) at school? 7. You (take) me to the theatre with you tomorrow? 8. You (play) with your friends yesterday? 9. Why you (play) with your friends? 10. You like chocolates? 11. You (see) your granny yesterday?

Translate

1. Сестра сказала, что хочет приехать к нам сама. 2. Я знала, что она очень занята. 3. Никто не знал, что вы ждете здесь. Пойдемте в дом. 4. Гид предупредил нас, что в этой части города движение довольно сильное. 5. Секретарь не заметил, что директор с кем-то разговаривает. 6. Все мы знали, что ее семья опять в Санкт-Петербурге. 7. Лена сказала, что она дарит нам эту картину. 8. Я знала, что она работает на заводе, что у нее есть муж и двое детей, что семья у нее очень дружная и она счастлива. 9. Она сказала, что ее коллеги всегда дают ей прекрасные советы. 10. Он сказал, что любит эту пьесу. 11. В прошлом году они думали, что никогда не будут хорошо читать по-английски, но вчера они увидели, что читают тексты довольно хорошо.

Find mistakes

1. Jerry believed that Sally had read the book since Monday, but she had read only fifty pages so far. 2. Alice told me bought that coat because it wasn't long enough. 3. The personal manager was interested why I decided to quit my present job. 4. Len was mistaken when he said that Marion moved to her new flat the following month. 5. Could you ask Alex how long he would be staying at the hotel "Grandston"? 6. Mary said she was worried that her son isn't studying very well that year. 7. The policeman warned us that we not cross the street against the red light. 8. Mark told Nancy that he found his dog at last, and the worried expression began to disappear from his face. 9. Tom said that he had been late for work that morning, and he added that he was never late before. 10. Seeing that I was nervous, Sue advised me wait for the answer till the following day.

Lexical booster

Build up a derivational chain

Elect, provide, proclamation, cull, offend, graphics

Find the antonyms / synonyms

Proper training, printed word, cull, watchdog, source, evaluation

Translate into English

1. Она нашла старый номер этого журнала.
2. Он надеялся, что исход этого предприятия будет благополучным.
3. Я весь во внимании.
4. Перестань мне мозги канифолить и отдай мои деньги!
5. Этот банк опять что-то напутал с моим счетом.
6. В этом фильме полнейшая неразбериха, он столь же небрежен по замыслу, сколь и по исполнению.
7. При столь удивительном количестве бакалейных магазинов возникает вопрос, почему домохозяйка выбирает именно этот магазин, а не какой-либо другой.
8. Индия – наиболее важный рынок сбыта для Англии.
9. Ему был необходим какой-то выход для его бурной энергии.
10. Давай выбирать только актуальные темы для издательства!

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is the gist of the method “Who cares?”?
- Newspapers are still the main source for people to find out everything they need to know in their lives, aren’t they?
- Why does Gilbert Bailon, vice president and executive editor for metro at the Dallas Morning News, call a newspaper as a “watchdog”?
- “If you have an opportunity to mess around with photos, graphics, and words, do so” said Gilbert Bailon. What does it mean?

Translate the headlines and remake them preserving the initial meaning

‘State pupils below average in reading’

‘Cold wave linked to temperatures’

‘War dims hope for peace’

‘Grandmother of eight makes hole in one’

‘Man is fatally slain’

‘Iraqi head seeks arms’

‘Milk drinkers turning to powder’

Find five headlines, of different styles, in your university or local newspaper. Clip them out along with the articles, and then evaluate them. Do the heads fairly represent the articles?

Write a memorable headline for the article

Meeting at 3:45 P.M. in the afternoon, the Centerville High School Student council *got down to brass tacks* at long last and decided this year's Senior Prom will be Friday, May 11. Tickets to the event began *selling like hotcakes*. Students rushed to purchase tickets, and florist shops *were inundated with* corsage orders.

The location for the prom was not known, but the council promised to hire extra policemen to be on duty in case anyone becomes *inebriated*. Businessmen also were to be approached and asked to support the prom with donations. Also wanted by the council was a way to utilize student input in ascertaining which school personnel would attend as chaperones. Approximately five teachers are presently needed.

Future plans made by the council call for *the prom* queen to receive a bouquet of flowers exactly at the hour of midnight. After a heated argument in the council meeting, members exhibited *the milk of human kindness* by pronouncing the dispute *dead as a doornail*. On the level of basic fundamentals, council members set aside a large number of issues to be merged together at the next meeting. Qualified experts will be called in as consultants and past records studied carefully for the purpose of finding important essentials.

Council members voted unanimously 14 – 0 to ask a Jewish rabbi to say the invocation.

"I'm glad this issue is settled," sighed President Sally Smith. "Me, too," stated the vice president, Chang Lee. "You can say that again," laughed a new freshman whose appellation was unknown.

Paraphrase the expressions in italic preserving the gist of metaphoric unity (e.g. *the milk of human kindness* = *compassion, sympathy, mercy*).

UNIT 17. ADVISER'S TALE. EXECUTIVE EDITOR

Text 1. Adviser's tale
Text 2. Executive Editor
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

disheartened and forlorn	entice	schedules
tallied surveys	to grab attention	infographics
anguish	sidebars	scoreboards
stories into palatable pieces	pull quotes	dilemma

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Organizing staffs in new ways can be almost a matter of survival. Here, Deanne Heinen Kunz, adviser at Westlake High School in Austin, Texas, tells of her experience: We glared, disheartened and forlorn, at the pile of freshly tallied surveys.

Discovering that less than 40 percent of our student population read our beloved newspaper caused profound anguish to staff members. Although the survey results hurt our egos, we gained valuable information: Our readers looked at the photos and graphics first and remembered them longest. Also, our readers tended to skip over lengthy articles in favor of shorter ones.

So we took the plunge into uncharted waters. Our primary focus became the “packaging” of stories into palatable pieces that we hoped our audience would devour. Our next step was determining what packaging meant to us and how to achieve it. Here is what we came up with. During the initial phase of planning each issue of the paper, writers work with editors to think through story ideas thoroughly, considering items such as the purpose of the story, the audience, the news values, the possible outcomes, the actual story content, and its placement in a specific section.

Beyond this, they provide ideas for graphic enhancement, as well as introduce ways in which the story presentation might entice readers. They prioritize and break the story ideas down into small pieces, or factor them. When packaged into a unit, these factors will provide the reader with multiple entry points into a story, rather than rely on just a headline and photo to grab attention. Entry options include the main story, sidebars, pull quotes, headline and subhead treatments, tip boxes, quick summaries, checklists, schedules, scoreboards, and infographics, as well as photos and art. Treatment may include objective and subjective views, with staffers determining which of these options are suitable for each particular story idea.

Because we chose to package news stories, features, and opinions together, it became necessary to rethink the traditional structure of dividing the paper into four or five sections. Our new system of “Inside,” “Outside,” and “Sports” gives many options. The “Inside” section primarily contains stories and visuals linked with events and activities associated with school: clubs, organizations, student or faculty personality profiles, curriculum changes, and similar subjects. “Outside” contains nonschool related items, such as book, restaurant, music, and

college reviews; and teen issues, such as eating disorders, ethics or religion, alcohol and tobacco use, and so forth. “Sports” focuses on school programs and athletes as well as recreational sports, activities, and hobbies. (We have since added a separate section, “Soapbox,” which features staffers’ columns on a wide range of topics.)

Dividing sections in this manner makes packaging the stories into reader-friendly units much easier. Readers can select one part of the package to read or, if we’re lucky, might find themselves engrossed in story after story until they have read the entire paper. And isn’t that what they ought to be doing?

2. All-over reading of the text

Editors at the *Boulder Daily Camera* were faced with the kind of dilemma editors face everyday: whether to run a story on page 1 or somewhere inside the paper.

The story was about a controversial plan to build a large shopping center in a small neighborhood. The editors had put the story on page 1 when the developers announced the plan. The most recent story was the response from neighborhood groups opposed to the plan. “We had a long discussion about fairness on that one,” said Addie Rimmer, then executive editor of the *Daily Camera*. “I wanted the editors to be aware of what the possible conflicts were if they didn’t run the response from the neighborhood.”

These kinds of decisions, made several times a day, are what open newspapers to criticism about fairness. Rimmer said that despite what some believe, most papers don’t push for certain kinds of stories.

“The news is relative,” Rimmer said. “Much of the public doesn’t consider what else is competing with certain stories. It may be a day when there are lots of big stories to consider.” Rimmer became executive editor of the *Daily Camera* in November 1995. She previously was editor of the *Boca Raton (Florida) News* and deputy features editor of the *Long Beach Press-Telegram*. She is presently assistant managing editor at the *Detroit Free Press*. Rimmer believes in meeting frequently with city and civic leaders to encourage better communication. “People have to know that you are accessible,” she said. “They know you from your name on the newspaper, but they should feel comfortable enough that they can pick up a phone and talk to the person with the name.” Community meetings also allow Rimmer to find out people’s interests. “It’s real important to know what the people who live and work in an area are thinking,” she said. “I don’t know that you can find that out if you just get in an office every day and talk to other journalists.” An executive editor is in charge of a paper’s daily news coverage. The job includes attending news meetings in which editors decide what stories to cover and how much emphasis to give each.

About these meetings, Rimmer has said, “We try to anticipate questions readers might have and make sure we’ve discussed any balance or fairness issues that might be raised.” The editors also decide at news meetings what stories

to put on page. In the case of the shopping center, the editors decided the neighborhood position had been covered thoroughly in previous stories and that the story did not warrant front-page play.

“That was OK with me,” Rimmer said. “I just wanted to make sure we really thought about the issue and made the correct decision.”

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Claire is very sociable. She (know) lots of people. 2. We've got plenty of chairs, thanks. 3. We (want) any more. 4. My friend is finding life in Paris a bit difficult. He (speak) French. 5. Most students live quite close to the college, so they (walk) there. 6. My sports kit is really muddy. 7. This shirt (need) a good wash. 8. I've got four cats and two dogs. I (love) animals. 9. No breakfast for Mark, thanks. He (eat) breakfast. 10. What's the matter? You (look) very happy. 11. Don't try to ring the bell. It (work).

Find mistakes

1. I hates quiz programmes. 2. We playing table tennis every Thursday. 3. The computer belong to Emma. 4. These plates costing £20 each. 5. I believe its the right thing to do. 6. I hungry. 7. I want something eat. 8. I usually goes to work by bus. 9. Its OK. I understanding your problem. 10. You have lose your bank card. 11. It has happen once before. 12. The washing-machine has broke down.

Lexical booster

Build up a derivational chain

Entice, valuable, balance, frequent, engross

Find the antonyms / synonyms

Forlorn, anguish, entice, grab, devour, dilemma

Translate into English

1. Ты выглядишь несчастным и одиноким.
2. Корпорация «Би-би-си» провела опрос среди четырех тысяч наркоманов и их семей.
3. Специалисты провели тщательное исследование ситуации, вызвавшей кризис.
4. Что тебя так мучает?
5. Ничто не оторвет детей от телевизора.
6. Он знал, как захватить внимание аудитории.
7. Президентские выборы были назначены на декабрь.
8. Да, нелегко будет решить эту дилемму!

9. Она рассказывала чудесные истории о своих путешествиях.
10. Все газеты поместили материал о пожаре.

Complete the sentences from the texts

1. Writers work with editors to think through ...
2. Readers can select ...
3. The news is relative ...
4. An executive editor is in charge of ...
5. The editors also decide at news meetings ...

Determine if the statements are true or false according to the texts

1. The story presentation might entice readers.
2. Editors were faced with the kind of dilemma: whether to run a story on cover or somewhere inside the paper.
3. Most papers push for certain kinds of stories.
4. The traditional structure of the paper is divided into four or five sections.
5. The editors also think over at news meetings what stories to put on page.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is the procedure for organizing staff?
- What is it ‘infographics’? (internationalism)
- What is the kind of dilemma editors face everyday?
- What is the main function of an executive editor?

Research the effects of new or recent technology (computers, modems, e-mail, fax transmissions, satellite feeds, digital photography, page-design software) on the media and media organizational patterns. How are the journalists in your town using the Internet? How much do they use computer-assisted reporting to extract information from databases? How do new techniques add to or detract from working in teams? Write a short report on your findings.

Surf the net

Visit the web sites of several professional or student publications for examples of infographics accompanying articles. (*USA Today* is one good source.) Print copies of articles and graphics that you think work effectively together. Be ready to explain your choices to the group.

UNIT 18. INTERNATIONAL MAIL. PAPERLESS OFFICE. BUSINESS CORRESPONDENCE IN THE MIDDLE AGES

Text 1. International mail
Text 2. Paperless office
Text 3. Business correspondence in the Middle Ages
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

mutual trust	the inviolability of transit mails	recipient
technological skills	digital form	redundant
link	gauge	

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

International mail is a key means of furthering economic, social, and cultural links between nations. The international postal system is in itself an outstanding example of worldwide organization and mutual trust. A postal administration relies completely upon the postal authorities of other countries to play their parts in ensuring that its foreign mails reach their destination.

International cooperation in this field has been greatly facilitated by the Universal Postal Union since 1875. It has built a comprehensive international organization, with a membership composed of numerous sovereign states and several dependent territories. The postal administrations that are not represented generally follow the rules of the UPU.

These fundamental rules of the international postal service are to be found in the Universal Postal Convention and General Regulations and have been little changed since adoption of the Bern Treaty. The first basic principle is that all member countries form “a single postal territory for the reciprocal exchange of correspondence.” From it is derived the principle of freedom of transit: every member country guaranteeing to respect the inviolability of transit mails and to forward them by the most rapid transport used for its own mails.

2. All-over reading of the text

A paperless office is a work environment in which the use of paper is eliminated or greatly reduced. This is done by converting documents and other papers into digital form. Proponents claim that "going paperless" can save money, boost productivity, save space, make documentation and information sharing easier, keep personal information more secure, and help the environment.

The "paperless office" was a publicist's slogan, intended to describe the office of the future. The idea was that office automation would make paper redundant for routine tasks such as record-keeping and bookkeeping, and it came to prominence with the introduction of the personal computer. While the prediction of a PC on every desk was remarkably prophetic, the "paperless office" was not. Improvements in printers and photocopiers have made it much easier to reproduce documents in bulk, causing the worldwide use of office paper to more than double from 1980 to 2000.

This has been attributed to the increased ease of document production and widespread use of electronic communication, which has resulted in users receiving large numbers of documents that are often printed out. However, since about 2000, the global use of office paper has leveled off and is now decreasing, which has been attributed to a generation shift; younger people print out less documents, and prefer to read them on a full-color interactive display screen.

The key aspect of the paperless office philosophy is the conversion of paper documents, photos, engineering plans, microfiche and all the other paper based systems to digital documents. Technologies that may be used for this include scanners, digital mail solutions, book copiers, wide format scanners (for engineering drawings), microfiche scanners, fax to PDF conversion, online post offices, multifunction printers and document management systems.

A major difficulty in "going paperless" is that much of a business's communication is with other businesses and individuals, as opposed to just being internal. Electronic communication requires both the sender and the recipient to have easy access to appropriate software and hardware.

There may be costs and temporary productivity losses when converting to a paperless office. Government regulations and business policy may also slow down the change. Businesses may encounter technological difficulties such as file format compatibility, longevity of digital documents, system stability, and employees and clients not having appropriate technological skills.

3. Scan the text for a laconic but rather informative review

The end of the reign of the last Carolingian king in 987 marked the beginning of several centuries of confusion in Europe, in which it is difficult to trace any postal system worthy of the title. Since the kings of the period were constantly struggling to assert their authority over their unruly feudal vassals, the strong central authority that sustained most postal systems was lacking. The uncertain political situation did not favour the creation of a regulated postal service, though it necessitated frequent contact between the kings and vassals and among the great princes. They, along with other powerful institutions – the municipalities, the religious orders, and the universities (notably in Paris) – started to maintain corps of messengers to serve their particular needs.

One of the more significant trends of the later Middle Ages was the development of international commerce and, with it, the growth of business correspondence. Many corporations or guilds established messenger systems to allow their members to maintain contacts with customers. Notable among these was the so-called Butcher Post (Metzger Post), which was able to combine the carrying of letters with the constant traveling that the trade required.

The mercantile corporations of Italy provided the most extensive and regular postal system of this period. Of particular importance were the links maintained from the mid-13th century between the great Italian commercial centres, such as Florence, Genoa, and Siena, and six important annual fairs held in the Champagne area of northern France. Two fixed dispatches were made to each of these fairs: the first to carry orders and commissions and the second to effect settlements. The service was carefully regulated. Conditions of acceptance, scales of payment, and timetables were laid down; the route was fixed, and hostels were maintained along the route. Since the Champagne fairs were attended by merchants from all over Europe, the postal system provided a valuable international link.

Italian business interests were also responsible for the only regular extra-European postal link of this period, between Venice and Constantinople. The extent and importance of Venetian business correspondence may be gauged from the fact that in 1320 the king of Persia accorded its couriers the right of free passage throughout his domains.

Russia shared in the general European trend toward the development of postal services in the 13th century. Horses and drivers for the transport of couriers were kept at regular staging posts to provide the so-called carriage express, which gradually developed into an organized system for the exchange of letters.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. You haven't (eat) very much. 2. They've (open) a new supermarket. 3. You've (write) it in pencil. 4. I've (make) the sandwiches. 5. We've (have) our lunch. 6. United have (score) a goal. 7. The balloon has (land) in a field. 8. Who's (break) this glass? 9. It's warm because the heating has (be) on. 10. Have you (sell) your flat yet? 11. I've (finish) that job at last. 12. Matthew (go) into the water an hour ago.

Find mistakes

1. Nancy practising on the piano. 2. It was lucky that we had been decide to buy our tickets in advance. 3. We were ride our bikes when suddenly I was felt a pain in my leg. 4. We is go camping for three weeks every summer. 5. They have planted some new trees last year. 6. I suddenly realized I had walk-

ing in the wrong direction. 7. Did you know that Anna has been won a prize? 8. No one told me that the goods have arrived the week before. 9. I'm nervous. I'm cook for ten people on Friday. 10. I don't want to go out. I might watch a video later. 11. There's football on TV tonight. I might watch it. 12. We're off at last. We arrives in New York at seven.

