АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ПОЛИГРАФИЧЕСКОЙ ПРОМЫШЛЕННОСТИ И ИЗДАТЕЛЬСКОГО ДЕЛА

ENGLISH FOR GRAPHIC ARTS AND PUBLISHING

**Учебно-методическое пособие по английскому языку
для студентов специальностей
1-47 02 01 «Технология полиграфических производств»,
1-36 06 01 «Полиграфическое оборудование
и системы обработки информации»,
1-47 01 01 «Издательское дело»**

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Учебно-методическое пособие представляет собой комплекс оригинальных текстов и лексико-грамматических упражнений, необходимых для чтения текстов по специальности, а также для подготовки к устному обсуждению прочитанного материала на английском языке.

ПРЕДИСЛОВИЕ

Данное учебно-методическое пособие составлено в соответствии с действующей программой по английскому языку для неязыковых вузов и предназначено для студентов 2-го курса издательско-полиграфических специальностей.

Цель пособия заключается в том, чтобы дать студентам возможность ознакомиться со спецификой оригинальной литературы по избранной специальности, совершенствовать их коммуникативные способности, расширить кругозор, а также развить навыки самостоятельной работы над иностранной литературой.

Материалом для данного пособия послужили несколько сокращенные тексты «История печатания», «Великие библиотеки мира», «Знаменитые печатники», «Издательство», «Типография», «Виды печати», «Периодические и непериодические издания», «Редактор», «Печатные станки», подобранные из оригинальных источников, изданных в Республике Беларусь, Великобритании, США и Канаде.

В подобранных текстах по специальности содержится информация, полезная как для общей, так и для профессиональной подготовки студентов.

Пособие состоит из двух частей. Часть 1 включает тексты и последовательные упражнения, они позволяют облегчить подготовку студентов к дискуссии по теме и дают возможность лучше усвоить материал. Часть 2 включает оригинальные тексты для дополнительного чтения. Все тексты носят познавательный характер и могут быть использованы при составлении сообщений и ведения бесед на английском языке.

Разделы рекомендуется изучать в том порядке, в каком они представлены в учебно-методическом пособии. Данное пособие может быть использовано как для аудиторных занятий под руководством преподавателя, так и для самостоятельной работы студентов и магистрантов с последующим обсуждением прочитанного в аудитории.

PART I

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UNIT 1
HISTORY OF PRINTING. ANCIENT LIBRARIES

Text 1. Notes on History of Printing

Printing was invented about 500 years ago. It has developed from a little-known art into one of the world's leading industries. From time immemorial people have tried to establish a graphic record of their achievements in the struggle with the forces of nature.

Before the invention of the printing press and paper all books were written by hand on papyrus, on parchment or on animal skin which was specially treated. In the year 105 AD a Chinese named Ts'ai Lun invented paper, and the Chinese began to print with wood blocks on which letters were carved out and inked.

The next great printing discovery was movable type made of lead, so that the tiresome job of cutting wood blocks was eliminated. Finally, around the year 1440, Johann Gutenberg built the first movable-type printing press which was operated by hand.

Hundreds of improvements were invented for the printing press. In 1814 Friedrich Koenig built the first cylinder press which was later used by the "London Times", and in 1866 Mergenthaler invented the linotype machine.

British Printing began in Cologne. This statement is backed up by the fact that William Caxton, England's first printer, learned to print here. The first known book printed in England was the Apostle's creed. It has no printer's name and has an incorrect date 1468 instead of 1478.

Book printing in Russia was first introduced in the middle of the 16th century by Ivan Grozny. In 1553 he gave orders to build a house for this purpose in Nikolskaya Street in Moscow. Ten years of hard labour were spent on constructing the house and preparing for printing. And already in 1564 Ivan Fedorov printed "Apostle" – the first book in Russia.

Ex. 1. Give Russian equivalents for:
a little-known art, one of the world's leading industries, from time immemorial, establish a graphic record, were carved and inked, movable type made of lead, job of cutting wood blocks, the first movable-type printing press, hundreds of improvements, the first cylinder press,

pioneer printers, has no printer's name, the Apostle's creed, was first introduced.

Ex. 2. Match the words (1–6) with the definitions (A–F).

1 "Apostle"	A letters made of lead
2 a printing press	B specially treated animal skin used for writ printing on
3 type	C a machine for printing
4 ink	D the first Russian printed book
5 parchment	E the first English printed book
6 "Apostle's creed"	F a special fluid used for printing

Ex. 3. Give synonyms or words close in meaning:

time immemorial, men, to evolve, leading, to establish a graphic record, to struggle, parchment, to treat, to begin, to make, tiresome, job, to eliminate, finally, to carve, by hand, to use, first printers, additional, to learn.

Ex. 4. Answer the questions.

1. When did printing appear? 2. Was printing an art or an industry? 3. What is it now? 4. How did ancient people establish a graphic record of their life? 5. What materials did they use for the purpose? 6. Who invented paper? 7. Did Ts'ai Lun live in England? 8. How was printing done in that far-off time? 9. What was the advantage of movable type? 10. What was the type made of? 11. When did Gutenberg invent the first movable-type printing press? 12. How was it operated?

Ex. 5. Express agreement or disagreement with the statements given below.

1. The printing press of Gutenberg has never been improved. 2. Friedrich Koenig invented paper. 3. Mergenthaler printed the first British book. 4. The "London Times" never used the cylinder press. 5. British printing began in Cologne, France. 6. William Caxton was the first British publisher. 7. He learned to print in Oxford. 8. The first British book "The Apostle's creed" was published in 1830. 9. We don't know the name of the printer of the first Russian book. 10. Book printing in Russia was introduced by Peter the Great.

Ex. 6. Complete the sentences.

1. Printing was invented … . 2. From time immemorial … . 3. Before the invention of paper … . 4. In the year 105 … . 5. The Chinese

printed … 6. The next great printing discovery … . 7. The first movable-type printing press … . 8. Hundreds of improvements… . 9. Friedrich Koenig built … . 10. In 1866 Mergenthaler … . 11. British Printing began … . 12. This statement is backed up by the fact … . 13. The pioneer printers at Oxford and Cambridge … . 14. The first known English book was … 15. It has … . 16. Book printing in Russia was first introduced … . 17. Ivan Fedorov printed … .

Ex. 7. Compose sentences of your own with the following verbs:
to invent, to discover, to introduce, to learn, to print, to develop, to try, to write, to eliminate, to cut, to use, to treat, to make, to operate, to ink, to carve, to build.

Ex. 8. Which one of the following names is not associated with printing:
Ts'ai Lun, Johann Gutenberg, Friedrich Koenig, Mergenthaler, William Caxton, Ivan Grozny, Ivan Fedorov, Fr. Skaryna, Marie Curie, Charles Babbage.

Ex. 9. Translate the sentences containing Participle II.
1. Wood blocks and clay tablets were used for printing many years ago. 2. Until translated into other languages the article was not widely used. 3. This writer has been much spoken about. 4. His report followed by an article on the same subject dealt with many important problems. 5. The work performed will give good results. 6. You had to take into account the data referred to in the paper. 7. Given all the necessary information our students could make a very interesting report. 8. The equipment shown is new. 9. Paper was invented in China. 10. If translated well the book will be published.

Ex. 10. Retell the text.

Text 2. Who Invented the First Form of Paper?

Ex. 1. Read and memorize the following words and word expressions:
cuneiform writing – клинопись, clay – глиняный, the Sumerians – шумеры, pith – сердцевина, marsh – болото, stem – стебель, bundle – пучок, связка, lengthwise – вдоль, moist – влажный, fuse – сливаться, scroll – свиток, рулон, triangular – треугольный, reed – тростник,

favor – благоприятствовать, attain – добиться, glue – клей, embargo – эмбарго, parchment – пергамент, successor – преемник, predecessor – предшественник, disclose – раскрывать, kalamos – заостренная камышовая палочка, scribe – писарь, width – ширина, on a small scale – в маленьком масштабе, palm – пальма, vellum – тонкий пергамент, rags – тряпье, cost – стоимость, mulberry tree – тутовое дерево, fibers – волокна, bark – кора, pound – толочь, pulp – пульпа (мякоть), nets – сети, woodblock printing – ксилография (печать на дереве), rattan – ротанг, rice straw – рисовая солома, seaweed – водоросли, eliminate – устранить, исключить, ensure a monopoly – обеспечить монополию, capture – захватить, prisoners – заключенные (пленники), crusades – крестовые походы, take something for granted – принимать что-то как должное, curb – бордюра, marvel – чудо, ingenuity – изобретательность, chapter – глава.

Ex. 2. Read the text about papyrus, the most important writing material in the ancient world.

First there was papyrus. After the development of cuneiform writing and the use of clay tablets by the Sumerians, approximately 5,500 BC, the history of publishing and book manufacture moves to North Africa, to the world of Ancient Egypt. The Egyptians invented writing paper. This paper was made from the pith of papyrus, a common marsh plant. The tall stems were cut down and carried off in bundles. Each stem was stripped and cut into short pieces. These pieces were then cut lengthwise into narrow strips. It was essential to keep the papyrus pith moist. Two layers of strips at right angles were put on a hard surface and beaten until they fused. The papyrus sheets were polished and then glued together to make scrolls.