Lexical booster

Build up a derivational chain

Mutual, redundant, adopt, sustain, confusion, conversion

Find the antonyms / synonyms

Trust, redundant, exchange, regular, link, lack

Translate into English

1. Он надеется на будущее.
2. Какая связь между журналистикой и писательским поприщем?
3. Для данного расследования потребуются специальные знания.
4. Она, напротив, никогда не могла понять, что он за человек.
5. Вот тебе шаблон сценария!
6. В любом деле должна присутствовать непоколебимость принципов.
7. Если мы работаем сообща, тогда во всем должна быть обоюдность.
8. Почему ты мне не доверяешь?
9. Он такой многословный!
10. Что такое «цифровая эпоха»?

Guess and insert one and the same phrase into all five sentences

1. The mercantile corporations of Italy provided the most extensive and regular _____ of this period.
2. The _____ provided a valuable international link.
3. Russia shared in the general European trend toward the development of _____ in the 13th century.
4. The uncertain political situation did not favour the creation of a regulated _____.
5. The _____ was carefully regulated.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is a key means of furthering economic, social, and cultural links between nations?
- What is the basic principle of the international postal service?
- Is there the key aspect of the paperless office philosophy?
- What trend did Russia share toward the development of postal services in the 13th century?

Find the paragraph (in all three texts), to which the following ideas correspond

1. The principle of freedom of transit.
2. A postal administration relies upon the postal authorities of other countries.
3. The UPU.
4. The "paperless office".
5. The conversion of paper documents, photos, engineering plans, microfiche and all the other paper based systems to digital documents.
6. Government regulations and business policy of the "paperless office".
7. The postal system of various countries.
8. 'Carriage express'.

UNIT 19. AP. CRISIS COMMUNICATION

Text 1. AP
Text 2. Crisis Communication
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

traditional inverted pyramid	stories	crutch	regimen
attribution	hand-in-glove	varsity	

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

The Associated Press – or AP – is famous among journalists for its straightforward, no-nonsense writing. These leads usually are short, to the point, and filled with information. They may not be very creative, but they work because they convey information quickly. They work particularly well for traditional inverted pyramid stories. Here are some AP leads, also widely known as summary leads because they summarize the main facts.

A three-alarm fire Friday destroyed several fuel-storage tanks just outside Centerville, injuring three firefighters and causing an estimated \$1 million in damage.

Seniors Jaime Garcia and Mary Jo Shanahan were named King and Queen of Homecoming on Nov. 12.

An airplane bound for New York City skidded off the Cedar Rapids Airport runway Tuesday, injuring three passengers slightly.

The AP, or summary, lead – the straightforward inverted-pyramid lead – is something of a formula. That formula is extremely valuable, especially for plain vanilla stories that you have to write in a hurry. As a place to start for a beginning journalist, the formula is fine. Just plug the facts into a structure: Start quickly with the news (“Traffic is smothering the city”) and follow it with attribution (“an urban affairs specialist”), give the verb (usually *said*; sometimes a word like *told* or *reported*) and its subject (“Optimist Club members”), and the time element (“Tuesday”), and the lead is done: Traffic is smothering the city, an urban-affairs specialist told Optimist Club members Tuesday.

The news, thus, comes to the point in a hurry – which is what it should do. If a story is about a fire, the first word probably ought to be “fire.” In this sort of approach, it’s not enough that the news is in the lead; it ought to be in the first few words of the lead.

Here is a strong summary lead – packed with clear, solid information – from an edition of *Tiger Tales*, the school paper of Joliet (Illinois) Township High School, West Campus:

With a key win against Lockport, the varsity girls’ team snapped a three-way tie for the SCIA title two weeks ago, then claimed sole possession of it when Romeoville defeated Joliet Central last week.

Here’s another from the Kirkwood (Missouri) *Call*:

Swing dance classes began in the new dance studio above the small gymnasium last Wednesday and will continue throughout the year.

Summary leads can be bright and attractive, but they can also be a crutch for the lazy journalist because they are relatively easy to write. As newspapers shift their emphasis from hard to soft news and as TV and the Internet continue to beat newspapers to the punch on breaking stories, the inverted-pyramid and the summary lead are waning in importance. Still, every journalist should be able to construct a quick, clean lead under deadline pressure. Everything else builds on that skill.

2. All-over reading of the text

Crisis and controversy can strike any organization, regardless of its size or line of business. For management and communications professionals alike, the rule is; anything can happen. No organisation with the remotest chance that its regimen could be upset by surprise happenings should fail to keep at least one

eye open for the unexpected. Whether this is accident or disaster, labor difficulties or a strike, political or public attack, or a temporary reverse in financial affairs, public relations professionals must work hand-in-glove with management to anticipate what can go wrong and to develop efficient means to respond when it does.

Crisis communications, or crisis management, is the newest discipline in public relations and perhaps the most challenging because to be effective it draws on a number of public relations capabilities. And while it usually comes into play only after the unforeseen has occurred, Crisis communication ideally is forethought, a preventive measure for responding swiftly and responsibly when a crisis strikes. It's now part of good business.

This is crisis management at its best: preparing in advance, knowing whom to call and which buttons to push, but hoping the plan will never be called into use. Three simple questions can put the crisis communication planning process into context:

1. Before disaster strikes the public relations staff should ask, "What if ...?"
2. When the crisis occurs, the staff should ask, "What now...?" and proceed with plan. If there isn't one, the organisation should bring in outside crisis experts immediately.
3. In thinking about the aftermath of the problem, the staff should ask, "What next ...?" and work to rebuild the confidence of affected constituencies while trying to attract new ones.

Developing a crisis communication program has four key ingredients:

1. **Farsighted management.** It is the job of an organization's leadership to know the territory, its downside risk factors, and how to communicate quickly and effectively with the key internal and external publics.

2. **Professional communications assistance.** In an actual crisis, the flow of information must be flawless. Both management and its communicators will need the right information to achieve this goal. In putting together and organizing the material and in managing communications, public relations professionals play a vital role. In order to develop an adequate crisis communication plan, the company's public relations staff needs ready access to management and the experts who know the problem. Once they know how management evaluates the risks facing the organization, the company's public relations staff can outline mechanisms to keep all constituencies reasonably informed of minute-to-minute developments.

3. **Experienced communications counsel.** A crisis should not be training ground for the inexperienced. Because both emotions and management pressures run high when a crisis strikes, the objective viewpoint and broader experience of specialized communications counsel can help the company in crisis to quickly marshal its resources and control the damage. These agencies work frequently

with companies in trouble and bring added strengths to even the most professional in-house communications staffs, with which they must work closely.

4. **"What if"** exercise. These are mental fire drills, but their purpose is not only to rehearse a disaster response. This exercise also will help management and the communications staff to anticipate contingencies that could affect the organization and to create rational communications responses.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. I used to like going to our local cinema. It was old and rather uncomfortable, but it had character. 2. Now they've stopped (show) films there. 3. The owner would like to go on (run) the cinema, but he would need (make) a lot of improvements, which would mean (spend) tens of thousands of pounds. 4. I remember (watch) the last film at the cinema. It was a murder mystery. 5. It was five minutes from the end, and we were trying (work) out who the murderer was when suddenly all the lights went out and the film stopped. 6. We sat in the dark for a few minutes, and then the owner appeared with a torch. 7. 'I regret (tell) you,' he said, 'that our electricity has failed. ' 8. I don't mean (disappoint) you, but I'm afraid we can't show you the end of the film. 9. We've tried (phone) the electricity company, but they say they can't help. 10. He went on (explain) to the audience how the film ended. 11. I (not understand) the story.

Find mistakes

1. Paul want to be an artist. He's reading about a famous artist called Winston Plummer. 2. Winston Plummer were a great artist, who had a wonderful career. 3. He wins lots of prizes before he was twenty. 4. By the age of twenty-five he had his own exhibition. 5. He were the subject of a TV documentary by the time he was thirty. By the age of thirty-five he had become world-famous. 6. He make millions of pounds from his pictures before he was forty. 7. The bus is leaves at eight twenty. 8. The doors of the theatre is about to open. 9. The meeting will be start at half past seven. 10. The festival is for to taking place in June. 11. My friend will calling here tomorrow morning.

Lexical booster

Build up a derivational chain

Attribution, flaw, anticipate, outline

Find the antonyms / synonyms

Crutch, disaster, flaw, external, viewpoint, swift, varsity

Translate into English

1. Согласно СМИ, у них не было никакого убежища, кроме перевернутой лодки.
2. Установлено, кому принадлежит данная работа?
3. Посмотри эту программу, я думаю, она как вспомогательное средство обучения.
4. Они ладят.
5. Были проведены эксперименты и наблюдения над скоростью и режимом течения.
6. Вам надо соблюдать строгий режим!
7. Мы играем за команду университета.
8. Не хотите ли вы сказать, что верите этой глупой истории?
9. У него традиционные взгляды на жизнь.
10. Она рассказала мне вкратце, что я буду делать.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is AP famous for?
- Crisis communications, or crisis management, is the newest discipline in public relations, isn't it? Explain its priority in PR activity.
- Which three question scan put the crisis communication planning process into context?
- Which four key ingredients does a crisis communication program have?

What is the main idea of the text 1? Choose from the following

1. The function of the Associated Press – or AP
2. The formula of AP
3. The uniqueness of the summary leads of AP

Here are some other examples of records. Match columns A and B

A	B
Calendars, meeting minutes, project reports	are created in the course of business
Correspondence, agreements, studies ...	are received for action
Grants, contracts	document the organization's activities and actions
Guidance documents, policies, procedures	support financial obligations
Requests, controlled correspondence	communicate the requirements

UNIT 20. LOBBYING. REAL VERSUS CREATED NEWS

Text 1. Lobbying
Text 2. Real Versus created news
Grammar drill
Lexical booster
Speech activator

Active lexical minimum (look up dictionary)

lobbying	blur	barrage of criticism
informing and persuading	wave of mail-bomb terror	shortcomings
vigilance	manipulation	

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

Lobbying is normally defined as attempting to influence legislation but, for all practical purposes, it also includes attempting to influence the interpretation and administration of laws and regulations. Therefore we shall treat it as aimed at both legislators and executors. Many people think that any practice to influence legislation or administration of laws is evil. In their eyes "lobbying" is a nefarious practice. There is a Federal law that requires all lobbyists to register with the US Department of Justice. Some states, too, restrict lobbyists. Yet, there really is nothing wrong in trying to secure favourable laws and regulations or to prevent unfavourable ones.

Any other conclusion would require that all legislators and executive department employees are absolutely fair and completely informed about all subjects on which they pass judgment. With all the actual and potential laws we have, it should be obvious that many of these law makers and law enforcers must get help from people who are familiar with the subjects on which action is to be taken.

Lobbying has two functions-informing and persuading. It is the persuasion that arouses most opposition. It is difficult to decide where informing stops persuasion begins. Cold facts can be highly persuasive. They can be even more effective when presented in a dramatic manner, even though not a word of persuasion is used.

Lobbying is done by individuals, business firms, labor unions, government agencies, and associations. Probably most lobbying is done by associations which represent specific segments of business, agriculture or industry. Thus there is lobbying for railroads, motor trucking, airline, insurance, orange growers, brewers, automobile workers, school teachers, liquor dealers, undertakers, and so on ad infinitum.

Lobbying can be continuous or done in brief. If there is a one-time, short-term goal, the effort can be brief and the work stopped when the plan succeeds or fails.

Lobbyists are often visualized as furtive individuals using all kinds of pressure to get their way. Lavish entertainment and bribery are thought of as the tools they use to attain their objectives. Probably, some of this is done but in the great majority of cases, the lobbyist is an honest and sincere person whose main work is communication. He gives information to governmental agencies and to his principals.

2. All-over reading of the text

Once upon a time, people thought they could make clear distinctions between public occurrences and news stories. Elements of the public made news, and the media reported on it. Eventually people began to realize that they could use the media to help them create news. Today many would argue that the lines between straight reporting and media manipulation seem to have blurred. Out of this perception an ethical question arises: Are the media allowing themselves to be taken advantage of?

One of the first times this issue arose was in the 1960s, when public protests became common. Although many of these were spontaneous and genuine, a certain number were staged. A small number of protesters would gather and then call in the media to report on their event. Television cameras tended to make the number of protesters look larger than it was, and the public could be led to think that a cause was supported by a large number of people, whether it was or not. Thus a group could use the media to promote its cause.

As time went on, the practice of feeding selective information to the media became fairly commonplace. Current-day presidential-election campaigns, for example, are almost totally engineered in this way. Advisors will plan what topic the candidate will address on a given day and then try to permit media questions and discussion only on that topic. Is the topic news worthy? Very often it is. Is it necessarily the only issue the candidate should be addressing that day? That really depends on the circumstances. And, to be fair, the technique doesn't always work: It's pretty hard, for example, for a candidate to stick only to welfare issues on a day when a huge airliner has crashed. Some critics see a problem only when the media allow outside forces to manipulate them uncritically. Before Unabomber Ted Kaczynski was captured late in 1996, he promised to stop his wave of mail-bomb terror only if the *New York Times* and the *Washington Post* published his manifest on the evils of technology.

But his plan backfired; his brother David recognized Ted's writing style from the article, and this eventually led to Ted's arrest. Were the *Times* and the *Post* right to let Kaczynski try to use them for his own purposes? In this case, fortunately, their decision turned out to be correct. Some events staged for the

media can become tragic. In the mid-1990s a seven-year-old girl, along with her father and a flight instructor, attempted to be the youngest person to fly across the United States. The media were notified before the event began, and each refueling stop was carefully publicized so that reporters could update the flight's progress. Unfortunately, the plane crashed at the first refueling stop, and the parents faced a barrage of criticism.

Although every large news source in the country had publicized the planned expedition, virtually none had questioned the appropriateness of letting a child attempt such a dangerous feat. In this incident, as in other similar cases, the media were quick to analyze their coverage and admit their shortcomings. Vigilance and an ability to learn from past mistakes remain the best defenses against manipulation.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. If the phone (work), I (can) call you. 2. If it (rain), you (can) bring the washing in? 3. If Mike (be) here, he (know) what to do. 4. If this spoon (be) silver, it (be worth) a lot. 5. If Sarah (call), can you say I (ring back)? 6. If we (be late) tonight, we (can) get a taxi. 7. If this room (be) tidy, I (can) find things. 8. If we (take) the car, we (have to) pay for parking. 9. If you (need) a ticket, I (can) get you one. 10. If Rachel (play) her stereo, it (not be) so quiet in here. 11. If I (be) you, I (ask) a lawyer for some advice. 12. If you (like) to come this way, the doctor (see) you now.

Find mistakes

1. I should be delighted if I have such a beautiful fur-coat. 2. If it will rain, we shall have to stay, at home. 3. If he will work hard, he would have achieved great progress. 4. If it is not too cold, I not to put on my coat. 5. I will write the composition long ago if you had not disturbed me. 6. If he not to read so much, he would not be so clever. 7. If my friend would be at home, he will tell us what to do. 8. If he were not such an outstanding actor, he was not to have so many admirers. 9. If you will give me your address, I shall write you a letter. 10. If she will not be so absent-minded, she would be a much better student. 11. If my sister does not go to the south, we spend the summer in St Petersburg together. 12. If they will not go to Moscow last year, they would not have heard that famous musician.

Lexical booster

Build up a derivational chain

Manipulation, persuading, vigilance, appropriateness, protest, distinction

Find the antonyms / synonyms

Manipulation, shortcoming, nefarious, favourable, principal, notify

Translate into English

1. Лоббирование – закулисная обработка членов законодательного органа с целью повлиять на их голосование.
2. Ему не удалось меня убедить.
3. Можешь уговорить отца дать нам машину?
4. Во всем нужна постоянная бдительность.
5. По сравнению с каллиграфическими записями, сделанными тонким вороньим пером, его ручка мажет и делает кляксы.
6. Почтовая атака часто применяется в качестве возмездия к нарушителям сетевого этикета.
7. Со мной никакие манипуляции не пройдут!
8. Он сейчас находится под натиском жесткой критики.
9. Какой твой главный недостаток?
10. Зачем ты вселяешь в него страх?

Prove the statements by facts from the texts

1. Lobbying has two functions-informing and persuading.
2. Most lobbying is done by associations.
3. Lobbyists are often visualized as furtive individuals using all kinds of pressure to get their way.
4. The lobbyist gives information to governmental agencies and to his principals.
5. The media were quick to analyze the coverage and admit the shortcomings.
6. The lines between straight reporting and media manipulation seem to have blurred.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Give the definition of the term ‘lobbying’ and its two main functions.
- Are the media allowing themselves to be taken advantage of?
- Can you make clear distinctions between public occurrences and news stories?
- What is the best defense against manipulation?

Put each of the addresses below in a proper four- or five-line form as it should appear on an envelope. Capitalize, abbreviate, and punctuate correctly

The athlete's foot 815 Chicago Avenue Toronto, Ontario, enterprises 6635 dark street Halifax, Nova Scotia, the Harper Company 1252 Fairwood Avenue Vancouver, British Columbia, Bach and Laurence 15 Park Avenue Winnipeg, Manitoba, Campfitters Inc. P.O. Box 6745 Charlottetown, Prince Edward Island.

Example: 1. The Athlete's Foot
815, Chicago Avenue
Toronto, Ontario
M5E 1G4

Arrange the parts of the letters in the correct order

A Sincerely yours

Alan Khan

R&D Manager

New Computer Subway Ltd, 234 Susy Alvenue, Austin BC925 7NP

April 28, 2005

Dear Ms Conway

We are writing in connection with your advertisement in yesterday's Morning Star.

We would like to co-operate with you and would appreciate it if you have time to arrange a meeting with us in our office.

We look forward to hearing from you.

Ms J.Conway, Sales Manager, Magazine on networking, 89 Bear Street, Newcastle, JP786P

B I would like to reserve three single rooms from 18th to 22nd December for three of our managers.

Could you please inform me of your rates and whether you offer discounts for company bookings.

Richman Rings Inc., 34 Beddington Road, Gilmore, GH23B

Phone number: 985 46 73 49; fax number: 985 45 87 29

I look forward to receiving your confirmation.

Dear Sir/Madam

Managing Director, Miranda Hotel, 7 Moon Way, New Coast City, NM 54021

12 December 2005

Yours faithfully

Susan Peacock

Secretary

**UNIT 21. THE ORIGIN OF ARCHIVES OR RECORDS
OR RECORD OFFICE. THE VARIATION OF ARCHIVE
PRINCIPLE BY COUNTRY ORIENTATION.
THE INTERNATIONAL COUNCIL ON ARCHIVES**

Text 1. The origin of archives or records or record office
Text 2. The variation of archive principle by country orientation
Text 3. The International Council on Archives
Grammar drill
Lexical booster
Speech activator
Listening

Active lexical minimum (look up dictionary)

transaction	maintain	the elimination of records
archival administration	deterioration or damage	collateral materials
documentary heritage	the custody of ministries	provincial repositories

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

Records, or record office repository for an organized body of records produced or received by a public, semipublic, institutional, or business entity in the transaction of its affairs and preserved by it or its successors. The term archives, which also designates the body of records themselves, derives from the French, and it, or a cognate, is used in most continental European countries and in the Americas. The terms records and record office are used in the United Kingdom and in some parts of the British Commonwealth.

Although the institution of archives and something of archival administration may be traced from antiquity, archives and archival administration as they are understood today date from the French Revolution. With the establishment of the Archives Nationales in 1789 and of the Archives Départementales in 1796, there was for the first time a unified administration of archives that embraced all extant repositories and record-producing public agencies. The second result was the implicit acknowledgment that the state was responsible for the care of its documentary heritage. The third result was the principle of accessibility of archives to the public.

2. All-over reading of the text

Practice and principle have varied somewhat from country to country, but the pattern has generally been a central repository and, if conditions warrant them, provincial repositories.

France has kept in the departmental archives not only the modern archives relating to the area but also those from the prerevolutionary period.

The Netherlands has a central state archives and the provincial archives. The schism following World War II gave the Federal Republic of Germany a Bundesarchiv at Koblenz and the German Democratic Republic a central archives at Potsdam; but there are also repositories in the several Länder, or states.

Italy has no single, central institution for state archives but has a series of important repositories, united under the ministry of the interior, which reflect the earlier divisions of the country.

In the United States the National Archives was established in 1934 to house the retired records of the national government; the Federal Records Act of 1950 authorized the establishment also of "intermediate" records repositories in the several regions into which the country has been divided by the General Services Administration. Under the federal system of government each of the states of the United States independently has its own archival agency.

In Canada, similarly, both the federal Ottawa government and the several provinces maintain their own archives.

The Australian Archives has headquarters in Canberra and branches in all the state capitals and in Darwin and Townsville; the states have their own archives, usually under the management of state libraries.

The English Public Record Act of 1838 brought all separate collections together and placed them under the Master of the Rolls. England, therefore, is the outstanding example of centralization, whereas the more usual practice, as already suggested, is decentralization of archives to the domestic areas in which they originated.

New Zealand's National Archives is similarly centralized, as are the archives of India and Pakistan.

Japan has no national archives; its records still remain in the custody of ministries.

3. Scan the text for a laconic but rather informative review

The International Council on Archives was founded in 1948 by professional archivists meeting in Paris under the auspices of UNESCO. Membership is open to all professional archivists and to representatives of (1) central archival directorates or administrations, (2) national or international regional associations of archivists, and (3) all archival institutions.

The science of records control has had to face at least three central issues: (1) the determination of types of records to be removed from agencies of origin, (2) the time of disposition, and (3) the manner of disposition. Practice has varied, but elimination usually has occurred before records have been transferred from the agency of origin. Some countries, especially those whose history reaches back many centuries, have prohibited the elimination of records made before a specified date.

In the 20th century archivists have been faced with handling new kinds of records, such as photographic records, motion pictures, sound recordings, and computer-kept records.

Microcopy, or microfilm, the legal status of which as record copy usually has had to be determined by special legislation, is a practical medium for making additional copies of records as security against risk through acts of warfare; as preservation against normal deterioration or damage; for use in international exchange; in lieu of loan or as a convenience to scholars; for reducing costs of repair, binding, and storage; as a means of supplementing by collateral materials the main bodies of records; and as a form of publication.

Practice as well as belief has varied from country to country. As the concepts of social, economic, and cultural history developed, as industrialization played an increasingly prominent role in national and international affairs, as democratization spread over the surface of the globe, so there was an increasing awareness of the significance of business archives, institutional archives, and the papers of persons not necessarily distinguished.

Germany was the first to recognize the value of business archives; Belgium, Switzerland, and The Netherlands followed shortly; France, England, Denmark, and the United States are examples, in varying degree and nature, of later recognition.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. Alec said that his friend (live) in Moscow. 2. The teacher said to me that I (not do) my work well. 3. The poor man said to the rich man that his horse (be) wild. 4. The rich man said to the judge that a man's horse (kill) my horse. 5. The woman said that man (speak) to her on the road. 6. My classmate said to me that he (can not explain) the rule to me. 7. The teacher said to the class that they (discuss) this subject the next day. 8. The woman said to her son that she (be) glad he (be) there. 9. Mike said that they (buy) those books that day. 10. She said to me that she (can read) my translation. 11. Our teacher said that Thackeray's novels (be) very interesting. 12. She said that she (read) that book in the 9th form.

Find mistakes

1. Do you know at what time the coach leave? 2. Robert wanted to know if the price includes breakfast. 3. Anna insisted on to showing us her photos. 4. Someone asked us whether that we had been eaten lunch. 5. Nancy told me she had start the job the week before. 6. Nigel said he wanting to come with us. 7. My friend said she likes her new flat. 8. Martin asked us for not wake the baby. 9. We asked what the problem is. 10. I was wondering how much money Vicky have. 11. They asked me if I can type. 12. You said you like chocolate.

Lexical booster

Build up a derivational chain

Archival, transfer, industrialization, awareness, elimination, decentralization

Find the antonyms / synonyms

Prominent, disposition, international, origin, reflect, risk

Translate into English

1. Я хочу заключить с ним сделку.
2. Этот документ находится в архиве.
3. Что собой представляет документальный роман?
4. Ты отрекаешься от такого грандиозного наследства?!
5. Можно ли считать книгу хранилищем знаний?
6. Этого достаточно, чтобы я мог жить в достатке и независимости, как настоящий джентльмен.
7. Всегда есть исключение из правил.
8. Ты работаешь на износ.
9. К счастью, не было нанесено никакого ущерба.
10. Он отвлекся и стал говорить о каких-то частностях.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- Enumerate a three-stage process of the archives accessibility to the public.
- What countries do they have their national archives stock?
- When was founded the International Council on Archives?
- Which three central issues does the science of records control?
- What is it ‘microcopy’ or ‘microfilm’?

Determine if the statements from the texts are true or false

1. The term archives, which also designates the body of records themselves, derives from the French.
2. There was a two-staged process of archives formation.
3. France has kept in the departmental archives not only the modern archives relating to the area but also those from the prerevolutionary period.
4. In the United States the National Archives was established in 1934 to house the retired records of the national government.

5. The Australian Archives authorized the establishment also of “intermediate” records repositories in the several regions into which the country has been divided by the General Services Administration.

6. Japan has national archives; its records still remain in the custody of ministries.

7. The International Council on Archives was founded in 1948 by professional archivists meeting in Belgium under the auspices of UNESCO.

8. Macrocopy, or macrofilm, the legal status of which as record copy usually has had to be determined by special legislation, is a practical medium for making additional copies of records as security against risk through acts of warfare.

Study the parts of a business letter (a – m). Match them with the letter (1 – 13)

	(1) Woodex 20/54 Tartu Road EE3002 Keila Estonia
Sales Department (3) Brian Mills Ltd 10 Church Hill Hull H77 3AL England	(2) 3 May 20XX
Your ref: 57/01-04 (4) Our ref: RL/PT	
Dear Mr Cox (5)	
Re: Order No 212 (6) Thank you for your letter of 22 April and the current price list. (7) We enclose our order No 212 for three polishing machines AC 3/8. Please let us know about the delivery date as soon as possible. Yours sincerely (8) R. Limberg (9) Robert Limberg (10) Production Manager (11)	
Enc. 1 (12) Cc – The Estonian Chamber of Commerce (13)	

- a) Body of the Letter
- b) Position
- c) Carbon Copy
- d) Reader's Name or/and Position and their Address
- e) Closing Salutation
- f) References
- g) Date
- h) Sender's Full Name
- i) Enclosure
- j) Signature
- k) Letterhead (Sender's Address)
- l) Subject Line (Re: - regarding)
- m) Opening Salutation

Listening: You'll hear a dialogue between Sophie and Ann about the rules of a CV design and two ways for organizing an ideal CV (a killer-CV). Which are they?

UNIT 22. PUBLIC AND PRIVATE ARCHIVES. FID. ELECTRONIC DOCUMENT MANAGEMENT

Text 1. Public and private archives
 Text 2. FID
 Text 3. Electronic document management
 Grammar drill
 Lexical booster
 Speech activator
 Listening

Active lexical minimum (look up dictionary)

management techniques	affiliated organizations	integrity
paper-based documents	full-text searching and stemming	indexed

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

Archives are collections of papers, documents, and photographs (often unpublished or one-of-a-kind), and sometimes other materials that are preserved for historical reasons. They are created in the course of conducting business activities of a public or private body. Until the mid-15th century and the use of the printing press, such records were not distinguished from library materials and were preserved in the same places as other manuscripts. The importance now accorded to public records has been recognized as one outcome of the French

Revolution, when for the first time an independent national system of archive administration was set up, for whose preservation and maintenance the state was responsible and to which there was public access.

While the administration of archives shares with libraries the basic obligation to collect, to preserve, and to make available, it has to employ different principles and management techniques. Libraries might be described as collecting agencies, whereas archival institutions are receiving agencies: they do not select – their function is to preserve documents as organic bodies of documentation. They must respect the integrity of these bodies of documents and maintain as far as possible the order in which they were created. And, of course, the documents need catalogs and finding aids, or guides.

A distinction has to be drawn between public and private archives. Every state, broadly speaking, now recognizes the need to preserve its own official records and is expected to maintain a system of archive administration, which has the function of collecting them, preserving them, and making them publicly available after the appropriate lapse of time. Among the best known are the Archives Nationales in France, the U.S. National Archives, and the British Public Record Office. Nonofficial archives – the records of the day-to-day activities of an institution or a business – are now recognized as having great value for socio-economic history, and they are frequently sought by libraries for their historical value and preserved in manuscript and similar collections. It is the practice of many institutions, such as universities, professional and commercial organizations, and ecclesiastical establishments, to set up their own archive departments.

2. All-over reading of the text

French Fédération Internationale d'Information et de Documentation (FID) international library organization that was founded in 1895 as the Institut International de Bibliographie (IIB) to promote a unified and centralized approach to bibliographic classification. The IIB was founded by two Belgian lawyers, Paul Otlet and Henri Lafontaine. In 1905 the IIB published the Universal Decimal Classification, a classificatory system for publications that was an expanded version of the Dewey Decimal Classification.

The IIB was renamed the Fédération Internationale de Documentation in 1938. The FID's current aims are to promote, through international cooperation, research in and development of information science and documentation management in the physical sciences, social sciences, and humanities. It is concerned with problems in the organization, storage, retrieval, dissemination, and evaluation of information by both mechanical and electronic means.

The FID has consulting status with many international organizations. In the late 20th century it had national members in more than 65 countries and more than 300 affiliated organizations and individuals. Its headquarters are in The Hague, Neth.

3. Scan the text for a laconic but rather informative review

Beginning in the 1980s, a number of sellers began developing software systems to manage paper-based documents. These systems dealt with paper documents, which included not only printed and published documents, but also photographs, prints, etc.

Later developers began to write a second type of system which could manage electronic documents, i.e., all those documents, or files, created on computers, and often stored on users' local file-systems. The earliest electronic document management (EDM) systems managed a limited number of file formats. Later EDM systems evolved to a point where systems could manage any type of file format that could be stored on the network.

While many EDM systems store documents in their native file format (Microsoft Word or Excel, PDF), some web-based document management systems are beginning to store content in the form of html. These policy management systems require content to be imported into the system. However, once content is imported, the software acts like a search engine so users can find what they are looking for faster. The html format allows for better application of search capabilities such as full-text searching and stemming.

An organisation is made up of different departments, each performing specific functions. Each department carries out its own work and often has to work with other departments. Many EDMS solutions allow the organisation to co-ordinate and integrate these various departments' records stores to allow the sharing of information across the whole company.

Documents are scanned into the system. The document management system stores them somewhere on a hard drive or optical disk. The documents then get indexed. When a person later wants to read a document, he or she uses the retrieval tools available in the document management system. Which documents can be read and what actions performed on these documents is dependent on the access provided by the document management system.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. I asked Nick where he (go). 2. I asked him how long he (be going) to stay there. 3. I asked him how long it (take) to get there. 4. Pete asked his friends when they (visit) St. Petersburg. 5. He asked them who they (see) before they (leave) there. 6. They asked him what time the train (start). 7. Ann asked Mike when he (leave) London. 8. She asked Boris when he (be back) home. 9. Boris asked them how he (get) to the railway station. 10. Mary asked Tom what time he (come) there the next day. 11. She asked me why I (not to come) there the day before.

Find mistakes

1. "Why did our team lost the game?" said Vera. "It have always been very strong."
2. "Where you put my book, Mary?" said Tom. "I cannot find it."
3. "I am very happy," said Fred. "I have been bought a very good bicycle."
4. "Whom you waiting for?" asked the man.
5. "I shall not go to the party tomorrow because I won't feel well," said Mary.
6. "We saw a lot of places of interest when we travelling around Europe last summer," said Walter.
7. "I suppose we should go to the theatre tomorrow," said Jane.
8. "Please don't take the books from my table," said Lena to me. "I have specially prepare them for working at my report."
9. "Not be afraid, Nick," said his grandfather. "This dog is very clever and it won't do you any harm."
10. "I shall gladly go to the cinema with you because I haven't see this film and I want to see it very much," said my aunt.
11. "Which of you answer my question?" the teacher asked the pupils.

Lexical booster

Build up a derivational chain

Integrate, retrieval, classificatory, expanded, distinguished, dissemination, evaluation

Find the antonyms / synonyms

Integrity, various, lapse, full-text, application, similar

Translate into English

1. Я посчитал это неприемлемой попыткой поставить под сомнение мою порядочность.
2. Даже сегодня 95 % деловой документации ведется в бумажной форме.
3. Новый метод банковских операций защищает клиента меньше, чем старомодная система бумажных документов.
4. Он добрый и мудрый человек, к тому же из хорошей семьи.
5. Я использовал ваше предложение в своей работе.
6. Вы должны интегрировать новичков в группу.
7. Промежуток в сотню лет не слишком большой срок для истории такого города, как Флоренция.
8. Более длинная версия лишь дополняет краткую, а ни в коем случае не противоречит ей.
9. Наша торговля с Китаем постоянно расширяется.
10. Директор планирует расширить фирму до транснациональной компании.

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What does the administration of archives share with libraries?
- Show the sharp distinction between the public and private archives?
- In what year did the developing software systems to manage paper-based documents begin?
- In what year was French Fédération Internationale d'Information et de Documentation (FID) founded?

Complete the cover letter with the following words

Company / qualifications / Dear / sincerely / employers / interview / *Daily Planet* / CV / Responsibilities / experience

1 _____ Mr. Fox,

Work in Bermuda

I noted with interest your advertisement in today's 2 _____.

You will see from the enclosed 3 _____ that I have three years 4 _____ in marketing. My 5 _____ have included all types of administrative work, product development, arranging and attending presentations, working with clients, and solving problems that arise.

Although I have an excellent relationship with my present 6 _____, I feel that my prospects with them are limited and that there would be more scope for my talents with a larger, more dynamic 7 _____.

If you consider that my 8 _____ and experience are suitable, I should be available for 9 _____ at any time.

Yours 10 _____,

Arthur Dent

Enc. 1

Read these tips for a job interview and place them into two columns. Compare with your partner. Which do you find the most helpful for you? Why? Can you add your own tip(s) to this list?

Before the interview

At the interview

Don't give one-word answers or say you don't care what you do.
Find out what you can about the firm.
Be polite.
Find out how long it will take to get there.
Don't look bored.
Dress to look clean and tidy.
Arrive early. Phone if you're held up.
Find out where the interview is.
Try to smile.
Show interest in the job and ask questions.
Find out the interviewer's name and telephone number.
Make sure you know what the job involves.
Don't panic, even if faced by more than one person.
Don't smoke or chew.

Here are some tricky questions you can be asked in a job interview. Think them over and say how you would answer them if you were offered a records management position?

What are your strengths?
What are your weaknesses?
Why do you want the job?

Listening: Listen to a record and say what type of media they are talking about. List them and point out their priorities. Explain a phrase: 'eye-catching images and a good slogan used in a variety of places'.

UNIT 23. HOW THE INTERNET BECAME A BIG BOY. HYPERTEXT. IRON MOUNTAIN

Text 1. How the Internet became a big boy Text 2. Hypertext Text 3. Iron Mountain Grammar drill Lexical booster Speech activator Listening
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Active lexical minimum (look up dictionary)

convey information array of information downright feedback

1. Skim a text for getting a general idea for an active ‘pair-dispute’ or ‘teacher-group’ or ‘teacher-student’

The Internet was the last great media advance of the 20th century. It has made the transmission of information both amazingly quick and exceedingly efficient. The Internet began to develop in the 1960s, as scientists at research institutions all over the world constructed independent computer networks that could convey information in the event of a nuclear holocaust.