Papyrus was the most important writing material in the ancient world. Our word "paper" derives from the word "papyrus". Papyrus is a triangular reed that used to grow along the banks of the Nile, and at the early stage of their history the Egyptians developed a kind of writing material made out of the pith within the stem of the papyrus plant. At the same time they developed a script that ultimately provided the model for the most common alphabets in the world, the Roman and the Arabic. Although Egypt exported its writing material to other parts of the ancient world, few papyri from outside Egypt survive. Only the climate of Egypt and certain parts of Mesopotamia (is a name for the area corresponding to modern-day Iraq, Kuwait,

the north-eastern section of Syria, as well as parts of south-eastern Turkey and of south-western Iran) favors the preservation of papyri in the debris of ancient towns and cemeteries. There seem to be slight differences in the manufacture of papyrus, depending on when and where in Egypt it was made.

For practical purposes, the papyrus was limited to a standard size running 47 cm in length and 22 cm in width. The total length of the papyrus scroll, consisting of 20 "pages", amounted to some 4.5 meters.

The dependence on a single raw material, a plant that grew mainly in Egypt, determined the borders of its manufacture and had a significant effect on its cost when exported from its place of origin. The Egyptian embargo on exporting papyrus at the end of the 7th century AD led the way to parchment, and later – to "modern" paper, the successor to the papyrus. In Egypt, the manufacturing of papyrus continued till the end of the 11th century. Nowadays it is manufactured on a small scale, merely as a tourist attraction.

The main instrument of the scribe was the pen, kalamos, a reed that was cut to some 15 cm. the scribe had several pens for various purposes, depending on the width of the script and its color. The ancient Egyptian scribe used several colours (with organic and mineral bases), because writing hieroglyphs was closely connected to drawing. In the course of time, the number of the scribe's colours was reduced to two: black and red. The ancient scribe usually wrote on one side of the papyrus only while standing, or in a kneeling posture, without any desks. In the 2nd millennium BC some Egyptian scribes began to use desks. In western culture the desk became an essential accessory only in the beginning of the Middle Ages. Usually a scribe worked together with other scribes who were either his equals, official scribes like himself, or of different ranks and subordinate to the chief scribe.

Ex. 3. Find the Participles and state their functions.

Ex. 4. Give English equivalents of the following words and word expressions:

глиняные таблички, растение, узкие полоски, влажный, слой, твердая поверхность, свиток, происходит от, треугольный, стебель, сохраниться, в длину, в ширину, стоимость, в маленьком масштабе, на берегах Нила, тысячелетие, книжник, средние века, подчиненный, границы/пределы, аксессуар.

Ex. 5. Read the text about paper.

Then There Was Paper. Paper was invented in ancient China during the Han dynasty (206 BC – 220 AD) and spread slowly to the west via the Silk Road. Papermaking and manufacturing in Europe was started by Muslims living on the Iberian Peninsula, (today's Portugal and Spain) and Sicily in the 10th century, and slowly spread to Italy and Southern France reaching Germany by 1400. Earlier, other paper-like materials were in use including papyrus, parchment, palm leaves and vellum, but all of these were derived from materials which were expensive or in limited supply, or required extensive hand-processing to produce a satisfactory finish. Paper, being made from wood or rags, could be produced anywhere, and once large scale production techniques had been developed it could be manufactured in almost any quantity at moderate cost.

In a few years, the Chinese began to use paper for writing. Around 600 AD woodblock printing was invented and by 740 AD, the first printed newspaper had been seen in China. To the east, papermaking moved to Korea, where production of paper began as early as the 6th century AD. Pulp was prepared from the fibers of hemp, rattan, mulberry, bamboo, rice straw, and seaweed. According to tradition, a Korean monk brought papermaking to Japan by sharing his knowledge at the Imperial Palace in approximately AD 610, sixty years after Buddhism was introduced in Japan.

For a long time the Chinese closely guarded the secret of paper manufacture and tried to eliminate other Oriental centers of production to ensure a monopoly. However in 751 AD the T'ang army was defeated by the Ottoman Turks at a mighty battle at the Talas River. Some Chinese soldiers and paper makers were captured and brought to Samarkand. The Arabs learned the paper making from the Chinese prisoners and built the first paper industry in Baghdad in 793 AD. They, too, kept it a secret, and the Europeans did not learn how to make paper until several centuries later. The Egyptians learned the paper making from the Arabs during the early 10th century. Around 1100 AD paper arrived in Northern Africa and by 1150 AD it had arrived to Spain as a result of the crusades and the first paper industry was established in Europe. In 1453 AD Johann Gutenberg invented the printing press. The first paper industry in the North America was built in Philadelphia in 1690.

Ex.6. Give English equivalents of the following words and word expressions:

распространяться, пальмовые листья, дорогой, количество, водоросли, ксилография, монах, разгромить, захватить, крестоносцы, печатный станок, секрет изготовления бумаги, кора, ротанг, тутовое дерево, рисовая солома.

Ex. 7. Answer the questions about papyrus and paper.

1. What is papyrus? 2. What is the origin of the word "paper"? 3. What was a standard size of a papyrus roll? 4. Scribes wrote with a kalamos, didn't they? How many colours did they use? 5. When did the desk become an essential accessory? 6. Where was paper invented? 7. Who started papermaking and manufacturing in Europe? 8. When was woodblock printing invented? 9. Who invented the printing press in 1453? 10. When was the first paper industry built in North America?

Ex. 8. Talking points.
1. Ancient Egypt and papyrus.
2. Ancient Egyptian scribes.
3. The invention of paper.
4. Ancient writing materials.

Text 3. Ts'ai Lun

Ex. 1. Read the text and say a few words about Ts'ai Lun's contribution to printing.

AD 105 is often cited as the year in which papermaking was invented. In that year, historical records show that the invention of paper was reported to the Chinese Emperor by Ts'ai Lun, an official of the Imperial Court. Ts'ai Lun broke the bark of a mulberry tree into fibers and pounded them into a sheet. Later it was discovered that the quality of paper could be much improved with the addition of rags hemp and old fish nets to the pulp. The paper was soon widely used in China and spread to the rest of world. In ancient times writing was generally on bamboo or on pieces of silk, but silk being expensive and bamboo heavy, these two materials were not convenient. Then Ts'ai Lun thought of using tree bark, rags and fishing nets. Although early forms of paper had existed in China since the 2nd century BC, he was responsible for the first significant improvement and standardization of papermaking by adding essential new materials into its composition.

Whether or not Ts'ai Lun was the actual inventor of paper, he deserves the place of honor he has been given in Chinese history for his role in developing a material that revolutionized his country.

We often take paper for granted. When searching for a dollar bill, filling up a fountain drink cup or moving a leaf bag to the curb, do we think about paper? Probably – not. We are focused on the useful purpose of these daily items and don't have time to stop and think about how they are made or what they are made of. The papermaking process – basically unchanged since Ts'ai Lun invented it in 105 AD – is a marvel of human ingenuity. With today's instant global communications and world travel, it might seem strange that it took 500 years for papermaking to leave China and arrive in Japan and nearly 1,000 years for it to reach Europe. Nonetheless, paper's global growth and development is an important chapter of world history.

Ex. 2. Give Russian-English equivalents of the following words and expressions:

AD, император, bark, тутовое дерево, printing on silk, бамбук, composition, принимать что-то как должное, marvel, глава, наша эра, Emperor, кора, mulberry tree, печать на шелке, bamboo, состав, take something for granted, чудо, chapter.

Ex. 3. Translate the following text with a dictionary.

Книга на Древнем Востоке

Исторической заслугой народов Древнего Востока было то, что они подарили человечеству первые книги. Чаще всего это были каменные столбы (стеллы). Но в истории культуры и письменности они все же не занимают такого места, как книги настоящие, появившиеся впервые 5–6 тысяч лет назад. Какими они были?

Внешний вид книги зависел от материала. В Египте использовали камень, дерево, кожу, полотно. Но главным материалом был папирус. Книга представляла собой свиток до 100 м длиной. В Британском музее в Лондоне хранится свиток Рамзеса II длиной 46 м, шириной 40 см. Обычно свиток имел 20 листов длиной 8–10 м. Для письма на папирусе использовалась заостренная камышовая тростинка. В основном текст писали черными чернилами, а заголовки и начало главы – красными.

В государствах Месопотамии использовали глину. Глиняные плитки были от 2,5×2 см до 37×22 см длиной. Книга состояла

из десятков пронумерованных глиняных табличек. В Британском музее хранится 27 тысяч табличек.

В Древней Индии для письма использовали ткань, тонкие бамбуковые дощечки, кору березы, пальмовые листья. Их связывали в пачки через пробитые по краям отверстия. Сохранились книги, выгравированные на металле (меди, олове и даже стали). Позже стали использовать кожу.