The Net came into popular use in the early 1990s, when commercial services such as CompuServe, Prodigy, and America Online made access to it available to anyone with a computer and a modem. The development of the graphical World Wide Web browser allowed users to access the Internet by categorizing much of the information on it, and computer programs like Mosaic, Microsoft Internet Explorer, and Netscape Navigator made surfing the Net not only popular but downright easy. An Internet user can send a message virtually instantaneously to thousands of people all over the world by using mailing lists, or can chat via modem in real time with people everywhere. Material can be read and downloaded at the stroke of a key.

2. All-over reading of the text

The development of hypertext links, or easy ways to make connections from one article to another, allows access to newspapers, magazines, government reports, census data, texts of presidential speeches – literally millions and millions of words, pictures, and sounds about everything under the sun. Not surprisingly, this vast array of information includes high school and college on-line publications.

The Internet has changed the ways news is presented and read. For example, it has freed print journalists from the constraint of space. In traditional news writing, stories are brief because space is limited. There’s no shortage of space in cyberspace, however, so sometimes stories get too long (and some are worthless). News stories used to be simply linear – that is, read from beginning to end.

Today readers may continue until they find a link that interests them, at which point they leave the original story and go surfing for related information. A click of a key returns them to the original document. On-line publications offer, in addition to traditional news, links to restaurant reviews, travel tips, e-mail addresses of columnists and editorial writers so readers can provide instant feedback, and even community forums where readers can debate and discuss ideas – just as in the old days of town meetings. School newspapers are getting on line too.

3. Scan the text for a laconic but rather informative review

Iron Mountain is a world leader in information management services, assisting more than 156,000 organizations in 35 countries on five continents with storing, protecting and managing their information. Organizations in every major industry and of all sizes rely on Iron Mountain as their information management partner.

Iron Mountain safely stores some of the world's most valuable historical artifacts, cultural treasures, business documents and medical records, including the wills of Princess Diana, Charles Dickens and Charles Darwin, and the original recordings of Frank Sinatra. To properly protect and render this information, Iron Mountain employs almost 20,000 professionals and has the infrastructure that includes more than 1,000 facilities, 10 data centers and 3,500 vehicles.

Iron Mountain helps organizations develop and manage a secure, fully integrated document management program and fully automate the business process, which allows to eliminate paper from the process.

Iron Mountain provides the following services:

Information Management (including scanning and digitizing services)

Data Protection and Recovery

Information Storage and Destruction

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. He asked me if I (take) part in the foot ball match. 2. She asked me where I (live). 3. Ho said that he (join) a sports society. 4. He told me that he (see) my brother the day before. 5. She asked me to hurry up as there (be) little time left before the beginning of the meeting. 6. She asked her friend if the rain (stop). 7. He answered that it (be) still raining. 8. My sister told me that she (find) the book I was looking for. 9. He said that he (not to like) the man character of the book but he (can) not explain why 10. He asked his brother what he (do) if he (not find) the book he needed. 11. I asked my aunt if she (be going) to her home town for the holidays. 12. He told me that he (be able to) ring me up in time. 13. He asked his classmates (wait) for him. 14. He asked her if anyone else (know) about his arrival.

Find mistakes

1. George said it is very difficult to play that role. 2. He asked why there was so few people in the street. 3. The man asked the boy if he know where he lives. 4. The woman told him not worry and go home quietly. 5. She said that she will sleep in the open air. 6. She wondered if I were going to leave St. Petersburg the next day. 7. He told me that he had been bought that watch the day before. 8. Ann said that she has just had a telephone call from home. 9. My neigh-

bour asked me leave the key at my sister's. 10. He said he can't understand the rule. 11. He told me he has bought a ticket the day before. 12. When I came home, my mother tells me that a friend of mine had called on me half an hour before.

Match the sentences and question words

- | | |
|-------------|--|
| a) Where | 1. ...did you graduate? |
| b) How long | 2. ...are you going to have the job interview? |
| c) When | 3. ...do you work? |
| d) Why | 4. ...have you worked there? |
| e) When | 5. ...are you seeking a new job? |

Lexical booster

Build up a derivational chain

Provide, store, surfing, limited, space

Find the antonyms / synonyms

Automate, feedback, downright, on-line, infrastructure

Translate into English

1. Слуховые нервы воспринимают слуховые образы.
2. Эти исключения лишь усиливают ощущение полнейшего краха.
3. Как я могу объяснить эти вещи детям?
4. Он убежденный атеист.
5. Эти сомнения выстроятся в их головах.
6. Он столкнулся с массой проблем.
7. Не хочу этого слышать! Это уже слишком!
8. У нас есть сведения, что она вернулась в нашу страну.
9. Что там передают по телевизору?
10. Нам просто необходим канал с обратной связью!

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What is the last great media advance of the 20th century?
- In what year did the Net come into popular use?
- Does the development of hypertext links create an easy way to access to newspapers, magazines, etc?
- What service does Iron Mountain provide?

Complete the sentences using information from the texts

1. The Internet was ...
2. The Net came into popular use in the early 1990s, when commercial services such as ...
3. An Internet user can send a ...
4. The development of hypertext links ...
5. A click of a key ...
6. Organizations in every major industry and of all sizes rely on ...

Find all adverbs in the texts, translate and make up sentences

Listening: You'll hear a dialogue about changing a touristic infrastructure of Germany with the help of advertising management. Germany has a boring image abroad therefore it's efficient to create a new image for attracting many visitors.

What advertising culture and norms do they need for a tourist-appeal?

UNIT 24. MEDIAMULTITASKING. NEWS ELEMENTS. PRESS RELEASE WRITING

Text 1. Mediamultitasking
Text 2. News elements
Text 3. Press release writing
Grammar drill
Lexical booster
Speech activator
Listening

Active lexical minimum (look up dictionary)

multitasker	cater to	proximity	oddity	after-hours
tout to	media-multitasking	prominence	to attract	avoid fluff

1. Skim a text for getting a general idea for an active 'pair-dispute' or 'teacher-group' or 'teacher-student'

Are you a media multitasker? We know you're reading the article, but what else are you doing right now? Take a quick inventory: Are you also listening to music? Monitoring the progress of a sports game on TV? Emailing your co-worker? Texting your friend? If your inventory has revealed a multitasking lifestyle, you are not alone. Media multitasking is increasingly common, to the extent that some have dubbed today's teens "Generation M."

People often think of the ability to multitask as a positive attribute, to the degree that they will proudly tout their ability to multitask. Likewise it's not un-

common to see job advertisements that place “ability to multitask” at the top of their list of required abilities. Technologies such as smart phones cater to this idea that we can (and should) maximize our efficiency by getting things done in parallel with each other. Why aren't *you* paying your bills and checking traffic while you're driving and talking on the phone with your mother? However, new research by Eyal Ophir, Clifford Nass, and Anthony D. Wagner at Stanford University suggests that people who multitask suffer from a problem: weaker self-control ability.

The researchers asked hundreds of college students fill out a survey on their use of 12 different types of media. Students reported not only the number of hours per week that they used each type of media, but also rated how often they used each type of media simultaneously with each other type of media. The researchers created a score for each person that reflected how much their life-style incorporated mediamultitasking.

They then recruited people who had scores that were extremely high or low and asked them perform a series of tests designed to measure the ability to control one's attention, one's responses, and the contents of one's memory. They found that the high- and low- media-multitasking groups were equally able to control their responses, but that the heavy media-multitasking group had difficulties, compared to the low media-multitasking group, when asked to ignore information that was in the environment or in their recent memory. They also had greater trouble relative to their counterparts when asked to switch rapidly between two different tasks. This last finding was surprising, because psychologists know that multitasking involves switching rapidly between tasks rather than actually performing multiple tasks simultaneously. It seems that chronic media-multitaskers are more susceptible to distractions.

In contrast, people who do not usually engage in media-multitasking showed a greater ability to focus on important information. According to the researchers, this reflects two fundamentally different strategies of information processing. Those who engage in media-multitasking more frequently are "breadth-biased," preferring to explore any available information rather than restrict themselves, they develop a habit of treating all information equally. On the other extreme are those who avoid bread thin favor of information that is relevant to an immediate goal.

2. All-over reading of the text

There are facts that are newsworthy, and there are facts that are not newsworthy. There are facts which might be newsworthy in one town or at one school, but not in another town or another school. There are facts which might be newsworthy today, but not tomorrow.

What makes a fact newsworthy is how it affects the people in your locality, the people who would read your publication. If the fact is not interesting to them

or does not affect them in any way, it is not newsworthy. Among the most common news elements are:

- Proximity: This has to do with location. If the event is happening close by, it will impact your readers more than if it is happening across town, or across the world, all other considerations being equal. A dance at your school, for instance, is more newsworthy than a dance at another school.

- Prominence: This has to do with how well known the people involved in your story are. If the person or persons are well known to your readers, the story will impact your readers more than a similar story involving people they do not know.

- Timeliness: If something is happening NOW, it has more impact than something that happened yesterday or last week. Often, the most recent development is the feature of the story.

- Oddity: If something is unusual, the oddity alone can make it newsworthy, because people want to know why it has happened.

- Consequence: If the impact of an event on your readers is major, they want to know all about it. For instance, they might not care that a particular street is being shut down for repairs, until it is brought to their attention that this will reroute the major portion of the traffic into their residential areas. This will affect them in a significant way, and they will want to know about it.

- Conflict: Readers have an interest in disagreements, arguments, fights and rivalries. If an event has conflict attached to it, many readers will be interested on that basis alone. Stories that involve conflict are those about sports, trials, war, politics and even Congressional debates.

- Human interest: If a situation makes you angry, sad, happy or overjoyed, it contains the news element of human interest. Some stories are newsworthy on this basis alone. Most news stories will have a combination of news elements.

3. Scan the text for a laconic but rather informative review

A news release is a piece of paper with a succinct statement of facts about an event or issue that affects your community. It tells readers what the event or issue is, why it is important, when it is pertinent, who is involved or making a statement about the event or issue and how readers can get more information. If your readers are media persons, they may use the release word for word as an article, or they may include it in a longer article about a similar event or issue.

The reasons to send a Press Release can be as follow:

- to promote a person, product, event or idea (hereafter referred to as 'the product');

- to inform the public;

- to jump start a new business;

- to keep the name of your product in the news;

- to tell of a new aspect, development or circumstance of 'the product';
- to update the media;
- to announce good news;
- to inform of a major or minor change;
- to attract an audience;
- to educate a specific group.

The first question you should ask yourself before writing a press release is "why am I writing this?" You'd be surprised at the number of press releases we see that wander all over the place and don't focus on the main reason for writing it. Too often, people do not think of creative reasons to send press releases so they follow the same, old tired pattern of who, what, why, where and when. While these five questions should certainly be answered in the press release, when appropriate, a more creative approach makes for fresher copy.

When you are set to write a release, glance over the reasons above and select the most important one. This should serve as your guide throughout the process of writing the release. Secondary ones can be listed afterwards. But keep the main focus on number one.

Make sure the information is newsworthy. Tell the audience that the information is intended for them and why they should continue to read it. Present the information in descending order of importance. Start with the most important facts in two or three sentences in the first paragraph. Make a brief description of the news, and then distinguish who announced it, and not the other way around. A statement from your local president that summarises the local's position about the event or issue is appropriate in the next paragraph. The middle paragraph(s) gives necessary details.

Avoid excessive use of adjectives and fancy language. Deal with the facts. The least important information appears near or at the end. The last paragraph typically includes a statement about the local association. Provide as much contact information as possible: Individual to contact, address, phone, fax, email, Web site address.

Press Release Content Basics

There are seven basic elements that every press release should have in terms of content and how it appears:

FOR IMMEDIATE RELEASE: These words should appear in the upper left-hand margin, just under your letterhead. You should capitalise every letter.

Contact Information: Skip a line or two after release statement and list the name, title, telephone and fax numbers of your company spokesperson (the person with the most information). It is important to give your home number since reporters often work on deadlines and may not be available until after hours.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: This should be the city your press release is issued from and the date you are mailing your release.

Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).

Text: The main body of your press release where your message should fully develop.

Recap: At the lower left hand corner of your last page restate your product's specifications; highlight a product release date.

10 Essential Tips to Ensure Your Press Release Makes the News

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much contact information as possible: Individual to contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

12 Handy Steps for Writing Great Press Releases

As a handy reminder of some of the most important points in press release writing, the following 12-step summary can be printed out and posted on your computer or your wall or anywhere you can access it easily.

1. Keep the length a maximum of one page unless absolutely necessary.
2. Tell about your products or services in one or two clear sentences.
3. Create an angle of interest.
4. Attract your reader with your title.
5. Use active verbs to enliven your release.
6. Follow rules of grammar and style as you would for any piece of writing.
7. Use timely information, preferably related to current events or trends.
8. Make every word count and count every word.

9. Make sure your releases get broad coverage with national and regional publications, radio and television stations, Internet publications, and all potential clients.

10. Include ample contact information: name, address, phone, after-hours phone, fax, email, Web site.

11. Deal with the facts; avoid fluff.

12. Avoid excessive use of adjectives, adverbs and fancy language.

Grammar drill (Appendix 3 for reference)

Open the brackets and put the verbs in right tense

1. I hate (to bother) you, but the students are still waiting (to give) books for their work. 2. He seized every opportunity (to appear) in public: he was so anxious (to talk) about. 3. Is there anything else (to tell) her? I believe she deserves (to know) the state of her sick brother. 4. He began writing books not because he wanted (to earn) a living. He wanted (to read) and not (to forget). 5. I consider myself lucky (to be) to that famous exhibition and (to see) so many wonderful paintings. 6. He seems (to know) French very well: he is said (to spend) his youth in Paris. 7. The enemy army was reported (to overthrow) the defence lines and (to advance) towards the suburbs of the city. 8. The woman pretended (to read) and (not to hear) the bell. 9. You seem (to look) for trouble. 10. It seemed (to snow) heavily since early morning: the ground was covered with a deep layer of snow.

Find mistakes

1. If you delay it back, you will risk to lose your rights as a customer. 2. You should prepare insisting on those rights. 3. You may be one of those people who always avoid to argue with people, but in this case you should be ready for an argument. 4. The assistant may prove finding a true friend of the customer – it's not impossible – but first he or she will probably offer the stereo for you. 5. That's all right if you don't mind to wait for a few weeks, but it isn't usually a good idea. 6. What you should do is politely demand taking your money back immediately. 7. You may want accept another stereo in place of the old one, but you don't have to. 8. You should refuse taking a credit note. 9. I used to like go to our local cinema. It was old and rather uncomfortable, but it had character. 10. The owner would like to go on run the cinema, but he would need making a lot of improvements, which would mean spending tens of thousands of pounds. 11. I remember watch the last film at the cinema.

Lexical booster

Build up a derivational chain

Avoid, attract, select, involve, grasp

Find the antonyms / synonyms

Fluff, creative, pertinent, major, conflict, multitasking, grasp

Translate into English

1. Они не хотят работать в многозадачном режиме.
2. Не навязывай мне эту дрянь!
3. Этот фильм пробуждает в человеке самые низменные его наклонности.
4. Это событие занимает выдающееся место в истории.
5. Тебе не кажется странностью так халатно относиться к поручениям!?
6. Он закричал, чтобы обратить на себя внимание.
7. Несмотря на свою враждебность, она была увлечена им.
8. В пабе отказались подать им спиртные напитки, потому что было уже очень поздно.
9. Они большей частью передают по радио просто ерунду.
10. Ей удалось избежать наказания.

Match the word and the definition.

1. File plan
2. Retention schedule
3. Audit
 - a) the process of reviewing, verifying, evaluating and reporting on an organisation, system, process, project or product;
 - b) a detailed list of the individual files or file categories within a classification scheme;
 - c) a document identifying the records of an organisation or administrative unit and specifying which records should be preserved permanently as archives and which can be destroyed after a certain period.

Complete the sentences using words from the texts

1. A news release is a piece of paper with ...
2. At Stanford University suggests that people who multitask ...
3. The first question you should ask yourself before writing a press release is ...
4. People who do not usually engage in media-multitasking showed a greater ability to ...
5. Media multitasking is increasingly common, to the extent that some have dubbed today's teens ...

Make up your own story of a different genre using active vocabulary of the unit and retell it.

Speech activator

Answer the questions

- What makes a fact newsworthy?
- What is ‘a news release’?
- 10 Essential Tips to Ensure Your Press Release Makes the News: which are they?
- Point out the most important points in press release writing.

Think of a profession and describe it to the group. Your group mates are going to guess what profession it is. Use the following

The work involves

The person is responsible for / is in charge of / is involved in

As part of his work a records manager must know different types of business letters and how to deal with them. Read the statements. Which of them do you agree with and which of them you disagree with? Discuss in group.

Today business operations are not restricted to any locality, state or nation. Production takes place in one area but consumption takes place everywhere. Business letters help to carry on business on national and international basis. Official letters cannot be handwritten, they must be printed. Business letters can serve as evidence in case of dispute between two parties. It is easy for businessmen to remember all facts without correspondence. The letter should contain only essential information. Modernization has led to the usage of new means of business correspondence such as E-mail and Fax. Email is the most formal method of business communication. Fax is usually written in a conversational style.

Match the types of the letters (1 – 5) with the samples (a – e). Underline the words that go with each type of letter

1. Letter of enquiry
2. Quotation letter
3. Letter of complaint
4. Letter of apology
5. Letter of application

a) I am writing to apply for the programmer position advertised in the *Times Union*. As requested, I am enclosing a completed application form, my certificate, my resume and three references.

b) With reference to the above-mentioned order for 5,000 rubberized spindles we regret to advise you that checks have revealed that the rubber at the base of approximately 40 % of the spindles is in an unsatisfactory condition.

c) We thank you for your letter dated the 29th September and are pleased to send you our latest catalogue and the current price list. We shall send you a special offer as soon as we have your exact requirements.

d) We are a large music shop in the center of Liverpool and would like to know more about the tapes and cassettes you advertised in this month's edition of *Music Monthly*.

e) We must apologize for sending you the cheque for the wrong amount of money. In order to correct this error, we are sending enclosed the cheque for \$200.

Please rest assured that we shall make every effort not to repeat such mistakes in the future.

Complete the letters using the words below. Look up any new words in a dictionary. What types of business letter are they?

advertisement

apologize

catalogue

damage

discount

experience

goods

inconvenience

orders

post

price list

products

references

regret

settled

unsatisfactory

1. Dear Madam Dufrais,

You asked to send you our 1 _____ and 2 _____ for the new season. I am sure you will find plenty to interest you in it. You will notice that every single one of our 3 _____ is made from 100 % natural ingredients – we use no artificial additives at all.

2. Dear Sirs

This morning we took delivery of the 50 boards of prime quality teak ordered as per our letter of 1 November (Order No. WW-T1-11). The quality of 2 of the boards is 4 _____, however, as they contain large, unsightly knots rendering them unsuitable for use. We feel sure that this is an oversight on your part but, owing to the considerable number of 5 _____ in hand, we had no alternative but to return the 6 _____ in question to you, carriage forward, on the assumption that you will arrange for replacements to be sent to us by return to enable us to keep to production schedules.

3. Dear Mr. Schulz:

Thank you for your communication of March 10, in which you state that the semiconductors supplied are not up to standard. We 7 _____ for the inconvenience caused and would suggest that we either take back the consignment, carriage forward with insurance covered by us and replace it by

DRT/398s, or reduce the price of the goods you have received to the standard list-price, with a further 8 _____ of 10 % to make up for the 9 _____ caused.

4. Dear Mr Zold,

Thank you for your letter of 8 April in which you give details of 10 _____ to 3 drums of bitumen delivered by ourselves to your company on April 19th. We 11 _____ the inconvenience caused and feel you acted correctly by having the damage assessed by your insurance agent. We have looked into the matter and discovered that our vehicle was involved in a minor accident. The case is currently in the hands of our lawyers and should be 12 _____ by the end of the month.

5. Dear Sir or Madam

I am writing in reply to your 13 _____ in the European News of June 12th for the 14 _____ of Sales Manager in your European Division. I now have a total of 5 years' work 15 _____ in freight forwarding, having completed a 2,5 year training course as a freight forwarder with Kuhne & Nagel, Dortmund, where I stayed for a further two years after completing my training period before taking up my current post at Federal Express. I enclose a full curriculum vitae and two 16 _____ as stipulated.

Listening: Listen to a dialogue between Chris and Claudia about writing a press-release for new ultra hard lenses. What advertising was on for attracting the customers? Did Chris tell that Claudia's lens company was the best in business? What alternative did Chris offer her to mention in the press release?

Using appendix 1 as an sample for writing the News Article.

PUBLIC INFORMATION.

LEAFLETS, BROCHURES AND INFORMATION SHEETS

Leaflets and brochures are printed documents, usually illustrated and distributed free. Their functions can include commercial advertising and information. Brochures tend to be thicker, highly illustrated booklets whereas leaflets are often single sheets of folded paper with a balance of text and illustrations. Information sheets are also usually single sheets of paper, not folded, with few or no illustrations.

How to write a good leaflet that makes people want to read it?

Nuts and Bolts of a leaflet

TITLE AND HEADINGS – give your leaflet an eye-catching title; break the text into short sections with appropriate headings.

TEXT – short and light; avoid very heavy, complex sentences and long blocks of prose.

LETTERING – headings and titles should be BIG and attractive.

LAYOUT – should be visual. Lists can be presented in columns, with items either numbered or marked or with an asterisk.

Before you write: make sure you know who you're writing the leaflet for and why.

Are you trying:

- to tell them something;
- to persuade them to do something;
- to warn them about something.

Making notes and writing:

- Write down everything you want to include.
- Group these ideas into sections.
- Give each section a heading; reject any ideas that don't fit.
- Decide on the order of the sections.
- Think of a good title.
- Write.
- Check and revise. If you have time, rewrite.

Writing a tourist brochure

The brochure comprises eight sections, each of 250 words.

A general introduction to the town, mentioning one or two key features but above all describing the whole town in very positive terms.

A 'walkingtour' – a guided tour following a route around the town and pointing out some of the monuments, churches and places of interest. This section may include architectural information.

Hotels, restaurants, pubs, discos and clubs – a brief guide to accommodation and entertainment. The Arts are not mentioned in this section.

The Performing Arts – a brief guide to music, theatre, dance and cinema.

Visual Arts – a brief guide to museums, galleries, public sculpture.

Traditions and customs that the tourist can enjoy.

Famous local people, either historical or living – a brief article summarizing the person's life, achievements and contribution to the town.

Industry and employment – a brief article written for two purposes: to paint a picture of a modern town which is thriving economically and not just living in the past; to attract industry and investment to the town.

Articles and reviews

A review – a critical appraisal of a book, play, film, etc. published in a newspaper or magazine. Most reviews have two functions: description and information on the one hand, opinions and recommendations on the other.

Reviews are generally based on the following structure:

- The subject of the review is identified with all the essential information (what? who? where? when? how much?)
- A detailed description and analysis include the reviewer's opinions. A review of a book or a film should summarize the plot, telling the story in the present tense and a variety of adjectives to describe the plot and make your comments more clear and to the point. To make your review more interesting to the reader you can add details about the plot using relative clauses.
- A conclusion in which the reviewer makes either a judgement or a recommendation.

A good review should consist of:

- a) an introduction (setting, type, characters, title, name of author, etc.);
- b) a main body (consists of two paragraphs, comments on acting, plot, character development, directing, etc.);
- c) a conclusion (an author's recommendations).

Useful language for reviews

Background: this well-written / informative / fascinating / impressive / appalling book...the film / story tells... / is set in... / ...is about / etc.

Main points of plot: it focuses on... / it begins with... / it has a twisted beginning... / it reaches a dramatic climax / the story has an untwisted denouement / etc.

Note: You should not reveal the end of the story to the reader.

General comments: it is rather logic / slow / dull / confusing / mingled / ...the cast is superb... / the script is boring / exciting / clever... / it has an unusual / tragic end...etc.

Recommendations: it is worth watching / reading / listening / ...I would (not) thoroughly recommend it...you should definitely see / read... / Don't miss it / ...You might enjoy...It is a classic of its kind/It is sure to be a hit / best-seller...

An article – a piece of writing included with others in a newspaper, magazine, or other publication. It may be formal or informal in style, depending on its intended readership (avoid vivid description, over-emotional and over-personal writing, simplistic vocabulary).

Nine ways of opening an article:

- a) **A surprising fact**, perhaps including statistics.
- b) **A surprising, shocking or bizarre statement.** The reader keeps reading out of curiosity: how are you going to continue? Do you really believe that? What on earth are you talking about?

c) **A question.** This helps to define the subject of a piece of writing. It also starts readers thinking about the subject, making them want to read what you have to say.

d) **A quotation.**

e) **A story** that illustrates what you are going to say. It may be a story about the subject itself; it may be a story about another topic that has something in common with the subject of your article.

f) **A statement of the topic.** The statement mentions what the topic is, and often summarizes what you are going to say. This opening is often the key to the organization and paragraphing of the article.

g) **A definition of the topic** (sometimes a dictionary definition). This opening may be appropriate, but is one of the least interesting.

h) **A description or image** that evokes a suitable atmosphere or symbolizes the whole question.

i) **A reference to a well-known phrase** from literature, a song, a proverb, etc.; an allusion or 'rewritten' quotation.

Six ways of closing an article:

1. *Return to the beginning:* a conclusion paraphrasing the opening, or a return to the imagery or words of the opening.

2. *A Summary or conclusion.*

3. *A Question.*

4. *A Quotation.*

5. *An image / picture*, symbolizing the end (sunset, death) or a new beginning (dawn, birth).

6. *A short sentence* to signal a break with what went before, or to indicate the intention to finish.

The closing of a piece of writing is also often signalled by certain **linking words**:

Moreover, All in all, In conclusion, In general, Nevertheless, Nonetheless, Meanwhile, However, As a result, Otherwise, Therefore, Among others, For example, For instance, In particular, Mainly, Particularly, Primarily, Principally, Specifically, To sum up, Hitherto, On top of that, what is more, off the top of one's head, To put it another way, By comparison, By contrast, By the same token, Consequently, Despite this, Equally, Even so, In comparison, In spite of this, In the same way, Instead, Likewise, Mind you, Of course, On the contrary, On the one hand, On the other hand, or, Similarly, etc.

A successful article should consist of:

a) an eye-catching title or headline (the topic of the article);

b) a clear introduction;

c) a detailed main body;

d) an applicable conclusion.

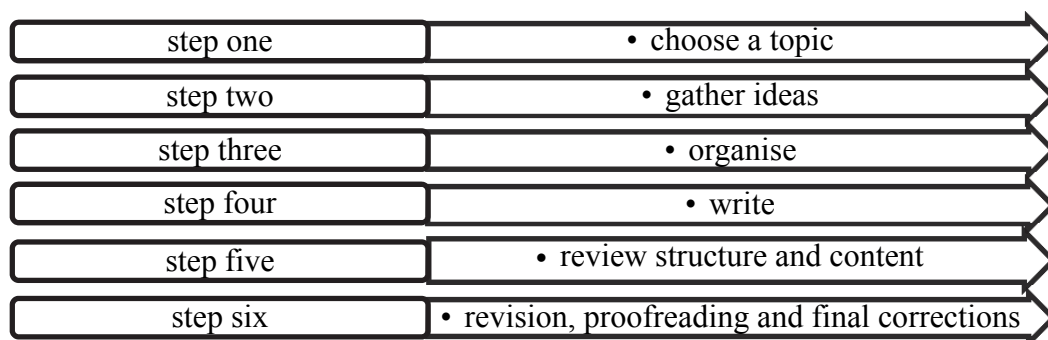
An essay is a relatively short composition. It does not claim scholarly thoroughness (that belongs to the monograph), but it does exhibit great variety. Essays can be about almost anything; they can be speculative or factual or emotional; they can be personal or objective, serious or humorous.

There are three main types of essays [table 1]: *for and against essays* (discussing points in a favour of a particular topic plus the advantages and disadvantages and each point of the issue should be supported by justification, examples and reasons), *opinion essays* (a writer’s personal opinion concerning the topic, stated and supported by reasons and examples), *essays suggesting solutions to problems* (the problems associated with a particular issue or situation are analysed and solutions are put forward).

Table 1

FOR AND AGAINST	OPINION	SOLUTIONS TO PROBLEMS
<p>Introduction Paragraph 1 State topic (without your opinion)</p> <p>Main body Paragraph 2 – 3 Arguments for and justifications, reasons or examples</p> <p>Paragraph 4 – 5 Arguments against and justifications, examples and reasons</p> <p>Conclusion Final paragraph Balanced consideration or opinion</p>	<p>Introduction Paragraph 1 State topic and your opinion</p> <p>Main body Paragraph 2 – 4 Viewpoints, reasons or examples</p> <p>Paragraph 5 Opposing viewpoints, examples or reasons</p> <p>Conclusion Final paragraph Summarise or restate your opinion</p>	<p>Introduction Paragraph 1 State the problem and its causes and effects</p> <p>Main body Paragraph 2 – 5 Suggestions and results (consequences)</p> <p>Conclusion Final paragraph Summarise your opinion</p>

Six steps writing essays process



A report is an informative formal piece of writing concerning a particular person, situation, place, plan, etc; it is addressed to anyone and is written in response to a request or instruction.

There are four types of reports:

1. *assessment reports* (presentation and evaluation of a person's positive or negative features, plus your opinion or recommendation);
2. *informative reports* (info about a meeting);
3. *survey reports* (presentation and analysis of the information gathered from surveys, including conclusions, suggestions and/or recommendations);
4. *proposal reports* (presentation of plans, decisions or suggestions concerning possible future courses of action for approval).

Useful language:

The purpose / aim / intention of this report is to ...
As requested, this is a report concerning / regarding ...
This report contains / outlines / examines / assesses ...
The information below summarises the events which took place ...
This report contains the details of ... which you asked for ...
The data included in this report was gathered / obtained by means of a telephone survey / questionnaire/interviews ...
In general terms, ...
Generally speaking, ...
Mainly, ...
On the whole, ...
To conclude / to sum up / in conclusion, our intention is to ...
The advantage(s) of the approach proposed would be that ...
I feel certain/believe that the course of the action proposed above will achieve ...
I hope / trust that the plan / scheme outlined / presented in this report meets with your approval / will receive your serious consideration.
This fact implies/indicates that the average person chooses ...
The survey clearly shows ...
The results of this survey demonstrate/reveal that ...
I am pleased to announce / to inform that ...
My / our recommendation is that ... should be ...
It is obvious / apparent that ... would be ideal for ...
It would (not) be advantageous / practical / wise to ...
I / we conclude / recommend / would suggest (that) ...

There are various types of letters:

1. letters of request;
2. letters giving information;
3. letters of advice;

4. letters making suggestions / recommendations;
5. letters of complaint;
6. letters of apology;
7. letters of application;
8. letters to the authorities;
9. transactional letters.

Nuts and bolts of any letter:

- *an appropriate greeting* (Dear Sir/Madam, Dear Adam/Iren etc.);
- *an introductory paragraph* (your reason for writing);
- *a main body* (subject and objectives);
- *a conclusion*;
- *an appropriate ending* (Yours faithfully / sincerely + full name, Best wishes + first name).

Style in letters can be formal and informal.

Useful language for the letter of request:

- I am writing to ask if you would be so kind / generous as to ...
- I am writing to request your assistance concerning the matter of ...
- I would appreciate it if you could ...
- I would be most grateful if you could ...
- I must apologise for ...
- I hope that my request will not inconvenience you too much.
- I look forward to hearing from you soon/receiving your reply as soon as possible.
- Thank you in advance for your kind cooperation.

Useful language for the letter giving information:

- I am writing to inform you that / advise you of / let you know that ...
- I regret / am delighted / would like / feel obliged to inform you ...
- I am writing in response to / in reply to / with regard to / in connection with / your enquiry about / our telephone conversation concerning ...
- I am writing on behalf of ...
- I hope that this information will be of some assistance ...
- I look forward to answering your queries.
- Please do not hesitate to contact me should you have any further questions / require further information.

Useful language for the letter of advice and making suggestions / recommendations:

- Thank you for your letter requesting advice about ...
- It might be useful to your advantage to ...
- I would suggest / recommend + -ing / (that) ...

You should / ought to ...

I would like to offer one or two suggestions concerning ...

Useful language for the letter to the authorities:

I am writing to draw your attention to ... / bring ... to your attention ...

I am writing to express my approval / disapproval of / support for ... / protest about ...

In my opinion / view, I feel / believe / think / it seems to me that / I am convinced that ...

Because / owing to the fact that / seeing that

Thus / therefore / so / as a result

I hope you will give this matter your urgent consideration / attention.

Useful language for the letter of complaint:

I am writing to complaint about / draw your attention to ... / to express my disappointment / dissatisfaction with...

I am writing to express my annoyance/extreme dissatisfaction with / anger at / protest about ...

I hope / trust this matter will be dealt with / resolved as soon as possible / receive your immediate attention.

I insist on / warn you that ...

Unless this matter is resolved ... / satisfactory compensation is offered ...

I will be forced to take further / legal action.

Useful language for the letter of apology:

I offer my apologies for ...

Please accept my / our sincere / profuse apologies for ...

With regard to ...

As far as ... is / are concerned ...

Firstly / Secondly / Finally, ...

Needless to say, ...

Actually / Indeed / As a matter of fact,

Please allow me to offer / suggest ... as compensation (for) ...

I hope that you will accept my apologies / that my apologies will be accepted.

I hope that you can forgive / overlook this regrettable error.

Useful language for the letter of application:

I am writing to apply for the post / position of ... advertised in ...

I am writing with regard to the vacancy in ... as advertised in ...

At present I am employed / working as ...

I was employed as (position) by (company) from (date) to (date) ...

During this period my duties included ...

I have received training in ... / completed an apprenticeship, etc. ...

My qualification include ...
 I am presently studying / attending a course ...
 I have / hold / obtained / was awarded a degree / diploma / certificate in ...
 I have recently completed a course in (subject) at (place).
 I enclose my CV / references from ...
 I would appreciate a reply at your earlier convenience.
 I would be available for an interview at any time.
 I would be pleased to supply you with any further information / details.

Transactional letters – letters responding to a particular situation, which is presented by means of written prompts and visual ones. They should use appropriate greetings and endings, standard expressions of suggestion, complaint, apology, CV, etc.

CV (Curriculum Vitae)

Name:
Address:
Telephone:
Date of birth:
Nationality:
Marital status:
Driving licence:
Education:
Further education:
Qualification:
Work experience:
Other experience:
Hobbies and interests:
Available for employment:
References:

CONCLUSION

Учебное пособие позволяет выработать сознательное отношение студента к процессу обучения иностранному языку в сфере профессионального общения, более того, активизировать речевую активность студента в ходе занятий, а также усвоить пороговый уровень грамматики и необходимый лексический запас по изучаемой специальности.