В Древнем Китае первоначально писали на бамбуковых или деревянных планках. Во II веке н. э. появилась бумага. Цай Лунь предложил делать писчий материал из древесной коры, тряпок и старых рыбачьих сетей. Об этом он доложил императору, который остался весьма доволен.

В Древнем Китае была изобретена литография и ксилография. Монахи в VI–V вв. до н. э. печатали с деревянных гравюр иконы и тексты. В XIV в. в Китае изобрели многоцветную печать. Появились новые типы печатных изданий – энциклопедия и периодика. Первые энциклопедии составлялись коллективами ученых. В XV в. был издан крупнейший энциклопедический словарь, состоявший из 11 915 томов. Словарь содержал 22 927 глав. Авторский коллектив – 2 169 человек. В настоящее время сохранилось 200 томов.

В VII–X вв. н.э. появилась ежедневная газета «Ди бао», или «Столичные ведомости».

Text 4. Books in the Early Christian Era

Ex. 1. Study the words:
substitution – замещение, замена, roll – рулон, свиток, fasten together – скреплять, strip – полоска, cumbersome – громоздкий, binding – связывание, переплет, feasible – выполнимый, Gospel – Евангелие, supremacy – верховенство, parchment – пергамент, vellum – велень, forerunner – предшественник, spectacular – впечатляющий, захватывающий, jar – кувшин, cave – пещера, divest – лишить, pumice – пемза, rivalry – соперничество, durable – прочный, stitch – стежок, alignment – выравнивание, brittle – хрупкий, quires – печатные листы, contemporary – современный, columnar – столбчатый.

Ex. 2. Read the text. State the main idea in English.
The Codex. The substitution of the codex for the roll was a revolutionary change in the form of the book. Instead of having leaves fas-

tened together to extend in a long strip, the codex consisted of folded leaves bound together on one side – either the right or the left, depending on the direction of writing. The codex enjoyed several advantages over the roll. A compact pile of pages could be opened instantly to any point in the text, eliminating the cumbersome unrolling and re-rolling, and facilitating the binding of many more leaves in a single book. In addition, the codex made feasible writing on both sides of the leaf; this was not practical for the roll. Because of its compactness, its ease of opening, and its use of both sides of the leaf, the codex could conveniently contain longer texts. The difference can be illustrated with copies of the Bible. While the Gospel of Matthew reached the capacity of the roll, a common codex included the four Gospels and Acts bound together.

The folded note tablets used by the Greeks and the Romans may have suggested the codex form, but its development to the point of eventual supremacy was related to changes in the world of learning and in the materials for making books. The change in the scholarly outlook came from the rise of Christianity; the new material was vellum or parchment.

Vellum and Parchment. Vellum and parchment are materials prepared from the skins of animals. Strictly speaking, vellum is a finer quality of parchment prepared from calf skins, but the terms have been used interchangeably since the Middle Ages. The forerunner of parchment as a writing material was leather. Egyptian sources refer to documents written on leather as early as 2450 BC, and a fragmentary Egyptian leather roll of the 24th century BC survives; but leather was rarely used because papyrus was plentiful. The Hebrews also used leather for books. The spectacular discovery of the Dead Sea Scrolls in the 1940s turned up collections of both leather and papyrus rolls that had been stored in earthen jars in caves along the Dead Sea for centuries. These liturgical and biblical books, produced by a Jewish ascetic sect, were written between the mid-2nd century BC and AD 68.

Parchment is a greatly refined form of leather. The skins of various animals – cattle, sheep, and goats being most common – are washed and divested of hair or wool. Then the skin is stretched tight on a frame, scraped thin to remove further traces of hair and flesh, whitened with chalk, and smoothed with pumice. Tradition has it that parchment was invented as the result of book-collecting rivalry between Ptolemy V

of Egypt and Eumenes II of Pergamum about 190 BC. Fearing the library at Pergamum might outstrip the collections at Alexandria, Ptolemy placed an embargo on papyrus to prevent his rival from making any more books, whereupon Eumenes made parchment. The fact that both the Greek and Latin words for parchment mean "stuff from Pergamum" offers some support for the tradition.

Although parchment was used to produce book rolls, and although many early codices were made from papyrus, the new writing material facilitated the success of the codex. A sheet of parchment could be cut in a size larger than a sheet of papyrus; it was flexible and durable, and it could better receive writing on both sides. These qualities were important. In making a parchment or vellum codex, a large sheet was folded to form a folio of two leaves, a quaternion (quarto) of four, or even an octavo of eight. Gatherings were made from a number of these folded sheets, which were then stitched together to form a book. Because papyrus was more brittle and could not be made in large enough sheets, the folio collected in quires (*i.e.,* loose sheets) was the limit of its usefulness. At the same time, because of the vertical alignment of the fibers on one side, papyrus was not well adapted for writing on both sides in a horizontal script.

For 400 years the roll and the codex existed side by side. There are contemporary references to the codex book dating from the 1st century BC; actual survivals date from the 2nd century AD, however. In the 4th century AD vellum or parchment as a material and the codex as a form became dominant, although there are later examples of rolls, and papyrus was occasionally used for official documents until the 10th century. There were similarities between the two forms; an example of the influence of the roll on the codex can be seen in the use of multiple columns on the pages of early codices, much like the columnar writing on the rolls.

Ex. 3. Answer the questions.

1. What were the advantages of the codex over the roll? 2. What is the difference between parchment and vellum? 3. How was parchment prepared? 4. What do you know about the Dead Sea Scrolls? 5. What is a folio? A quaternion? An octavo? 6. When did parchment and codex become dominant? 7. What is the origin of the word "parchment"?

Ex. 4. Reproduce the text in English.

Text 5. Ten Most Impressive Libraries from the Ancient World

Ex. 1. Study the words:

archive – архив, sanctuary – святилище, sacred – священный, depositories – сокровищница, хранилище, chronicle – хроника, летопись, regardless of – независимо от, vertebrae – позвонки, backbone – скелет, conceive – понять, постичь, awe – благоговение, accolade – награда, papyri – папирусы, eruption – извержение, ash – пепел, unearth – раскапывать, scroll – свиток, intact – нетронутый, warrant – подтверждают, гарантировать, overflow – переполнять, gorgeous – великолепный, reads – чтения, boast – гордиться, хвастаться, posit – постулировать, утверждать, wax – воск, claim – претендовать, утверждать, заявлять, pivotal – основной, центральный, laud – прославлять, превозносить, allegedly – якобы, как утверждают, burst – врываться, разрушать, взрываться, heyday – расцвет, Hebrews – евреи, exquisite – изысканный, temple – храм, fiction – художественная литература, hub – центр деятельности, medieval – средневековый, cohesive – связующий, сплоченный, dual – двойной, heritage – наследие, template – шаблон, ravage – разорение, опустошение, уничтожение, scriptorium – организация по переписке книг, crusade – крестовый поход, shimmering jewel – мерцающий драгоценный камень, Hellenistic world – эллинистический мир, infamously – позорно.

Ex. 2. Read the text and summarize it using the words from ex. 1.

The great libraries of the ancient world served as archives for empires, sanctuaries for sacred writings, and depositories of literature and chronicles.

Libraries, regardless of whether or not they attach themselves to a university, belong to a public system, or simply sit inside someone's home, exist as an essential vertebrae in a society's backbone. These intellectual institutions make knowledge and education accessible to individuals, businesses and cities. For millennia, libraries of all shapes and sizes have kept humanity puttering ever forward, allowing for some of the greatest innovations ever conceived. Although all but one gradually fell to fire and time, these ancient wonders deserve awe and accolades for everything they've accomplished when it comes to promoting every academic and literary subject imaginable.

1. *Villa of the Papyri*: located in Italy, Villa of the Papyri holds the honor of being one of the few (if not only) classical libraries to mostly survive into modern times – even after the 79 CE eruption of Mount Vesuvius buried it beneath tons of ash. Unearthed in 1752, archaeologists discovered at least 1,785 scrolls still intact on the top level, while the bottom still warrants further exploration. Julius Caesar's father-in-law may have owned the massive home, which overflowed with over 80 gorgeous sculptures (mostly bronze) and some of the era's most stylish architecture where most of the reads were held.

2. *The Royal Library of Ashurbanipal*: it possessed the original clay tablets. The Royal Library of Ashurbanipal – named after its last significant king – boasted thousands of holdings. The British Museum posits the exact number at around 30,943 surviving examples. Most of these were, of course, clay tablets inscribed with cuneiform and covered a broad range of subjects. Historians believe the grand library fell during a 612 BC raid by the Babylonians. Fires meant to destroy the collections actually baked the clay and kept them preserved for millennia, though the wax reads did not survive so well.

3. *Library of Pergamum*: Plutarch claims the pivotal Turkish library in ancient Pergamum (now Bergama) kept over 200,000 holdings. Stories circulate of Mark Antony's emptying the collection onto Cleopatra VII as a seriously cool wedding present, which she then sent straight into the Royal Library of Alexandria. Fans of biblical archaeology will love visiting its ruins.

4. *Nalanda University*: Bahir, India is home to one of the most lauded intellectual circles of the ancient world, with Nalanda University. Its library, nicknamed "Treasury of Truth" allegedly burst with hundreds of thousands of texts. During its heyday, Nalanda University was praised as the world's largest collection of Buddhist literature. 1193 saw Turkish invaders burn down the prestigious house of learning.

5. *Theological Library of Caesarea Maritima*: before its ultimate destruction in 638, the Theological Library of Caesarea Maritima existed as the biggest, most influential library in the ancient world. Among the literary wonders in its possession was *The Gospel According to the Hebrews*.

6. *Libraries at Ugarit*: located in modern-day Syria, the ancient city of Ugarit boasted at least 5 exquisite libraries. Two of them were actually private – quite the rarity for 1200 BC. One was located at the palace, another in a temple. All of them largely collected clay tablets,

and literature covered an incredible range of subjects in at least 7 different languages. Most of them, as one can probably imagine, involved political, legal and economic concerns, but religion, academics and fiction were by no means uncommon topics.

7. Libraries of Timbuktu: Mali's legendary city once existed as one of the most influential intellectual hubs during ancient and medieval times. As a cohesive unit, the amazing libraries (and university) housed there boasted over 700,000 manuscripts. Most of the rightfully lauded literary treasures revolve around Islam and Islamic themes and are written in Arabic. Some even contain absolutely gorgeous examples of illuminated manuscripts, too.

8. Library of Celsus: Greco-Roman senator Tiberius Julius Celsus lay buried beneath the library bearing his name, which now sits ruined in modern-day Turkey. This dual heritage was honored in the building's architecture as well as its beautifully stocked shelves. Completed in 135 CE, it housed 12,000 scrolls and may have served as a template for similar buildings now lost to time's ravages.

9. Imperial Library of Constantinople: at the heart of the Byzantine Empire sat Constantinople, now Istanbul. And at the heart of Constantinople there was one of the most glorious libraries in the history of the world. For almost a millennium, the Imperial Library kept the Greek and Roman literary tradition alive and accessible. It even boasted an awe-inspiring scriptorium dedicated to preserving and transcribing delicate papyri and other works. Fire, unfortunately, proved its undoing on two different occasions. One incident in 473 destroyed around 120,000 texts, and the Fourth Crusade in 1204 eventually finished the job.

10. The Royal Library of Alexandria: the Royal Library of Alexandria was once the shimmering jewel of ancient Egypt. Founded by Ptolemy, this library was said to have 400,000 manuscripts and was considered the leading intellectual metropolis of the Hellenistic world. Julius Caesar infamously initiated an accident burning it to the ground in 48 BC, destroying what was then one of the largest depositories of literary, political, legal, economic, academic, philosophical and religious texts on the globe.

Ex. 3. Answer these questions.
1. Where is Villa of the Papyri located? What buried it beneath tons of ash? 2. What did the Royal Library of Ashurbanipal possess?

What was the reason for its fall? 3. How many holding did ancient Pergamum have? Who emptied the collection? 4. What was one of the most lauded intellectual circles of the ancient world in India? Who burnt down the prestigious house of learning? 5. What do you know about the Libraries at Ugarit? What did they possess? 6. What is said in the text about the Libraries of Timbuktu? How many manuscripts did they hold? 7. Who lay buried beneath the library? How many scrolls did it house? 8. What was the centre of the Byzantine Empire? What two incidents destroyed the library? 9. What library was the shimmering jewel of ancient Egypt? Who founded it? What Emperor burnt it to the ground? 10. Is library an essential vertebrae in a society's backbone? Why?

Text 6. The Medieval Book

Ex. 1. Read and memorize the following words and expressions:
dissolution – распад, marauding barbarians – мародерствующие варвары, withstand – выдержать, assault – нападение, refuge – убежище, enjoin – велеть, monk – монах, chaos – хаос, implement – осуществлять, scriptoria – скриптории, организации по переписке книг, carrel – комната для индивидуальной научной работы, cloister – монастырь, toil – маяться, трудиться, simultaneous – одновременный, proofread – корректировать, insert – вставка, bind (bound – bound) – переплетать, связывать, attain – достигать, the Book of Kells – Книга Кельтов, books of hours – молитвенники, internal – внутренний, flourish – процветать.

Ex. 2. Read the text about the monastic scriptoria.
The Monasteries. The dissolution of the Western Roman Empire during the 5th century, and the consequent dominance of marauding barbarians, threatened the existence of books. It was the church that withstood the assaults and remained as a stable agency to provide the security and interest in tradition without which books can be neither disseminated nor wholly enjoyed. Books found refuge in monasteries. The 6th-century Rule of St. Benedict enjoined monks to read books at certain times. The surrounding social chaos placed upon monasteries the responsibility for making books and creating libraries in order to implement the injunction.

Following the early examples, monastic houses throughout the Middle Ages had libraries and scriptoria where monks copied books to

add to their collections. Arrangements for this activity varied from place to place. Occasionally the scriptorium was a single large room. Sometimes the copying was done in carrels, individual cells built in the cloister or library. The scriptoria lacked heat and artificial light. Work was undertaken only during the daylight hours, because fear of fires that might result from artificial light prevented working after dark. The labour was hard, for it was often said, "Two fingers hold the pen, but the whole body toils." The scribe sat at a desk copying in silence a text that was spread before him. The monks did not follow the practice of the Roman commercial scriptorium where a reader dictated a book while several scribes made simultaneous copies of it.

Instead, after the scribe's work was finished it was proofread and titles and notes were inserted. The book might then be given to an illuminator, who supplied any needed illustrations or decorative devices. Finally, the book was bound. This procedure closely resembles that of modern book production, except that in the scriptoria each step in the preparation of a manuscript was repeated for each copy of a work. Book production was a very slow process and a monastic library with as many as 600 volumes was considered fairly large.

The medieval book was a codex written on vellum or parchment, although by the 15th century paper manuscripts were normal. Many medieval manuscripts attained a high perfection of colour and form and are famous for their beauty. Such examples as the Book of Kells from Ireland and many brilliant "books of hours" made in France are world-known as examples of art. The customary book was less splendid, however. The manuscript books of the Middle Ages were the models for the first printed books.

Because the monastic book trade was largely internal, the contents of books are evident from the monastic library catalogs. Generally the catalogs grouped the books in three divisions. First came the Bible and commentaries. Writings of the Church Fathers and contemporary theologians followed. Finally there was a smaller section of worldly books – including at various places some classics, mathematics, medicine, astronomy, law, and historical and philosophical writings. Scriptoria flourished throughout Europe. Books in the Greek language were found only in Byzantine monasteries; in Western Europe books were written in Latin.

Ex. 3. Agree or disagree with the following statements.
1. Nothing threatened the existence of books in the 5th century.

2. Monastic houses throughout the Middle Ages did not have any libraries and scriptoria for copying books.

3. The scriptoria lacked heat and artificial light.

4. Book production was a fast process and a monastic library with as many as 600 volumes was considered fairly small.

5. The medieval book was a codex written on clay tablets.

6. The catalogs grouped the books in 2 divisions: the Bibles and Writings of the Church Fathers.

7. In Western Europe books were written in French.

Ex. 4. Ask 8 questions covering essential information of the text.

Ex. 5. Write a summary of the text.

Text 7. The Age of Early Printing: 1450–1550

Ex. 1. Read and translate the text with a dictionary.

Before the invention of printing, the number of manuscript books in Europe could be counted in thousands. By 1500, after only 50 years of printing, there had been more than 9,000,000 books. These figures indicate the impact of the press, the rapidity with which it spread and the vulnerability of written culture up to that time.

The printed books of this initial period, up to 1500, are known as incunabula; *i.e.* "cradle," from a Latin phrase used in 1639 to describe the beginnings of typography. The initial period of printing, a restless, highly competitive runs well into the 16th century. Printing began to settle down only after about 1550. In this first 100 years, the printer dominated the book trade. The printer was often his own type founder, editor, publisher, and bookseller; only papermaking and, usually, bookbinding were outside his province.

Early printers in Germany. Printing has been called the great German contribution to civilization; in its early days it was known as the German art. It was invented about 1440 by a goldsmith of Mainz, Johannes Gutenberg. Gutenberg himself is usually credited with what is known as the 42-line Bible; the 36-line Bible; and a popular encyclopedia called the *Catholicon* (1460); however, he lost control of his print shop and equipment in collection proceedings brought against him by his business partner in 1455. Gutenberg's partner, Johann Fust, and his employee, Peter Schöffer (later Fust's son-in-law), continued the business together after 1455; but Mainz itself never became a major

centre of the book trade. It was soon challenged by Strassburg (Strasbourg) where, in 1460–1461, Johann Mentelin brought out a Bible compressed into fewer pages and followed this with the first printed Bible in German or any other vernacular.

A few years later, Cologne had its first press (1464) and became an important centre of printing in the northwest. Cologne's early production was almost entirely in Latin. In the south, printing quickly spread to the other great trading centres, Basel (1466), Nürnberg (1470). Basel became famous for the scholarly editions of Johann Amerbach and Johann Froben, including the Dutch humanist scholar Desiderius Erasmus. In Nürnberg that soon took the lead in the book trade, Anton Koberger operated on a large, international scale. At his peak, he ran 24 presses and had links with Basel, Strassburg, Lyon, Paris, and many other cities. He could be called the first great businessman publisher. By 1500 there had been presses in 60 German towns. From there, printing spread to Denmark, Sweden, Rostock, Danzig, and Russia.