As the free press develops, the paramount point is whether the journalist, like the scientist or scholar, puts the truth in the first place or in the second.
 – Walter Lippmann (1899 – 1974)

LITERATURE

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LETTER SAMPLES
(for advertising, business correspondence and documentation)

1. Представление нового менеджера клиенту (a representation of a new manager to a client)

Thomas's Sport Supply 665 Spinning Wheel Ct. • Bilmont, UT 84111	April 4, 20XX
Terrance O'Toole Golfers Teed Off 870 C. Street Walla Walla, WA 98661	
Dear Mr. O'Toole: You and your firm have been recommended by Cal Gonzonles of Fore, Inc. Cal indicated that you may be interested in the line of products that we have, particularly our new Golflite line. I have enclosed our latest catalog. I will be in the Walla Walla area the week of April 16. I would like to meet with you to discuss how our Golflite line can help your business. I will contact you within the next 9 days to schedule an appointment. In the meantime, if you have any questions, call me at 800-555-1125. I look forward to meeting you.	
Sincerely yours, Signature Chip Ashcroft Sales Representative	

2. A letter of hotel advertising

WAVERLEY HOTEL 360 South Dearborn • Chicago, IL 60604
August 15, 20XX Fred E. Sherman, Secretary The Paramount Institute P.O. Box 323 Orlando, FL 32822
Dear Mr. Sherman: Just a note to introduce myself and to let you know of the Waverley Hotel's interest in the 20XX meeting plans of the Paramount Institute. The Waverley Hotel contains 674 newly redecoreated guest rooms; this includes 12 double room suites. The hotel is located in the heart of Chicago, only 30 minutes from Midway airport. Our three four-star restaurants offer our guests variety in menu selection and atmosphere. Our 36,000 square feet of meeting and banquet space include the city's largest ballroom and the largest on-site exhibition hall. I have enclosed a complete schedule of our function space dimensions and capacities. Please stop by and see us if you are in our area – we would like the opportunity to show off our hotel. In the meantime, however, I will call your office next week to answer any questions you may have on the Waverley's facilities and to discuss how we may be of service to the Paramount Institute.
Sincerely, Signature Carol Brawn Director, Convention Services

3. The letter of credence (letter of introduction, letter of recommendation)

Sea Lanes 8945 N. Shore Dr. • Boston, MA 01611 • 1-800-555-3456	November 22, 20XX
Carl N. White Lobster Trappers Ltd. Box 65 Kepaquadick Cove, ME 04103	
Dear Carl:	
I am happy to introduce our new sales representative, Terry King, to you. Terry will be in charge of servicing your account.	
Terry is a graduate of the University of Maine and holds a degree in Sales and Marketing. For the last five years he has worked as a salesman for Boston Fisheries and Equipment. We are proud to have him on our staff and are sure he will be able to give you the kind of service you have come to expect from Sea Lanes. Please call us if there is anything we can do for you. Terry will be contacting you within the next two weeks to personally introduce himself, discuss his monthly schedule and answer any questions you might have. Ask Terry about his family's secret recipe for lobster!	
Sincerely yours, Signature T.K. (Tip) Walton Director of Sales	

Dear Mr Deksen ,
The bearer of this letter is Mr Michael Hobbs, our overseas sales manager, who is visiting Oslo on our behalf to investigate our export possibilities to Norway.
Thank you for your letter of 10 April in which you offered to help him. I will appreciate any assistance you can give, or suggestions you make.
Yours sincerely,

4. The letter about a contract

Zarcon Laser Systems 80000 Orange Blossom Dr. Boston, MA 02174	March 15, 20XX
Tony Blumenthal, Realtor The Winstead Building, Suite 400 P.O. Box 46758 Boston, MA 02180	
Dear Tony:	
Two copies of the revised six-month leasing agreement for the Zarcon Laser Copier II are enclosed. I'm pleased you are happy with its performance.	
The yellow highlights on one copy reflect the changes that we addressed in our March 14 conversation. Please indicate any additions or omissions in the margins and initial and date each correction. I will review the copy and get back to you by April 5.	
If the current changes meet with your approval, please sign at the "X" on page 3 of the unmarked copy and return it in the SASE by March 29.	
If I may clarify or help in any other way, Tony, please call me at 555-3993.	
Sincerely, Signature Lee Webster Senior Account Executive Enc.	

5. The letter of commendation

Roger Publications Inc.
8560 College Blvd.
Overland Park, KS 66210

September 21, 20XX

Janet Kirby
Alvarez Advertising
10253 W. Higgins Road, Suite 600
Rosemont, IL 60018

Dear Janet:

You made a wise decision by including Working Women's Guide in your marketing plans for Mor-PEP! Thank you for your order.

Working Women's Guide provides the most effective way to reach this big-volume market. Readership is unexcelled, as shown by the recent Starch WOMEN'S Study.

Regarding your question on a preprinted insert card: the investment involved is \$3,000. If you would like for us to print a card, the card would be a net cost of \$1,575. There would be no real cost advantage to using a card attached to our reader service coupon.

The cost for the coupon space is \$5,000 and includes the printing.

Having your message on the card next to the reader service coupon could be a big advantage, however, for readership.

I'll call your office next week to answer any questions on this – and thanks again for your order.

Rebecca Ruddy
Account Supervisor

Zebra Prints
224 Bever Ave. • Madrid, MS 39378

October 12, 20XX

Lillian R. Wilkinson
4500 Ramble Road Lane
Madrid, MS 39379

Dear Ms. Wilkinson:

On behalf of Zebra Prints, we wish to express our sincerest appreciation for your continued patronage. It is because of valued customers like you that we are able to continue to offer you the finest in fabrics.

Zebra Prints has been in business for 75 years. We are dedicated to bringing you the finest in fabrics, particularly those of all-natural materials. Mr. Case, our founding father, loved to say, "The customer wants the best at the lowest price," and that is the motto we use as our guiding principle.

Please stop in and see us soon. Our new spring fabrics will be in the showroom on March 15. If you bring this letter with you, we will give you a 15 percent discount on any fabric you purchase in March.

Sincerely yours,

Signature

Terrance Sullivan Case, Jr.

President

TSC:maj

6. The letter of appreciation

Seven Sisters 709 Starry Way • Council Bluffs, IA 50574	April 13, 20XX
R.K. Kirkman 4590 N. Iowa Avenue Omaha, NE 68164	
Dear Mr. Kirkman:	
On behalf of the staff at Seven Sisters, I want to express my appreciation for your help in our recent ad campaign. Your tireless efforts made the campaign one of the most successful we have ever had. Seven Sisters' success relies heavily on the commitment of its employees. Devotion such as yours allows us to be leaders in the field of fashion merchandising in the Omaha/Council Bluffs area. Your efforts contribute to higher sales, and that, as you know, means increased profit-sharing for our employees.	
Thank you for all of your hard work. Seven Sisters is successful because of employees like you.	
Sincerely, Signature Laney Moore President LAM:rie	

7. The letter of invitation

Erskins and Co. 985 Washington • Boise, ID 83805 555-8800	October 1, 20XX
Carmen and Ted Schmitt 800 Lander Lane Meridian, ID 83642	
Dear Mr. and Mrs. Schmitt:	
You are cordially invited to a formal dinner in honor of Samuel Whitters on October 21, 20XX, at 8 p.m. at the Boise Hilton.	
Mrs. Schmitt, as you are an associate of Mr. Whitters, we would like you to speak briefly about his work in the lumber industry. If this is possible, please let me know within the next week.	
Please note that this is a black-tie event. RSVP with the names of those attending by October 14.	
Sincerely yours, Signature John Randall III Chairman, Social Committee JKR:sat	

8. Office memo (office memorandum)

MEMORANDUM

Date: December 23, 20XX

To: All Employees

From: Manuel Gonzales

Re: Policy Concerning Sick Leave

There seems to be some misunderstanding concerning Swithams' sick leave policy.

Each employee is allowed 10 sick days per year during the first five years of employment. For five to 10 years of employment, each employee is allowed 15 days of sick leave. Any employee of 10 or more years is granted 20 days of sick leave. Sick leave may be accumulated up to one full year (365 days). After an absence of two days, an employee must seek medical advice and present a doctor's excuse upon return to work. Failure to do so may result in docking of pay for any sick leave after two consecutive days.

For further information, refer to the employee manual, page 23, or contact our Benefits Officer, Barbara Wieland.

I hope this clears up any misunderstanding, particularly concerning the doctor's excuse.

9. Letters of complaint (letters of apology)

Australian Outfitters

P.O. Box 212 • Los Angeles, CA 99045-0212

October 3, 20XX

Corbin Reynolds

3510 Aroya Canyon Road

Hollywood Hills, CA 95234

Dear Mr. Reynolds:

I regret to inform you that your order of boomerangs will be delayed by four weeks because of a recent fire at Outback Boomerangs in Sydney, Australia.

I hope this delay is acceptable. As soon as we found out about the fire, we contacted Woolabang Boomerangs in Alice Springs and were able to fill your order. Unfortunately, its boomerangs take longer to make because they are handmade. This is to your

advantage: Though they are more expensive, we will absorb the difference in cost.

Thank you for your understanding and cooperation in this unfortunate matter. If you have any questions, please call me at 800-OUTBACK.

Sincerely yours,

Signature

Tanner Dundee

TJD:mal

Trundle, Trundle and Smith

P.O. Box 2290 • Frost, AZ 85603

December 1, 20XX

Dear Mr. and Mrs. Lambertson:

Please accept my apologies for missing your Thanksgiving brunch on November 23. I hope my last-minute change of plans did not inconvenience you too much.

As you know, I had planned on attending and was looking forward to it. However, my brother who lives in Boston, Georgia, had emergency bypass surgery, and his wife asked me to be with her.

Had that not happened, naturally I would have been with you.

Once again, I ask for your understanding in this matter and hope that my frantic, last-minute call to bow out was acceptable.

Sincerely,

Signature

Thomas J. Trundle, Sr.

10. The letter of reservation

Dear Sir,

This letter is to confirm our telephone conversation this morning when I arranged for two tickets to be sent to us in the names of P. R. Dell and B. Newsome, our directors, who will be travelling London Heathrow-Rome on flight BA 164 at 10.05 hours, on Wednesday 12 June.

Please send the tickets to us by return, and find a cheque for .210.00 enclosed.

Yours faithfully,

11. The letter of arrangement

Carrington's

38 E. 91st St. • Chicago, IL 60614

January 25, 20XX

Linda Montgomery, Manager

A-1 Cleaners

2903 Burreth St.

Lincoln, NE 68506

Dear Ms. Montgomery:

I will be in Lincoln on February 3 and would like to meet with you at your office to discuss cleaning supplies you may need in the second half of the year.

I have enclosed our latest catalog. Please note the items in yellow highlight. They are special values or new products that A-1 Cleaners will want to take advantage of now.

I will contact you later this week to schedule an appointment. If you need to get in touch with me, call me at 800-555-9047. I look forward to talking with you. Thank you for your continued business.

Sincerely yours,

Signature

Douglas James

Sales Representative

P.S. See page 68 of our catalog for a great value on our most-ordered product choice

12. The letter of congratulation

Linder Airplanes

August 6, 20XX

Dear Tommy:

Congratulations on winning the soap box derby during My Waterloo Days. Your father couldn't stop talking about how proud he was of your victory.

I was interested in your win because I, too, was a soap box derby winner 21 years ago in Akron, Ohio. There's nothing quite like the thrill of knowing that something you've made is capable of winning.

Congratulations once again and good luck at the Nationals!

Sincerely,

Signature

Charles

Charles M. Norris

President

CMN:cro

May 25, 20XX

Garrett Montgomery
774 Rising Hill Rd.
Lakeland, FL 32340

Dear **Garrett**:

It's your birthday again! Where has the time gone? We hope your birthday is a happy one. We appreciate your work here at Oglethorpe's and Osman and hope that we enjoy many more birthdays together.

Sincerely,

Signature

Larry

Lawrence Oglethorpe

President, Oglethorpe's and Osman

December 15, 20XX

Joshua Schwartz
38 Fairview Ct.
Teasdale, WV 26656

Dear **Josh**:

The warmest of holiday greetings to you and your family. We at Gibraltar Gems hope this holiday season brings you the best of everything. Our regards to all of you.

Sincerely,

Signature

Tip

Thomas "Tip" Gibraltar

GibraltarGems

13. The letter of sympathy

January 10, 20XX

Dear **Carl**:

I am sorry to hear that you have been hospitalized. I'm sure that the staff at Trinity General will take good care of you and get you on your way. Please call us if you have any questions regarding the company's health insurance.

Ft. Dodge Furnaces relies heavily on its employees and will feel your absence. I hope that you will recover quickly. We look forward to your return.

Sincerely,

Signature

Ole

Ole Munson

President

Ft. DodgeFurnaces

14. The letter of requirement

Cat Man Dew Pet Suppliers 853 Regal Ave. • Oklahoma City, OK 73009	February 14, 20XX
Pekka H. Huovienin 34 Raamintinuu 58 Helsinki 00580 Finland	
Dear Mr. Huovienin:	
We are trying to locate information on a breed of cat called the Suomi Shorthair and understand that you are the leading expert on cats in Finland.	
We have a client who is interested in buying a Suomi Shorthair.	
She had seen one once at the New York Feline Show but has been unable to locate one since. She came to our shop and requested that we help her. Since the breed originated in Finland, we thought you might be able to give us some more information. We are most interested in the names of breeders that may have kittens for sale.	
We will call you within the next month to follow up on this inquiry. Thank you for all your trouble.	
We look forward to talking to you.	
Sincerely, Signature Kathleen "Cat" Pence KMP:nip	

PDQ Truckers P.O. Box 2068 • Denver, CO 80393-2068	August 21, 20XX
Cameron Mrstik Mrstik's Mobile Station 582 Robinwood Minihaha, MN 55437	
Dear Mr. Mrstik:	
Would you please return the black leather jacket that was left in your gas station last Saturday?	
One of our truckers, Sam MacIntyre, left his leather jacket when he was on a run for us. Another of our truckers mentioned to Sam that he thought he saw a jacket just like Sam's hanging on your wall. He said it had to be Sam's; there are few leather jackets that say, "Ivydale, West Virginia" on them. Sam asked us to call you as he's on vacation in the Bahamas. We have tried repeatedly to reach you by phone, but your phone is always busy.	
Please send the jacket as soon as possible, C.O.D. Thank you for your prompt response.	
Sincerely, Signature Patrick D. Quentin President PDQ:msq	

15. The letter of refusal

Mrstik's Mobile Station 582 Robinwood • Minihaha, MN 55437	August 25, 20XX
Patrick D. Quentin, President PDQ Truckers P.O. Box 2068 Denver, CO 80393-2068	
Dear Mr. Quentin:	
I would like to return Mr. MacIntyre's jacket to him, but I don't have it. The jacket your trucker saw says, "I love Dale, Wes and Virginia." I had that jacket made specially for my wife. Those are our three children's names. I checked our register of truckers, and there was no Sam MacIntyre at our station on the Saturday you mentioned. Perhaps he was at Mrs. Rick's Mobile Station on the interstate. The phone number there is 612-555-3827. People get us mixed up all the time.	
I'm sorry I couldn't help you. I hope Mr. MacIntyre finds his jacket soon.	
Sincerely, Signature Cameron Mrstik CJM:mjm	

16. Cover letter (accompanying letter)

7260 Vista Drive Denver, CO 80030	March 3, 20XX
Thomas Randolph, Senior Geologist Gigantic Resources One Mountain Plaza Phoenix, Arizona 99065	
Dear Tom:	
I enjoyed our telephone conversation this morning and was interested to hear about the opening for an exploration geologist at Gigantic Resources. As you requested, I am faxing you a copy of my resume. I will also be mailing you a copy for your permanent files.	
As I mentioned during our conversation, I am a petroleum geologist with seven years of experience in the Rocky Mountain region. Currently, I am working for Weaver Oil and Gas as their Manager of Geology. My duties include both prospect generation and sales. I have strong technical abilities and sound written and oral communication skills. Due to family considerations, I am very interested in relocating to the Casper area.	
I look forward to meeting with you on November 11. If you wish to contact me before our interview, you may reach me at 303-555-5792.	
Thank you again for the information you offered me on the telephone this morning.	
Sincerely, Signature KarlDavis	

Louise Jensen
0000 Elm Street
New York, NY 00000
Tel. (000) 000-0000

May 5, 1999

Ms. Martha Peyton Director of Personnel ABC International, Inc.
000 Midwood Avenue New York, NY 00000

Dear Ms. Peyton:

I am writing to you with the hope that you might have an opening now or in the near future for a personal assistant/secretary in the international sales division of your company. However, if you do not, I would very much appreciate if you could keep my enclosed resume on file for future employment opportunities with Petersen International.

I am an experienced personal assistant/secretary with excellent administrative, organizational, and secretarial skills. I also would like to use my fluency in French and German, both written and spoken. I have a flexible approach to my work, together with the ability to cope with pressure and deadlines. The attached resume details my working and educational experience. I would appreciate my application being treated as confidential, because I am currently employed as personal assistant to the senior vice president in charge of sales at an international specialist retail chain in New York City.

Looking forward to your answer to this letter and thanking you for your consideration, I am,

Sincerely,

Louise Jensen

Enclosure: resume

17. A chronological resume

Simon Kushner
0000 East 67th Street
New York, NY 00000
Phone: (000) 000-0000

JOB OBJECTIVE

A position in marketing and promotions offering increasing levels of responsibility and advancement and the opportunity to work for a quality organization.

WORK EXPERIENCE: 1988 TO PRESENT

Durham Brown Company, Marketing and Promotion Specialists New York City: November 1993-Present

Supervisor of the consumer marketing and promotion department (seven persons). Responsible for all aspects of daily operation of the department, including planning, organizing, and implementing assignments of personnel and work flow; problem-solving and troubleshooting; preparation of news releases; public relations as well as marketing, advertising, and promotional materials; marketing and promotion plans; audiovisual presentations and press conferences. Also, participate in developing new marketing and promotional plans and objectives for clients.

Finch Palazzi Public Relations

New York City: July 1988-October 1993

Prepared public relations materials and news releases for small and medium-sized companies in the New York metropolitan area; audiovisual presentations; organized press conferences and press tours for trade journalists.

WORK EXPERIENCE (PART-TIME AND SUMMER JOBS DURING UNIVERSITY STUDY)

KEFG-Cable Television Channel 14 in Garden City, N.Y.

Part-time during 1987 and 1988.

Joined television crew on location and helped edit and present local cable television news reports.

Bergen Herald, Hackensack (New Jersey): 1984-1986

Full-time during summer; part-time (weekends) during remainder of the year.

Junior reporter (local and county news).

EDUCATION

Bachelor Degree in Marketing

Pace University (New York): 1984-1988

Completed six specialist courses in public relations and mass communications at the Mass Communications Institute of New York University: 1988-1990.

REFERENCES Available upon request

Special expressions and sentences for letters:

– I am applying for the position of Marketing Assistant, which was advertised in last week's New York Weekly Review. I have completed my third year at New York University and intend to take a year off to supplement my education with relevant work.

– Seven years as a personal assistant to the public relations manager of the Mancini PR Corporation in Pittsburgh have given me the background and professional experience to qualify for the position (Nr. 137) you advertised in last Sunday's Pittsburgh Telegraph. Therefore, I believe that my qualifications will meet your requirements for this challenging position with your company.

– I have worked for the past four years as an international sales representative of a large industrial company, and I would like to apply for the position of Assistant Sales Manager that you advertised in the New York Times of July 22. This position calls for qualifications and experience that correspond to my professional background and job objective.

– I am sending this letter and resume to apply for the position of clinical technician with your institute. I believe that my background qualifications and work experience are very compatible with the requirements of this position you listed in your advertisement in this month's Specialized Medicine Journal.

– I am forwarding my resume in response to your advertisement in this week's edition of Procurement News for an Asian procurement specialist. This position seems tailor-made to my qualifications and long-time experience with several major companies in Southeast Asia.

– As an experienced advertising sales representative, I believe that I am the qualified candidate you are looking for in this month's issue of Advertising Sales Magazine. I feel confident that I can make a significant contribution to your staff.

– I am submitting my resume in response to your advertisement for the position of program coordinator that appeared in the latest Sunday edition of The Daily Sketch. I believe that my qualifications and working experience are an ideal match for your requirements.

– I am confident that my international experience qualifies me for the position of export sales representative in your marketing department. I am able to handle assignments individually or as a member of a team.

– I feel confident that I can apply my qualifications, skills, and working knowledge of computer hardware development to your company.

– I am interested in a part-time or freelance position in your advertising art production department.

– I am currently seeking a position change and I believe that my management background in the construction industry might be of interest to your company.

ACCOUNTING ANALYST бухгалтер-аналитик – I am presently working as an accounting analyst for a subsidiary of the Philadelphia-based Collins Technology, a data technology company providing storage, management and access products for computer communications systems. I am responsible for the preparation of the financial statements of one of the company's subsidiaries, from journal entry to the trial-balance stage. I am also responsible for accurate measurement and reporting of the company's marketing and sales programs. This position requires extensive experience of general ledger and trial-balance preparation and reconciliation, intercompany accounting as well as sales, cost of sale, and general and administrative expenses reporting.

ART DIRECTOR художественный директор – I am working as an art director with the Artox Design Studio in New York. This company has a strong blue-chip client base and works in industries as diverse as insurance, automobiles, travel, and business-to-business. Artox Design's work appears in North America and Europe. It also does a high proportion of press work and direct mail. My position demands the ability to develop strong ideas as well as skillful understanding of typography, design, and high-budget, low-volume work.

BACK OFFICE MANAGER менеджер в банке – I am currently working as back office manager for a major bank in Tucson, Arizona. Reporting to the General Manager and working closely with the bank's management team, I am responsible for developing, establishing, and running all the relevant systems and procedures for the bank. Key elements of my job include settlements, information technology, accounting, planning, budgeting, and administration. My position requires a broad general understanding of international banking operations and wide experience and comprehensive knowledge of planning, implementing, and managing appropriate systems.

BUYER / FREIGHT FORWARDER менеджер по логистике – I am currently employed in New Orleans as a buyer/freight forwarder for FGS Sea Transportation Group, a major system integrator and sea-freight forwarder. I am responsible for promoting the import and export activities of the company in Great Britain. My specific responsibilities include product sourcing, negotiating with suppliers, organizing and tracking shipments, and collecting offers from suppliers and relaying them to the Group's partners. In addition, I provide general administrative support to the purchasing process.

ENGINEER инженер – I am working as an engineer for the customer technical support group (Fuels) of Stillmeyer Chemical Corporation in Tulsa, Oklahoma. Stillmeyer is a major marketer of industrial chemicals, polymer additives, pharmaceutical components, and fuel and lubricant additives. These products are sold in North America and the Asia-Pacific region. I specialize in fuels and demonstrate the suitability of the company's products to customers, by providing technical data and supporting the national and international sales function.

FINANCE AND INVESTMENT COORDINATOR координатор по финансам и инвестициям – At present, I am employed as finance and investment coordinator for Kearns International, a subsidiary of Werner Oil Limited, in Dallas, Texas. Kearns International is primarily involved in the marketing and distribution of petroleum products in the European Union. I work within an international unit that provides an independent appraisal service to senior management. My areas of responsibility include investment and acquisition appraisal, competitor and market analysis, and production of relevant economic summaries and ad-hoc projects.

INFORMATION TECHNOLOGY SPECIALIST специалист по информационным технологиям – I am presently working as an information technology specialist with the Young & Webster Corporation, a multi-business group with headquarters in Tampa, Florida. I am responsible for the development and implementation of the corporate information technology strategy. The company's current systems environment consists of Protexx and Baana business systems, DEC Alpha, Novell and Microsoft Office technologies, and upgraded Lan/WAN infrastructure.

- Entry-level opportunity at an advertising agency.
- An entry-level position in the field of personnel administration.
- Entry-level position in financial services offering a chance to demonstrate initiative and abilities.
- Seeking an entry-level position in the field of management with preference in sales promotion.
- To secure an entry-level engineering technician position with the opportunity for advancement.
- Trainee in a sales-oriented company offering the opportunity to advance to a position of increasing responsibility and career growth.
- A management trainee position in a medium-sized direct marketing company with an opportunity to advance to management level.
- To obtain a position as a sales management trainee that allows for career growth.
- An assistant sales manager position with a large distributor.
- A position as manager of a furniture department of a large department store.
- A position as personal assistant/secretary with a major corporation.
- Personal assistant/secretary position with a major international telecommunications company.
- A position in the field of public relations where a background in journalism and consumer marketing may be utilized.
- Management position in retail sales commensurate with 16 years of successful retail/supermarket sales experience.

- Seeking a responsible position commensurate with nine years experience as a direct marketing specialist. I am looking for a chance to demonstrate a high level of motivation to succeed.
- A sales management position in a communications company where I can use my promotion and sales experience.
- A challenging supervisory position and active involvement in accounting with the opportunity for advancement and personal growth.
- A line management position in a growth-oriented pharmaceutical company where I can apply my research, problem-solving expertise, and experience in medical chemistry.
- A challenging and career-oriented position utilizing my experience and skills in office management and providing opportunities for advancement.
- A position as a personnel manager where I can utilize my background and management experience in human resources and an opportunity to expand my areas of responsibility with further career potential.
- A position in new product engineering providing an opportunity to apply my extensive technical experience.
- Professionally and financially rewarding marketing management position offering challenge, responsibility, and an opportunity for advancement.
- Seeking a full-time staff position offering career advancement and increasing responsibility in the field of international market research. I am willing to travel and relocate.
- To seek a challenging position in the financial services field with the opportunity for professional growth based on performance.
- To pursue an international sales position that offers advancement opportunities.
- Seeking an opportunity to start a new career in audience and marketing research with a major television station.

18. Хронологическое резюме (Chronological resume: certified public accountant)

Vincent Harrison
000 Chandler Avenue
Chicago, IL 00000

CAREER OBJECTIVE

An accounting career with a large company that offers advancement opportunities and professional growth.

EMPLOYMENT

Bressler& Andersen, Certified Public Accountants, Chicago Certified Public Accountant: August 1991-present

Preparation of financial reports and statements and income tax returns (professional partner ships, corporations and institutions).

Responsible for planning internal control evaluations and audit engagements of publicly and privately owned companies.

Preparation of internal control comments for presentation to senior management.

Schwartz Company CPAs, Chicago

Financial Accounting Intern: June 1990-May 1991

Responsible for preparation of financial statements and monthly accounts analysis.

Hovert Trading Company, Chicago

Designed computerized accounts payable and receivable system: Summer 1988.

International IllinoisBank, Chicago

Assisted in developing revenue forecasts: Summer 1987.

EDUCATION

University of Chicago

Bachelor of Science Degree in Accounting: 1989

M.B.A. Degree: 1990

Certified Public Accountant (Chicago): 1991

Continuing professional education courses in federal taxes: 1994-present.

SPECIAL SKILLS

Fluency in German.

PROFESSIONAL AFFILIATION

American Institute of Certified Public Accountants

REFERENCES

Available upon request.

Функциональное резюме: перемена области работы (отсутствие опыта)

The Resume
Qualifications of

LEONARD B. LAMBETH

As Assistant Advertising Manager Southern Outdoorsman

Present address: Address after August 2004:

319 Daly Street 414 Maple Drive

Loris, SC 29569 Columbia, SC 29205

(803) 271-4660 (803) 542-1151

EDUCATION

B.S. degree, University of South Carolina, Columbia, 1990 Major field of study: Advertising

Courses in Advertising Advertising Theory and Practice Copywriting and Layout Advertising Art Advertising Media Publishing and Printing Techniques Advertising Department Management Advertising Research

Related Courses

Principles of Marketing

Sales Principles and Management

Marketing Statistics Business Communications Business Psychology

Special Electives: Newswriting, Photography, Typewriting

Honors and Extracurricular Activities

President, Angler's Club (1990); member of university golf team (1987-1988); student member of National Advertising Council, Columbia Chapter (1989-1991); advertising manager of The Gamecock (1988); and occasional staff writer for student newspaper (1988-1990).

RECENT EXPERIENCE

1990- present Instructor, athletic department, University of South Carolina. Duties: Organized and directed miscellaneous outdoor sports, including fishing, boat handling, hunting, and archery.

OTHER EXPERIENCE

Sold advertising space (part-time and summers) for a small local magazine (The Grand Strand), Myrtle Beach, SC.

Clerked at the Sportsman's Place, Loris, SC, in the summers of 1988-1989.

Worked at the Horry County Beacon, a weekly newspaper, in the summer of 1990 (feature writing, copy editing, proofreading, and makeup).

Earned money at various times repairing fishing rods (ferrules, grip, guides, and windings).

PERSONAL DATA

Height: 5 feet, 11 inches

Weight: 165 lbs.

Health: Excellent

Marital status: Single, but engaged to be married in December of this year.

REFERENCES (by permission)

1. Dr. Sophia C. Levinthal 2. Mr. Patrick L Patton

Professor of Journalism Athletic Director

University of South Carolina University of South Carolina

3. Mr. C. Raymond Dykstra 4. Mr. Harry M. Petrie (owner)

Publisher The Sportsman's Place

Horry County Beacon Loris, SC 29569

Atlantic Beach, SC 29577

Просьба о приеме на работу

Dear **Mr. Carver**:

I am responding to the in-house posting for the position of Associate Project Manager with your organization. A former colleague, Terry Barrington, alerted me to the opening and suggested that I contact you directly.

I have four years of experience with Michaels & Wade in Redmond, where I specialized in Management Information Systems. As you update your computer network and applications, you will need expertise in every department of your import business. The key descriptors below highlight areas of my experience and education that you will find most pertinent.

Computer Skills: DOS, WordPerfect, Lotus, Harvard Graphics;

Associate's Degree in Computer Science, 1993.

Communication Skills: Excellent grammar and usage in writing; good oral presentation and training skills; wrote and delivered annual department report for board of directors.

Sales Experience: Retail sales associate as high school and college student for three years at Pier Trading Post.

Supervisory Experience: Assistant to the associate warehouse supervisor at Michaels & Wade for four years.

May I arrange a time to meet with you or your agent early next week? I will call your office on Thursday, October 16. I would be available immediately, just in time for the holiday rush at Carver, Barrington & Stephens Imports. My daytime phone number is 555-7889. Please call collect if you have questions.

Sincerely,

Просьба о встрече

Dear **Mr. Justin**:

I am a professional business editor who will be relocating to your area within the next six months. I plan on being in New York April 22 through April 25. May I have an appointment with you to discuss employment opportunities in the New York area and specifically with Justin and Cramer Publishing?

My expertise is both as an editor and as a business writer. I have six years of experience in business editing: four years as an assistant editor at Smart Company Books and, most recently, two years as a business writing consultant for professional groups. I have also published newsletters for two not-for-profit organizations on a volunteer basis.

If it is convenient, may I schedule time to talk with you between April 22 and 25? I will call your office the week of April 1 to determine if there is a time you will be available. In the meantime, if you have any questions or need additional information, please contact me at 219-555-9846.

Sincerely,

Приглашение на собеседование

HILL MULTI-MEDIA CORPORATION
301 E. Armour Blvd. • Kansas City, MO 64111

March 5, 20XX

Kay E. Anders
7923 Noland Road
Lenexa, KS 66215-2528

Dear Ms. Anders:

Thank you for your application for the position of Communications Director. We are pleased to invite you to be interviewed for the position. Your interview has been scheduled as follows:

Date: March 17, 20XX

Time: 11:15 a.m.

Location: Conference Room A

Second Floor (Northeast)

Gillham Plaza Building

301 E. Armour Blvd.

Kansas City, MO 64111

Parking: Underground area off Gillham Road

You can expect to meet with the committee for 30 to 45 minutes. If you have any questions, please contact me at 816-555-6889.

Again, thank you for your interest in the position.

Sincerely,

Signature

Carol J. Kennedy

Interim Director of Programs

Признание жалобы

Tiny Toes Dance Studio
33 Barbara Dr. • Butte, MT 59777

September 2, 20XX

Mickey Wu
790 7th St.
Butte, MT 59777

Dear Mr. Wu:

Thank you for your letter of August 30 discussing our policy concerning payment for missed classes.

I have checked with our owner, Ms. Timberlane, for a clarification. In the past, our policy was that missed classes would still need to be paid for. Under the circumstances, however, she said that you will not have to pay for the classes your daughter missed because of her unfortunate accident on the way to class.

We hope this is a satisfactory solution for you and wish your daughter, Jasmine, a speedy recovery. We shall put a hold on your account until she is ready to return to her tap lessons. Thank you once again for your concern.

Sincerely yours,

Signature

Mary Manson

BusinessManager

MLM:wmj

Общие извинения

1115 Brandon • New Ulm, MN 56053

July 22, 20XX

Kim Langworth
R.R. 1
Red Earth, MN 56670

Dear Ms. Langworth:

We at Merker's would like to extend our sincerest apologies and ask for your understanding. Our recent sales brochure made claims that we could not follow through on. Not all merchandise in the Summer Saver Sale was on sale at 50 percent off. The printer inadvertently left out the important word "selected". Because of this glaring error, we have decided to postpone our sale and reschedule it for another time. By postponing the sale we will be able to offer you even better bargains than we had originally planned.

Thank you for your understanding in this embarrassing situation.

Sincerely,

Signature

R. Merker

Chairman of the Board

RCM:hjh

Письма в СМИ – начало кампании распродаж

Capital Crystal 449 Worthington • Charleston, WV 25009

March 16, 20XX

Todd Phillips, Station Manager

KOAL

2525 Kanawah

Charleston, WV 25009

Dear Mr. Phillips:

On March 25, Capital Crystal will announce the winner of our "How Many Goblets in a Dump Truck" contest. We will do so at noon in front of our business at 449 Worthington.

Our "How Many Goblets in a Dump Truck" contest has been going on now for approximately three months, and one of the more than 4,000 entrants will be the lucky winner of \$1,000. We will also donate \$1,000 to Charleston's Homeless Shelter at that time.

During the announcement we will dump the goblets out of the truck and onto the ground. Wade Wilson and His Debonnaires will play during the reception that follows.

We are sure that this event would be of interest to your viewers of "Eye on Charleston" at noon because of the huge response we have had to the contest. Thank you for your interest.

Sincerely yours,

Signature

Candice Trotter

President

CJT:lsj

Пресс-релиз – юбилей

Darling's Cookies

309 Watertown Road • Tacoma, WA 98438

January 29, 20XX

FOR IMMEDIATE RELEASE

On February 5, 20XX, Darling's Cookies will celebrate its 50th anniversary, making us the oldest bakery in Tacoma and the second oldest in the Tri-State area.

Darling's Cookies was established on February 5, 195X, by Darrel Darling. At first, Darling's employed only three people and was located on Front Street in downtown Tacoma. After the war, Darling's moved to its present location on Watertown Road and now employs 25 people full-time. Darling's specialties are cinnamon rolls, chocolate chip cookies and its patented double chocolate fudge bar. Darling's will host an open house on February 5 at its plant. We are expecting children from several local schools, residents from several nursing homes and group houses, as well as our regular patrons. Please stop by for free refreshments.

FOR MORE INFORMATION CONTACT:

DarrelDarling, Jr.
President

SampleReport

Report on the ways in which more freedom could be given to senior students in St. Philomena's College, Waterford.

Under instruction from the principal, Mr. Murphy, the following report has been authorised and a list of conclusions and recommendations drawn up.

A total of 135 senior cycle students were given a detailed questionnaire designed to establish what they are dissatisfied with at present and what changes they would like to see brought about. Students were encouraged to add their own suggestions at the bottom of the questionnaire.

The findings were as follows:

1. 84 % of the students surveyed feel there should be a greater distinction between the freedoms allowed to junior and senior cycles.
2. 92 % of students surveyed believe they would not abuse additional privileges and would be happy to agree to a code of conduct drawn up by the staff and the student council.
3. 90 % of students surveyed feel that greater freedom in senior cycle would better prepare them for life after school.

Based on the findings and students' own suggestions, the following recommendations have been drawn up:

1. The large alcove beside the library should be turned into a social area for senior students, with couches, a fridge, a microwave and a kettle provided. Students are willing to fund raise for these items themselves.
2. Senior students should be in school between 9.30 and 3.30 but if they have no classes outside of these times, should be free to go home.
3. Senior students should be consulted about the subject choices available in fifth and sixth year. The subject blocks should be organised based on the numbers of students who wish to study particular subjects.

The majority of students, 93 %, accept that greater freedoms must be accompanied by greater responsibilities and they agree that such privileges, if granted, would be reviewed on a term-by-term basis to see if they were working well for both students and staff.