Italy. It may be said that book printing, after its birth in medieval Germany, was carried to maturity in humanistic Italy. The printing press reached Italy very early (1462–1463), via the Benedictine monastery near Rome, which had strong German connections and a famous scriptorium. Two German printers, Konrad Sweynheim and Arnold Pannartz, who had settled there, soon moved to Rome (1467), where the church encouraged the production of inexpensive books. In Italy as in Germany, however, it was the great commercial towns that became centres of printing and publishing. By 1500, Venice had no fewer than 150 presses; and two Venetian printers exercised a decisive influence on the form of the book: Nicolas Jenson, an outstanding typographer who perfected the roman typeface in 1470, and Aldus Manutius, the greatest printer-publisher of his time.

France. In Paris in 1470, the rector and librarian of the Sorbonne invited three German printers to set up a press on university premises. The scholars chose the books and supervised the printing, even to specifying the type. Their preference for roman type greatly helped the eventual defeat of black-letter, or Gothic, type. Among the early French printers were Jean Dupré, a businessman publisher of *éditions de luxe* ("luxury editions"), who set up in 1481, and Antoine Vérard, who began printing in 1485. Vérard was the first to print a Book of Hours, a book containing the prayers. The golden age of French typography is usually placed in the reign of Francis I (1515–1547), one of the few monarchs ever to take a keen personal interest in printing.

Other Continental printers. Other parts of Europe established presses quickly; *e.g.,* Utrecht (1470), Budapest (1473), and Cracow (1474), in each case through Germans. In Spain the German connection is particularly evident. The first Spanish press was set up in 1473 at Valencia, where the German trading company of Ravensburg had an important base. Though Madrid became dominant after 1566, publishing flourished in the early period at Barcelona, Burgos, Zaragoza, Sevilla (Seville). Spain quickly evolved its own distinctive style of book, full of dignity and printed largely in black-letter types.

England. The man who introduced printing into England was a native, William Caxton. After learning to print at Cologne (1471–1472), Caxton set up a press at Bruges (about 1474), where he had long been established in business. His first book, *The Recuyell of the Historyes of Troye*, was his own translation from the French. Caxton is important not as a printer (he was not a very good one) but because from the first he published in English instead of Latin and so helped to shape the language at a time when it was still in flux. Of the 90 books he printed, 74 were in English, of which 22 were his own translations.

Caxton's press was carried on after his death by his assistant, Wynkyn de Worde of Alsace. He relied less on the production of expensive books for the rich and more on a wide variety of religious books, grammars and other schoolbooks, and collections of popular tales. He published more than 700 titles, mostly small volumes for the ordinary citizen, and continued Caxton's standardizing of the language, a solid contribution to the native book trade.

Ex. 2. Give English-Russian equivalents of the following words and word expressions:

уязвимость, manuscript, вклад, impact, инкунабула (первопечатная книга), rapidity, vulnerability, быстрота, incunabula, масштаб, cradle, restless, шрифт, editor, bookbinding, решающий, goldsmith, возбудить против кого-либо, contribution, беспокойный, воздействие, credited with, народный, ювелир, collection proceedings, зрелость, bring against somebody, bring out, разбирательства, колыбель, lay market, рукопись, compress, редактор, vernacular, scale, переплет книги, medieval, сжимать, maturity, выпускать, средневековый, encourage, decisive, приписывать, typeface, поощрять, tales, уроженец, rely on, окончательный, a native, a keen interest, наплыв, defeat, очевидный, on premises, поражение, set up, роскошный, reign, достоинство, prayers, правление, eventual, молитвы,

luxury, полагаться на, flux, сказки, evident, в помещениях, volume, настроить (установить), повышенный интерес, том, dignity.

Ex. 3. Answer the questions.

1. How many books were there in Europe in 1500? 2. What is an incunabula? 3. Who invented printing in Germany? 4. What were the main centers of book trade in Germany? 5. When did the printing press reach Italy? 6. Who were the most famous Venetian printers? 7. Who invited three German printers to set up a press on university premises in Paris? 8. What are the names of the early French printers? 9. What French monarch took a keen personal interest in printing? 10. Who introduced printing into England? 11. Where did William Caxton learn to print? 12. What was Caxton's first printed book? 13. What was Wynkyn de Worde of Alsace?

Ex. 4. Guess a word, a word expression or a proper name to complete the sentences.

1. An early form of paper produced from the pith of the papyrus plant: _ _ p_ _ _ _ .

2. A library where the books are attached to their bookcase by a chain but not removed from the library itself : c_ _i _ _d.

3. The full or partial remission of temporal punishment due to sins which have already been forgiven: i_ _ _ _ _ _ _ e.

4. A sort of parchment, a material for the pages of a book or codex, characterized by its thin, smooth, durable properties: v _ _ _ _ m.

5. A mechanical printing device for making copies of identical text on multiple sheets of paper: pr_ _ _ _ _g _ _ _ _ s.

6. A thin material made from calf skin, sheep skin or goat skin: p _ _ _ _ m _ _ _ .

7. The founder of book-printing in Russia: _ _ d _ _ _ _.

8. An Italian scholar and printer, the inventor of italics: M _ _ _ t _ _s.

9. A writing pencil: st_ _ _ s.

10. Belarusian first printer, scientist, writer, translator of the Renaissance epoch: _ _ _r_ _ _.

Ex. 5. Talking points.
1. Early printers in Germany.
2. Printing in Italy.
3. Printing in France.
4. The Introduction of printing into England.

UNIT II
FAMOUS PRINTERS AND PUBLISHERS

Text 1. Francysk Skaryna

Ex. 1. Read and translate the following words and word combinations. Memorize them:

enlightener, assumption, admit, merchant, be known far and wide, boundary, rare, have a good command of, inherent, feature, leisure hours, work round the clock, be short of time, spare, finals, hypothesis, degree, spiritual, contribute, vitally, misfortunes, to accuse of, exclude, artistic values, prefaces, physician, property, determine.

Ex. 2. Read the text about Francysk Skaryna.

The Light Through Centuries

Doctor Francysk Skaryna of Polotsk was the great enlightener, humanitarian and scholar of the Renaissance period, laying the groundwork for the development of the Belarusian language. He was born into a family of a wealthy Polotsk merchant. At that time Polotsk was a major trade and manufacturing centre of the Grand Duchy of Lithuania. Being one of the oldest towns of the Eastern Slavs, Polotsk was known far and wide as a trading centre. The exact date of Skaryna's birth is unknown. The year 1490 is often proposed based on the assumption that he was 14 when he came to study in Krakow in 1504. The date is an upper boundary; while new students younger than 14 were rare, older ones were not unusual, and Skaryna could have started his studies at the age of 18 or even older. In order to be admitted to the University it was necessary to have a good command of Latin. At that time Latin was the written language of all the educated people of Western Europe. It was an inherent feature of the status of an educated person. So, in 1504 Skaryna was recorded as a student of Jagiellonian University.

Everyday life at the University was hard and monotonous. The students had classes from 4 in the morning till 4 in the afternoon with two leisure hours from 8 till 10 in the morning. In winter classes continued for eight hours with an hour break. Francysk worked round the clock and was always short of time. He spent any spare minute at the University library. It was there he first saw printed texts in Latin and

Cyrillic print. On the 13th of December 1506 Francysk Skaryna was to pass his finals to qualify for the Degree of Bachelor of Arts. The Bachelor's Degree entitled him to teach certain subjects and continue his studies before he could apply for the Doctor's Degree. In 1512, after passing all required tests, he received a doctorate in medicine at the University of Padua in Italy. Then he moved to Prague. According to one hypothesis, he was a student of Charles University in Prague, but there is no documentary evidence. In the same year he established a printing house there and started publishing a new translation of the Bible with his own prefaces.

Skaryna considered books to be the source of spiritual enrichment and the means of a man's development. The years spent in Prague were extremely fruitful: four books published in 1517, eight in 1518, eleven in 1519. Within three years he published twenty-two volumes of the Bible into the Belarusian language. This was the first translation of the Bible into the common language of the nation.

In 1520 because of an epidemic of a deadly disease in Prague Skaryna had to leave the country and move to Vilnya, the capital of the Grand Duchy of Lithuania. The first book published there was "The Little Travel Book" (1522). It contains a wealth of information concerning medicine, astronomy, events of the calendar which was vitally important for the traveler. Then in 1525 "The Apostle" was published. All these books were a means of spreading the written language, public education and culture. However, many misfortunes fell on him in Vilnya. The Catholic Church in Vilnya persecuted him because his books were meant for the Orthodox believers. But the Orthodox Church in Moscow accused him of heresy because he had excluded whole passages from the accepted canons, had given his own interpretation of dogmas and made the Church Slavonic language simpler. He had to leave his homeland in 1534.

Probably he served as the royal gardener in Prague until his death. Presumably he died in 1551 or 1552. In 1552, his son Simeon Rus Skaryna got a royal certificate according to which he, as the sole heir, was given all the property of his father. The property included manuscripts, letters and books.

All publications by F. Skaryna, existing today, are notable for their high artistic value. In the prefaces and comments to his printed books, which were of religious character, Francysk Skaryna brought forth his ideas and views that influenced the social, political and cultural life of the

Slavs and stimulated the progress of the Belarusian literature and writing. Francysk Skaryna, the originator of printing, translator, linguist, teacher, astronomer, philosopher, physician, botanist, determined the further development of the cultural and social history of Belarus. The day when Skaryna published his first book is regarded as the day of birth of Belarusian printing which was a unique event for all the Eastern Slavs.

Ex. 3. Find the Participles. State their functions.

Ex. 4. Complete the sentences.

1. Skaryna was born into a family of … . 2. In order to be admitted to the University it was necessary to have a good command of … . 3. Everyday life at the University was hard and … . 4. Francysk worked round the clock and was always short of … . 5. Skaryna considered books to be the source of spiritual enrichment and the means of a man's … . 6. The years spent in Prague were extremely … . 7. The Catholic Church in Vilnya persecuted him because his books were meant for … . 8. All publications by F. Skaryna, existing today, are notable for … . 9. Francysk Skaryna determined the further … . 10. The day when Skaryna published his first book is regarded as the day of … .

Ex. 5. Answer the questions.

1. When and where was Francysk Skaryna born? 2. Was Polotsk known far and wide at that time? 3. When was Skaryna admitted to Jagiellonian University in Krakow? 4. What language was the written language of all the educated people at that time? 5. When was Skaryna conferred the title of Doctor of medicine? 6. Did he publish his first book in Prague or in Padua? 7. Why did the Catholic Church in Vilnya persecute Skaryna? 8. What did the Orthodox Church in Moscow accuse him of? 9. Who was given the property of Skaryna? 10. What day is regarded as the day of Belarusian printing?

Ex. 6. Make the outline of the text and speak on the topic "Skaryna, the genius from Belarus".

Text 2. Aldus Manutius

Ex. 1. Read and memorize the following words and expressions:
well off – достаток, scholar – ученый, Venice – Венеция, legacy – наследие, semicolon – точка с запятой, comma – запятая, bound –

переплетенный (bind – переплетать), vellum – велень, pocket – карман, undertake – осуществлять, брать на себя, проводить, scholarship – наука, elegance – элегантность, keep down – снизить, cost – стоимость, typeface – гарнитура шрифта, шрифт, dolphin – дельфин, anchor – якорь, instance – экземпляр.

Ex. 2. Read and translate the following text using a dictionary.

Manutius was born in Bassiano, some 100 km south of Rome, during the Italian Renaissance period. His family was well off and Manutius was educated as a humanistic scholar, studying Latin in Rome. Aldus Manutius became a printer and publisher when he founded the Aldine Press at Venice. He is sometimes called "the Elder" to distinguish him from his grandson Aldus Manutius the Younger.

His publishing legacy includes the inventing of italic type, establishing the modern use of the semicolon, developing the modern appearance of the comma, and introducing inexpensive books in small formats bound in vellum that were read much as modern paperbacks are.

Aldus began printing in 1490 with a series of Greek texts. He then hit on the idea of bringing out inexpensive "pocket editions" for the new readers produced by the humanist movement. Scholars admired his editions and the work that he undertook to edit these ancient texts. Beginning in 1501 and continuing with six titles a year for the next five years, he issued a series of Latin texts that were models of scholarship and elegance. To keep down the cost, Aldus printed editions of 1,000, instead of the more usual 250; and to fill the page economically, Manutius created the *italic* typeface style, for the exclusive use of which for many years he obtained a patent, though the honour of the invention is more probably due to his type-founder, Francesco Griffo, than to him. The Aldine editions were widely copied, by pirating (*i.e.*, without permission from the publisher or payment to him) and other methods, and their dolphin and anchor was one of the first instances of a publisher's device (equivalent to the modern logo).

Ex. 3. Answer the questions.

1. Where was Manutius born? 2. Why is he sometimes called "the Elder"? 3. Where did he study? 4. What does his publishing legacy include? 5. When did he start printing? 6. What was Manutius' logo? 7. What was Francesco Griffo?

Ex. 4. Reproduce the text in English.

Text 3. Gutenberg, Father of Printing

Ex. 1. Read and translate the text, using a dictionary.

It is hard to imagine our civilization and the progress of mankind without the printed word. The man who invented printing was a genius.

Most people believe that it was Johann Gutenberg, a native of Mainz, Germany, who invented the process of printing. He did not write his name on the books he printed, but the scientists could learn it through records and documents. The earliest printed books of the Western world have been traced to him. Before Gutenberg, books were written and copied by hand.

Gutenberg carved each letter of the alphabet on a separate block, making them all exactly the same height. Then he fastened the blocks together to form words. He printed by inking them and pressing them down heavily on a sheet of parchment. He was able to use the same blocks over and over, combining them to form different words.

In 1448 Gutenberg borrowed money and went into partnership with a wealthy goldsmith in order to build a printing press. His monumental task was printing the Bible in Latin, in two volumes. He made 300 copies. 40 copies of the so-called Gutenberg Bible are still in existence. But in 1455 his partner quarreled with him, and Gutenberg lost his shop and press. He had to start all over again.

Today the Gutenberg Bible is considered to be the first Western book printed with movable type. It is also famous for its beautiful design. The price of one copy comes close to 67,000 pounds. According to the information found in one of the surviving books only in 1913, Gutenberg, the originator of book-printing, died in 1468 and was buried in Mainz in the town's church.

Ex. 2. Agree or disagree with the following statements.

1. Most people believe that it was Francysk Skaryna who invented the process of printing. 2. Gutenberg carved each letter of the alphabet on a separate block. 3. Gutenberg printed on silk. 4. He went into partnership with a blacksmith in order to build a printing press. 5. Gutenberg's monumental task was printing the Old Testament in German. 6. 50 copies of the so-called Gutenberg Bible are still in existence. 7. In 1455 Gutenberg lost his shop and equipment. 8. The design of the Gutenberg Bible is poor. 9. The price of one copy comes close to 90,000 pounds. 10. Johannes Gutenberg was buried in Strasbourg.

Ex. 3. Translate into English.

О жизни Гутенберга известно мало. Он родился приблизительно в 1400 г. в Майнце в зажиточной семье. В юности Гутенберг с родителями переехал в Страсбург. Именно там было положено начало изобретению книгопечатания. Йоганн Гутенберг изобрел принцип разборного шрифта, а также рациональный и производительный способ литья печатных знаков. Кроме того, Гуттенберг изобрел типографскую краску, представляющую собой смесь сажи и льняного масла.

В 1448 г. печатник вернулся в Майнц. И уже в 1450 создал собственную типографию. В 1452 г. Гутенберг издал шедевр книжного искусства – 42-строчную Библию. Для издания Библии он изготовил 290 литер. Книга состоит из 2 фолиантов, напечатана в 2 колонках по 42 строки. Первый тираж состоял из 158 экземпляров, затем – 180. Первый экземпляр Библии был продан в 1455 году на Франкфуртской книжной ярмарке.

Гутенберг умер 3 февраля 1468 г. и похоронен в городской церкви в Майнце. Развитие книгопечатания в 15 в. в Германии продолжили соратники Гутенберга. Книгопечатание постепенно проникало в другие города Германии: Кельн, Нюрнберг, Лейпциг, Аугсбург, Базель. Всего была 261 типография в 75 городах.

Ex. 4. Reproduce the text in English.

Text 4. William Caxton

Ex. 1. Read and memorize the following words and expressions:

far-off time – далекое время, preface – предисловие, earn a living – зарабатывать на жизнь, apprenticed to – ученик, подмастерье, the Flemish – фламандцы, thriving – процветающий, prosperous – успешный, зажиточный, состоятельный, governor – губернатор, negotiations – переговоры, honorably – честно, с честью, type – шрифт, in the midst of – в разгар, specimens – образцы, duplicates – дубликаты.

Ex. 2. Read and translate the text about the first British printer.

The most important event in the English cultural life of the 15th century was the introduction of printing. Books were very expensive then because every copy had to be written by hand, and that was a long process which only educated men could perform.

If we had lived in that far-off time we should have been interested in the discovery of a cheaper way of making books by printing them; and if we had been Londoners we should certainly have visited the house of the man who first introduced the art of printing into Britain. William Caxton, the first British printer, was born in Kent in 1422. We have little definite information of his life except that is given by himself in the prefaces and epilogues to his printed books. He thanks his parents for having given him education that fitted him to earn a living, though he says nothing about the place where he had been educated.