Niamh McCarthy
6th Year
November 2009

Review

Last week, I went to see 'Hot Fuzz', directed by Edgar Wright and starring Simon Pegg and Nick Frost. I had enjoyed 'Shaun of the Dead', the last film produced by this trio so I had great hopes of 'Hot Fuzz'. All too often, high expectations are dashed by a tired, cliched re-hashing of the same themes and the trotting out of the same old jokes, but not in this case. Pegg and Wright are as hilarious as ever and there are brilliant cameo appearances by Steve Coogan and Bill Nighy among others, not to mention a startlingly funny performance by Timothy Dalton, playing a sleazy supermarket manager.

The basic storyline is simple, Nicholas Angel (Simon Pegg) is the finest cop London has to offer, with an arrest record 400 % higher than any other officer on the force. He's so good, he makes everyone else look bad. As a result, Angel's superiors send him to a place where his talents won't be quite so embarrassing – the sleepy and seemingly crime-free village of Sandford. Once there, he is partnered with the well-meaning but overeager police officer Danny Butterman (Nick Frost). The son of amiable Police Chief Frank Butterman (Jim Broadbent), Danny is a huge action movie fan and believes his new big-city partner might just be a real-life "bad boy," and his chance to experience the life of gunfights and car chases he so longs for. Angel is quick to dismiss this as childish fantasy and Danny's puppy-like enthusiasm only adds to Angel's growing frustration. However, as a series of grisly accidents rocks the village, Angel is convinced that Sandford is not what it seems and as the intrigue deepens, Danny's dreams of explosive, high-octane, car-chasing, gun fighting, all-out action seem more and more like a reality. It's time for these small-town cops to break out some big-city justice.

'Hot Fuzz' brilliantly pokes fun at all those high-speed, special effects laden, high-mortality American cop films by bringing all the elements of such movies to the most unlikely setting of rural England. I think its appeal will be most appreciated by those of us who were raised on a diet of such films as the cliches and stereotypes are sent up in an incredibly clever way.

I went to see this film with a mixed group, both girls and boys: some lovers of rom-coms, some of action movies and some of horror films. We couldn't decide what we should go to see, so chose this as a compromise, none of us knowing much about it. Every one of us thoroughly enjoyed 'Hot Fuzz', possibly the first time that we have all agreed on a film's appeal.

If you haven't seen 'Hot Fuzz' already, go this weekend. You won't regret it.

Sample News Article – Taken from website

Scientist says monkey thought extinct may be alive

by Frank Murphy

Associated Press

Feb. 6, 2004 07:00 AM

COLUMBUS, Ohio – A species of monkey thought likely to be extinct may still be swinging through the trees in Africa, according to an anthropologist.

The Miss Waldron's red colobus monkey was declared likely extinct in 2000 by a team that included W. Scott McGraw, an assistant professor of anthropology at Ohio State University. None had been seen since 1978, but McGraw said Wednesday he has evidence the species survives.

Two years ago, McGraw retrieved the skin of a monkey a hunter killed in Ivory Coast that had the markings of the red colobus, he said. The pelt had the species' typical black hair on its back with reddish fur on its forehead and thighs, along with freshly dried blood.

Recently, he received a photo from an associate in Africa that shows a dead red colobus. McGraw is convinced the photo is genuine, he said.

The monkey grows to a height of about 3 feet, with a head that is small for its frame. It eats fruit, seeds and foliage and emits a loud shriek. The species is believed to be named for the companion of its discoverer. There are about 18 species of red colobus.

The Miss Waldron's species was the victim of farmers who removed much of the monkeys' forest habitat and hunters who ate or sold their meat, McGraw said. He has made several trips to Ivory Coast and plans to return to the war-torn nation next summer.

McGraw has heard of sightings by hunters and other locals but has yet to see one himself.

"It's in the extreme southeast corner of Ivory Coast," McGraw said. "It is smack dab in the middle of the (colobus') historical distribution. All the hunters we talk to say the forests are crawling with them. This is the frustrating part."

John Oates, an anthropology professor at Hunter College in New York City, also was part of the team that declared the species likely to be extinct. He said McGraw's findings do not surprise him.

"We didn't dismiss the possibility that a few hung on somewhere," Oates said. "But no one's managed to see one jumping around in the trees."

The researchers' work in 2000 suggested that the red colobus could have been the first species of primates to disappear in 200 years and warned that other species could soon become extinct unless deforestation and hunting were managed. Ivory Coast forbids hunting, but the ban is not strongly enforced, McGraw said.

Sample Interview, adapted from the website 'movies.ie'

In a recent interview for 'movies.ie', Jane Smith caught up with Drew Barrymore to talk about voicing the pampered pooch in "Beverly Hills Chihuahua", working with animals, and her thoughts on the Oscars...

JS: What a fun movie, well done! I must ask you, as an actress, did you find it difficult to voice a talking dog in this film?

DB: "Well that was easy for me because I have three rescue dogs so the panting and barking was my favourite part of it. But I did kind of channel to my dogs and tried to imagine how they think and feel."

JS: What are your dogs' names?

DB: "Flossie, Templeton and Vivien. Vivien came almost three years after Flossie and Templeton, who are brother and sister. She is the ultimate diplomat. Flossie and Templeton were rescues at six weeks old."

JS: What kind of dogs are they?

DB: "I don't know. They're certainly not pure breed. I love mutts. I like their personalities. Vivien's an Australian Border Collie mutt from the pound. She went right up to Flossie and got on her back in the submissive position and started licking her face. With Templeton she got up and started chewing on his leg and wrestling with him. She understood that Flossie needed to remain the queen and that Templeton would remain the playmate."

JS: Are most of your friends four-legged or famous?

DB: "(Laughs) Some of the people I'm friends with are in the business, but my best friend is a make-up artist. I have friends who aren't in this industry but that's also what I live and breathe a lot of the time so of course you do end up with similar people."

JS: Do you remember your first pet?

DB: "My first animal was a grey cat that I named Gertie because my godfather Steven Spielberg got her for me and I named her Gertie after my name in ET. She didn't have much personality though. I was much more the whip-cracking joker in that film. Gertie wasn't like that."

JS: Do you think you'll ever complete your journey and win an Oscar?

DB: "I don't like to talk about things like that. I think it jinxes it."

JS: What would you choose, an Oscar or a husband for life?

DB: "You cannot say that. You just cannot ask that question." "Beverly Hills Chihuahua" is in Irish cinemas from Jan 16th.

Sample Advertisement – taken from Discover Ireland.ie

Discover Ireland.ie

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Ireland's got a lot up its sleeve when it comes to things to do!

Did you know that we're now one of Europe's top destinations for whale watching, or that surfing dudes flock to our beaches to catch sky - high waves, or that you can clip - clop along country roads in your own horse drawn caravan?

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And if you are looking for a special gift, take a look at our Irish Crafts Section for details of shops, galleries and studios recommended by the Crafts Council of Ireland.

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The difference between a Report and an Essay

A Report	An Essay
Presents information	Presents an argument
Is meant to be scanned quickly by the reader	Is meant to be read carefully
Uses numbered headings and sub-headings	Uses minimal sub-headings, if any.
May not need references and bibliography / reference list	Always needs references and bibliography/reference list
Uses short, concise paragraphs and dot-points where applicable	Links ideas into cohesive paragraphs, rather than breaking them down into a list of dot-points
Uses graphics wherever possible (tables, graphs, illustrations)	Rarely uses graphics
May need an abstract (sometimes called an executive summary)	Will only need an abstract if it is very long, or if your lecturer asks for one specifically
May be followed by recommendations and / or appendices.	Seldom has recommendations or appendices.

Essay

It is a known fact that technology has infiltrated our lives and changed them forever. It has a huge influence on all of us and some people even believe that we have become slaves to technology. Others, however, believe that we are not dependent on technology. But how can this be true when some gadget or other accompanies our every move, whether it is the television, a mobile phone, an iPod, or a computer?

There is nothing to gain from disputing the fact that technology is now all around us. That is a given. The more topical and challenging question is: how much have our lives really changed since the arrival of technology? Are our leisure activities and hobbies really that different now?

A lot of people spend endless hours in front of their television or their computer screens, staring passively at the images in front of them. Teenagers often prefer to text their friends instead of actually meeting them, and an inability to express their feelings when they are faced with another person is starting to develop among them. Books and reading have in a lot of cases been replaced by the internet and video games. The number of people exercising in their free time is also diminishing in some places.

However, in my opinion, all is not lost. Of course technology is a big part of our lives and there will always be people who get carried away, but most people have other things in their lives which they consider a lot more important. As far as the change in our leisure activities and hobbies is concerned, there are a large number of factors in play, not just technology. So to a certain extent technology has changed the activities we participate in during our free time, but the majority of us still love to read a good book, go for a leisurely stroll, play games with our friends and just enjoy ourselves exactly like our grandparents did when they were young.

AMERICAN VS ENGLISH VARIANTS

American English	British English
Gasoline	petrol
Truck	lorry (van)
Baggage	luggage
Blow-out	puncture
Sidewalk (pavement)	pavement (road surface)
Line	queue
Vacation	holiday
Trunk (of car)	boot
Hood (of car)	bonnet
Cab	taxi
Freeway (highway)	motorway (main road)
One-way	single ticket
Round trip	return
Railway car	railway carriage
Engineer	Engine driver
Baby carriage	pram
Antenna	aerial
Elevator	lift
Eraser	rubber
Apartment	flat
Closet	wardrobe
Drapes	curtains
Faucet	tap
Kerosene	paraffin
Scotch tape	sellotape
Yard	garden
Cookie (cracker)	biscuit
Candy	sweets
Garbage (trash)	rubbish
Diaper	nappy
Panti-hose	tights
Check	note (bill)
First floor	ground floor
Second floor	first floor
Underpants	trousers
French fries	potato crisps

Wallet	handbag
Underpass	underground railway
Undershirt	waistcoat
Fall	autumn
Freshman	first year student
Sophomore	second year student
Downtown	businesscentre
Center	centre
Honorable	honourable
Color	colour
Résumé curriculum vitae or CV	
airplane	aeroplane
anyplace	anywhere
area code	dialing code
attorney, lawyer	barrister, solicitor
busy	engaged (phone)
crib cot	
can	tin
corn	sweet corn, maize
crazy	mad
cuffs	turn-ups
dumb	stupid
flashlight	torch
tire	tyre
intersection	crossroads
mad	angry
mail	post
mean	nasty
movie	film
pants	trousers
pitcher	jug
raise	rise (in salary)
rest room	public toilet
schedule	timetable
sneakers	trainers
store	shop
subway	underground (tube)
two weeks	fortnight
windshield	windscreen (on a car)
jewelry	jewellery
labor	labour

analyze (paralyze)	analyse (paralyse)
program	programme
theater	theatre
traveler	traveller
whiskey	whisky (whiskey)
live on X street	live in X street
on a team	in a team
Monday through/to Friday	Monday to Friday
Do smth over	Do smth again
He just ate a grapefruit.	He's just eaten a grapefruit.
Do you have a serious problem?	Have you got a serious problem?
I've never gotten to see her.	I've never got to see her.
I (can) see a man walking.	I can see a man walking.
He was upset. His new jeans fit badly.	He was upset. His new jeans fitted badly.
It's essential that he be told.	It's essential that he should be told.
Hello, is this Duane? (on the phone)	Hello, is that Duane?
It looks like a storm.	It looks as if / like a storm.
Table tennis is very different from / than big tennis. from / to	

GRAMMAR REFERENCE

Common prepositions of time:

At (at 8 pm (am), at 19 (at the age of 19))

On (on Friday, on 11th of April, on Saturday afternoon, on the morning of 12th August, on departure, she ...)

In (in the morning, in February, in 2002, in two days)

By (by 6 o'clock)

Before (before midnight)

After (after brunch)

Since (since Tuesday, since June)

For (for three years)

During (during the match)

Until/till (until/till 8)

From...to/until/till (from 9 to/till/until 11 am)

ENGLISH TENSES (ACTIVE)

Tense	Model	Example
Present simple (Indefinite)	<i>pl</i> or you, we, they, I V ? do or does - don't or doesn't <i>Sing</i> or she, he, it Vs	I drink tea. Do you drink tea? I don't drink tea. She drinks tea. She doesn't drink tea. Does she drink tea?
(always, seldom, often, today, usually, sometimes etc.)		

Past simple (Indefinite)	you, we, they, I, he, she, it, <i>pl</i> or <i>sing.</i> Ved, II ? did - didn't	Did you drink tea? I didn't drink tea. She worked a lot. She didn't work a lot. Did she work a lot? I drank tea.
(yesterday, ago, last)		

Future simple (Indefinite)	(‘ll) will V - will not (won’t) ? will	I’ll come tomorrow She won’t come. Will you come?
(tomorrow, next the day before tomorrow)		

Present Continuous I (Progressive) she, he, it	am is + Ving They, we, you are	I am (not) talking. He is (not) looking at her. They are (not) giggling now.
(now, at the moment from ...to ...)		Are they giggling now?
Past Continuous (Progressive)	I, she, he, it was they, we, you were + Ving	I was (not) talking. Were they giggling now?
(from ...to ... Subordinate clauses)		

Future Continuous (Progressive)	will (not) be + Ving	When he comes I’ll be making a project.
(from ...to ... Subordinate clauses)		

Present Perfect	have, has + Ved, III	
(already, yet, for, during, since, recently, just, at ..., Subordinate clauses)		I have (not) already eaten my portion. He has (not) given some advice to me.

Past Perfect	had + Ved, III	I had (not) eaten my portion. He had (not) given some advice to me.
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Future Perfect	will have + Ved, III	By 11 am I’ll have (not) completed my work.
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Modal verbs (present) (without particle to) except need, ought to, must be able to, to be to, have to)	can = could (in past) may = might (in past) need should	I can swim. May I come in? They need to know this fact. He must come back on time. You should be here.
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ACTIVE VS PASSIVE VOICES

Tense	Active voice	Passive voice
Present simple	I (don't) tell. He (doesn't) tell(s). They tell.	I am (not) told. He is told. They are told.
Past simple	I (didn't tell) told. He told.	I was (not) told. He was told.
Future simple	I will (not) tell.	I will (not) be told.
Present continuous	I am (not) telling. He is (not) telling. You are (not) telling.	I am (not) being told. You are being told. He is being told.
Past continuous	I was (not) telling. He was (not) telling. You were (not) telling.	I was being told. You were being told. He was being told.
Future continuous	You, I, they, she will (not) be telling.	–
Present perfect	You have (not) told. She has told.	You have (not) been told. She has (not) been told.
Past perfect	She had (not) told.	She had (not) been told.
Future perfect	They will (not) have told.	They will (not) have been told.
Modal verbs	You need to read this doc.	This doc needs to be read.

Conditional clause

Type	Model
Zero conditional	If/when water <i>freezes</i> , it <i>turns</i> into ice. When I <i>travel</i> by boat, I'm always <i>sick</i> .
First conditional	If you <i>don't try</i> harder, you will fail.
Second conditional	If I <i>had</i> enough money, I <i>would retire</i> .
Third conditional	If Paul <i>had asked</i> me, I <i>would have said</i> 'yes'.
Mixed conditional	If you <i>hadn't invited</i> me, I <i>wouldn't have gone</i> to the party. If you <i>hadn't invited</i> me, I <i>wouldn't be</i> here now.

PASSIVE VOICE

Tense	Model of formation	Example
Present simple	Is/am/are Ved (III)	I am informed He (she) is kidnapped They (you, we) are beaten
Past simple	was/were Ved (III)	I was informed He (she) was kidnapped They (you, we) were beaten
Future simple	Will be Ved (III)	I will be informed He (she) will be kidnapped They (you, we) will be beaten
Present continuous	Is/am/are being Ved (III)	I am being informed He (she) is being bullied They (you, we) are being beaten
Past continuous	was/were being Ved (III)	I was being informed He (she) was being bullied They (you, we) were being beaten
Future continuous	–	–
Present perfect	Have/has been Ved (III)	I have been informed He (she) has been bullied They (you, we) have been beaten
Past perfect	had been Ved (III)	I had been informed He (she) had been bullied They (you, we) had been beaten
Future perfect	Will have been Ved (III)	I will have been informed He (she) will have been bullied They (you, we) will have been beaten

GERUND OR INFINITIVE?

Герундий образуется при помощи суффикса -ing, добавляемого к корню глагола: do – doing, write – writing, go – going. Герундий соответствует русскому существительному, образованному от глагола при помощи окончания -ние, которое обозначает процесс: doing – делание, writing – написание, going – хождение и т.д. На русский язык переводится по-разному (согласно нормам русского языка): существительным, инфинитивом, деепричастием, глаголом-сказуемым, придаточным предложением или отглагольным существительным.

Пример:

Learning rules without examples is useless. – Заучивание правил без примеров бесполезно.

I hate getting up early. – Терпеть не могу вставать рано.

In the evenings, I usually do my homework before watching telly. – По вечерам я обычно делаю домашнюю работу, перед тем как смотреть телевизор.

I like building fires and cooking on them. – Мне нравится разжигать костры и готовить пищу на них.

It is good fun sleeping in the tents. – Весело спать в палатках.

I enjoy playing on my computer and skate boarding. – Мне нравится играть на компьютере и кататься на скейтборде.

Герундий чаще всего переводится инфинитивом. Резонно возникает вопрос: нельзя ли использовать вместо герундия инфинитив, ведь для русского человека так проще и понятнее. К сожалению, нельзя.

После определенных слов и словосочетаний можно использовать либо только инфинитив, либо только герундий. После нескольких слов можно употреблять равнозначно и герундий, и инфинитив. Вот некоторые из них:

Глагол + герундий

like, love, enjoy, hate, finish, stop, continue, etc.

Глагол + инфинитив

choose, decide, forget, promise, need, help, hope, try, want, would like, would love, etc

Глагол + герундий/инфинитив

begin, start, etc

Герундий также употребляется после предложных словосочетаний, например: to be responsible for, to be in charge of, to be fond of, to be afraid of, to complain of, to succeed in и многих других.

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