In 1438 he became apprenticed to Robert Large, a wealthy and leading textile merchant. After Large's death in 1441, Caxton moved to Brudges (Belgium), the largest centre for trade between the English and the Flemish, and built up a thriving textile business. Being a good man of business he soon became prosperous. In 1455 he was appointed governor of English merchants in Brudges. This important positions involved delicate and responsible negotiations, and Caxton seemed to have fulfilled his duties honorably and with success. About 1470 a change took place in his life. He gave up his connection with commerce, because his largest interest was in literature. He had already begun his first translation from French "The Recuyell of the Historyes of Troy" which was finished in 1471.The highest point of interest in Caxton's life is reached in 1476, when having returned to London, he set up a printing press of his own at Westminster, close to the Abbey, using the type and equipment brought over from Brudges. They say the king visited Caxton in his print shop.

The first dated book issued from this press in 1477 was "The Sayings of the Philosophers". From this date to the end of his life he issued 96 books, including the works of Chaucer and various translations of more or less classical works from Latin, French and Dutch, together with a number of smaller books, a good many of which are religious. His industry was great, and he died in the midst of his work. William Caxton was not only a skillful printer and publisher of books, but also an editor, author, translator with a certain style of his own and a true enthusiasm for literature. His work as a writer and translator helped to fix the literary language of England in the 16th century. The specimens of his printed books exist in various public and private libraries. The British Museum possesses 83 Caxton's volumes, 25 of which are duplicates.

Ex. 3. Find in the text the English equivalents of the following word combinations:

событие, дорогой, должна была быть переписана, далекое время, определенный, предисловие, зарабатывать на жизнь, торговля, процветать, переговоры, с честью, бросать, печатный станок, шрифт, оборудование, говорят, издавать, редактор, автор, копии, частная библиотека, обязанности, перевод, умелый, истинный, том.

Ex. 4. State the functions of the Infinitive in the following sentences.

1. Every copy had to be written by hand many years ago. 2. In 1470 he began to make the translation from French "The Recuyell". 3. William Caxton was the first to introduce the art of printing into England. 4. His work as a writer and translator helped to fix the literary language of England in the 16th century.

Ex. 5. Answer the questions.

1. What was the most important event in the English cultural life of the 15th century? 2. Where and when was William Caxton born? 3. When did he become apprenticed to Robert Large? 4. What was Robert Large? 5. When did Caxton move to Belgium? 6. When was he appointed governor of English merchants in Brudges? 7. What change took place in his life in 1470? 8. What did Caxton set up at Westminster in 1476? 9. What was the first book issued there? 10. How many books did Caxton print? 11. Where can we see the specimens of his printed books? 12. How many Caxton's volumes does the British Museum possess?

Ex. 6. Speak on the Topic "William Caxton – the First British printer".

Text 5. Ivan Fedorov

Ex. 1. Memorize the words:

cannon – канон, hereditary – наследственные, patronymics – отчества, nickname – прозвище, origin – происхождение, sign – подписывать, assume – предположить, circa – около, приблизительно, deacon – диакон, moveable type – подвижный (разборный) шрифт, scribes – книжники, persecute – преследовать, flee to – бежать в, an alleged arson – якобы поджог, estate – имение, resume – возобновить,

circulation – тираж, preserve – сохранять, Gospel – Евангелие, rare – редкий, Testament – Завет, vermillion – алый, title – название.

Ex. 2. Read and translate the text.

Ivan Fedorov is considered to be one of the fathers of Eastern Slavonic printing (along with Francysk Skaryna), and also a skilled cannon maker. In those times in Russia they did not have hereditary surnames, but used patronymics or nicknames, which were also not stable. In his first book "Apostolos" (printed in Moscow in 1564) he called himself in typical Russian style Ivan Fedorov that is "Ivan, son of Fedor". In his other famous book "Ostrog Bible" (1581) he called himself in both Church Slavonic and Greek as "Ivan, son of Feodor (Θεοδώρου υἱός), a printer from Moscow". But when he was living for a long time in the Grand Duchy of Lithuania, he adopted a Polish style "patronymic surname" and also added a nickname indicating his origin. In his Latin documents he signed *Johannes Theodori Moscus* (that is "a Muscovite"), or *Ioannes Fedorowicz Moschus*. Neither his place nor his date of birth are known. It is assumed that he was born circa 1510, most likely, in Moscow. Fedorov graduated from Jagiellonian University in Krakow, Poland in 1532 with a Bachelor's degree.

In 1564–1565 Fedorov accepted an appointment as a deacon in the church of Saint Nicolas in the Moscow Kremlin. Together with Piotr Mstislavets he established the Moscow Print Yard and published a number of liturgical works in Church Slavonic using moveable type. This technical innovation created competition for the Muscovite scribes, who began to persecute Fedorov and Mstislavets, finally forcing them to flee to the Grand Duchy of Lithuania after their printing workshop had been burned down (an alleged arson).

The printers were received by the Great Lithuanian Hetman Hrehory Chodkiewicz at his estate in Zabludow, where they published *Yevangeliye uchitel'noye* (Didactic Gospel, 1569) (Zabludow Gospel) and *Psaltir'* (Psalter, 1570).

In 1572 he moved to Lviv and resumed his work as a printer the following year at the Saint Onuphrius Monastery. In 1574 Fyodorov, with the help of his son and Hryn Ivanovych of Zabludow published the second edition of the Apostolos (previously published by him in Moscow), with an autobiographical epilogue, and an Azbuka (Alphabet book). In 1583 he visited Vienna and Krakow, where he showed the Emperor his latest inventions. He then returned to Lviv, where he died

on December 16, 1583; he was buried there on the grounds of the Saint Onuphrius Monastery.

Here is the incomplete list of Fedorov's publications.

1. Apostolos (*Apostol*). Moscow, published in 1563, in two colors, circulation about 1,000, preserved in at least 47 copies.

2. Book of Hours (*Chasoslovets*). Moscow, printed in two colours, preserved at least 7 copies.

3. Didactic Gospel (*Yevangeliye uchitelnoye*). Zabludow printed in two colours, preserved at least 31 copies.

4. Psalms with Book of Hours . Zabludow, 1569–1570, printed in two colors. Very rare edition: only three known in existence, all incomplete.

5. Primer. Lviv, 1574, two colour printing, circulation was probably 2000, but has only a single copy is known to have survived (stored in the library of Harvard University).

6. ABC (Reader). Ostrog, 1578, printing in one colour, only two incomplete specimens exist (one is kept in the Royal Library of Copenhagen).

7. New Testament with Psalms. Ostrog, 1580, printed in two colours, the circulation of information available, preserved at least 47 copies.

8. Bible. Ostrog, 1581, 8 set in two columns, including some in Greek, mainly printing in one colour (vermilion only on the title). Circulation 1500, approximate 400 survive.

Ex. 3. Answer the questions.

1. Where and when was I. Fedorov born? 2. Where did he receive a Bachelor's degree? 3. Who did he establish the Moscow Print Yard with? When? 4. Who forced I. Fedorov and P. Mstislavets to flee to the Grand Duchy of Lithuania? 5. Who received them in Zabludov? 6. When did I. Fedorov move to Lviv? 7. When did he die? 8. What Fedorov's publication is kept in Harvard University? 9. How many copies of Ostrog Bible have survived? 10. What specimens can be found in the Royal Library of Copenhagen?

Ex. 4. Retell the text. Speak on the following points: 1) Ivan Fedorov – one of the fathers of Eastern Slavonic printing; 2) the persecution of Fedorov and Mstislavets; 3) the years spent in Lviv and Zabludow; 4) Fedorov's publications.

UNIT III
PUBLISHING

Text 1. What is Publishing

Ex. 1. Study the following words and expressions:

interplay – взаимодействие, crucial – решающее значение, literacy – грамотность, by word of mouth – из уст в уста, dissemination – распространение, commit – совершать, transaction – сделка, be confined – ограничиваться, bear the risk – нести риск, merge – сливаться, output – выпуск, steam – пар, typecasting – отливание шрифта, binding – переплет, cloth – ткань, blend – смешивание, vulnerable – уязвимый, feasible – выполнимый, осуществимый.

Ex. 2. Read and translate the text with a dictionary.

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. 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.

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.

Modern Publishing: from the 19th Century to the Present. In the 19th century a whole new era in publishing began. A series of technical developments, in the book trade as in other industries, dramatically raised output and lowered costs. Stereotyping, the iron press, the appli-

cation of steam power, mechanical typecasting and typesetting, new methods of reproducing illustrations – these inventions, developed through the century and often resisted by the printer, amounted to a revolution in book production. Paper, made by hand up to 1800, formed more than 20 percent of the cost of a book in 1740; by 1910 it had fallen to a little more than 7 percent. Bindings, too, became less expensive.

After 1820 cloth cases began to be used in place of leather, and increasingly the publisher issued his books already bound. Previously, he had done so only with less expensive books; the bindings of others had been left to the bookseller or private buyer.

Publishing was now well established, with its characteristic blend of commerce and idealism. Literary and intellectual currents were flowing strongly and the number of new books rose. Rough figures for Britain indicate 100 new titles per year up to about 1750, rising to 600 by 1825, and to 6,000 before the end of the century. Equally characteristic was the appearance of popular series at low prices, "literature for the millions", as Archibald Constable was the first to call it. The forerunner was the publisher John Bell's *The Poets of Great Britain*, which appeared in 1777–1783, in 109 volumes at six shillings each, when even a slim volume usually cost a guinea or more.

By the 1850s the application of the new techniques of mass production had brought down the price of an inexpensive reprint to one shilling. In the 20th century, the effects of state education in the more advanced countries became increasingly apparent. Standards of living rose, and, as in earlier times, these two conditions brought increased use and publication of books. During the late 1890s and early 1900s, many new publishing houses were founded. In the industrialized countries printing costs were such that it was economically feasible to print as few as 1,000 copies of a new book.

Ex. 3. Make a two-sentence summary of each paragraph of the text.

Text 2. What is a Publisher?

Ex. 1. Read and translate the text with a dictionary.
A publisher is the group, organization, company or individual who is responsible for the production of a publication. Normally it is also the person who bears the cost / financial risk in making a product available.

It is not the printer. Don't confuse printing with publishing. Printing is simply the manufacture of multiple copies. You can print your work yourself, but economical and aesthetical printing can best be done by the equipment too expensive for most individuals to own and too complex for most of us to use.

Publishing seems like a simple business at its heart: an author writes a book, a printer manufactures it, a bookseller buys these and markets them for a profit and a reader buys it. But in between there is likely to be a publisher. This apparent simplicity actually requires a lot of hard work and money. As just one example, to create a film for printing, print, bind and prepare a hardcover picture book can easily cost a publisher $25,000 in the USA. Novels cost less. Art books cost more.

What does a publisher do? If you intend to self-publish, this is what you will have to do and who you will have to hire. As a self-publisher you will have to compete in a national marketplace, head to head with the big publishing companies. It is possible to do this, but it takes time, money, knowledge of the market, and a carefully crafted strategy. If you are seeking a publisher, know that the following outlines what you can expect a publisher to do.

• Acquisition. Which is the right book to publish? Editorial staff may evaluate hundreds or even thousands of manuscripts annually to produce a list of 20 books. If you are self-publishing, how will you decide which of your books to do? Or, if you have one, how do you know it can succeed?

• Planning. What needs to be done to get this manuscript from a draft to a finished book? Once a publisher decided a book is going to be published, everything has to be coordinated so that books get out into the market. At a publisher, a managing editor keeps track of what everyone is doing. If you are self-publishing, you will have to fill that role.

• Editing. How can the manuscript realize its full potential? Are there problems to fix? Is polishing needed? At a publisher the editor is assigned manuscripts as they are acquired and is responsible for getting them into shape. If you are self-publishing, how will you edit your manuscript? Editing yourself isn't effective, you will have to hire someone.

• Designing. What is so complicated about designing a book? Anyone can do it with a word processor, right? Well, not if you want a book that is optimally designed for ease of reading, with a typeface that suits your subject, and that does not look like any other book on the market. And then there is a jacket, to make the book stand out. Publish-

ers keep designers on staff, or hire freelancers. If you are self-publishing, you'll need a designer.

• Art directing. Are there illustrations needed? Publishers have art directors to work with illustrations in picture books. They also oversee the designers. If you are self-publishing, you'll need to take the role of an art director, or hire a designer with an art direction expertise.

• Copy-editing. Once the manuscript is edited, is it done? No, it needs a copyeditor's eagle eye to check for correct spelling, grammar and punctuation, to create a consistent approach to such things as compound words, to do some light face-checking, and perhaps to mark up titles, heads and subheads. If you are self-publishing, you'll need to hire a copyeditor.

• Production managing. How do you settle on a printer? What do you send them? A publisher as a production manager to find printers who can do a good job within their budget, to source paper and other materials, and to oversee the actual production process. If you are self-publishing, you'll have to do this yourself, or hire a freelance production manager.

• Distributing. How does the book get from the publisher to a bookstore? Publishers have relationships with wholesalers and bookstore chains. Even if a book isn't in a store, it can be easily ordered. If you are self-publishing, distribution may be your biggest challenge. You may need to work with an independent distributor, if you can find one willing to take you on.

• Marketing / promoting. How does the public find out about a book? Most people don't just pick it up off a shelf in a bookstore. They read a review, see an ad, or even watch an author on TV. Publishers have a marketing staff that send out review copies, create promotional items. If you are self-publishing, you will likely need to hire a marketing specialist.

If you find this list intimidating, good. Better to be intimidated now, when you can still do something about it, than after you have already made a commitment to self-publish a book and then don't know what you need to do. You can use this as something of a check-list in figuring out what you will need to do to get a book on the market, but please note that it is not exhaustive. Non-fiction books may need to be carefully fact-checked, for example, in more detail (and not just looking things up in Wikipedia). Permissions may be needed for photographs, quotations or song lyrics. You may even need to consult a lawyer over potentially libelous material.

Ex. 2. Give English-Russian equivalents of the following words and word expressions:

в полной мере реализовать свой потенциал, bear, исчерпывающий, at its heart, подзаголовок, profit, конкурировать, hard work, осуществлять / нести, novel, compete, рекламное объявление, carefully crafted, наблюдать за фактическим процессом производства, acquisition, оптовики, цитата, evaluate, нанимать, внештатный работник/фрилансер, realize its full potential, разрешение, jacket, проблема, compound words, по сути, fact-checking, head, общественность, subhead, within one's budget, адвокат, кропотливая работа, обложка, oversee the actual production process, приобретение, проверка фактов, hire, устрашающий, freelancer, взять на себя обязательство, wholesalers, тщательно разработанный, challenge, the public, клеветнический, ad, прибыль, intimidating, в рамках бюджета, make a commitment, проводить оценку, exhaustive, составные слова, permission, роман, quotation, lawyer, libelous, заголовок.

Ex. 3. Say whether the following sentences are true or false.

1. Publishers print books, magazines, newspapers. 2. Novels cost more that art books to manufacture? 3. It is possible to publish without any planning. 4. At a publisher a production supervisor is assigned manuscripts. 5. The jacket makes the book stand out. 6. No designer is needed if you are self-publishing. 7. Copyeditor checks only facts and compound words. 8. Publishers have relationships with wholesalers and bookstore chains. 9. If you are self-publishing, distributing is the biggest challenge. 10. Nonfiction books may not need to be carefully checked: it is enough to look things up in Wikipedia. 11. Permissions are needed only for song lyrics. 12. No need to consult a lawyer over libelous material.

Ex. 4. Summarize the text using the words from ex. 2.

Text 3. Published Matter

Ex. 1. Give Russian equivalents of the following words and expressions:

constitute, by far, boundary, tempo, loose, immediacy, miscellaneous, quarterly, urgent, readership, frivolous, utility, diaries, timetables, ready reckoners, subsidize, content, sheet music, fasten together.

Ex. 2. Read and translate the text with a dictionary. Make a summary of the text.

Published matter falls into two main categories, periodical and non-periodical; *i.e.*, publications that appear at more or less regular intervals and are members of a series and those that appear on single occasions.

Of the non-periodical publications, books constitute by far the largest class; they are also the oldest of all types of publication and go back to the earliest civilizations.

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 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 come close behind newspapers both historically and in terms of readership. 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. 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.

Ex. 3. Answer the questions.

1. What are the main categories of published matter? 2. What is the largest class of the non-periodical publications? 3. What other types of publications besides books, newspapers, and magazines can you name? 4. What is "utility publishing"?

Text 4. A Newspaper

Ex. 1. Read the text and state the main idea in English.

A newspaper is a regularly scheduled publication containing news, information, and advertising, usually printed on relatively inexpensive, low-grade paper. By 2007 there were 6,580 daily newspapers in the world selling 395 million copies a day. General-interest newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Other features include comics, television listings, tender notices and inserts from local merchants. The newspaper is typically funded by paid subscriptions and advertising.

A wide variety of material has been published in newspapers, including editorial opinions, criticism, entertainment features such as crosswords, sudoku and horoscopes; weather news and forecasts; advice, food and other columns; reviews of movies, plays and restaurants, etc.

Newspapers typically meet four criteria:
- Publicity: its contents are reasonably accessible to the public.
- Periodicity: it is published at regular intervals.
- Currency: its information is up to date (актуальна).
- Universality: it covers a range of topics.

Gazettes and bulletins. Before the invention of newspapers in the early 17th century, official government bulletins were circulated at times in some centralized empires. In Ancient Rome, Acta Diurna, or government announcement bulletins, were made public by Julius Caesar. They were carved in metal or stone and posted in public places. In China, news sheets, called tipao, circulated among court officials during the late Han dynasty (2nd and 3rd centuries AD). In Europe in 1556, the government of Venice first published the monthly Notizie scritte, which cost one gazetta. These were handwritten newsletters and used to convey political, military, and economic news quickly and efficiently to Italian cities (1500–1700).

The first English-language newspaper, Courant was published in Amsterdam in 1620. The first newspaper in France was published in 1631, La Gazette. The first newspaper in Portugal, Gazeta, was published in 1641 in Lisbon. The first Spanish newspaper, Gaceta de Madrid, was published in 1661. The first successful English daily, The Daily Courant, was published from 1702 to 1735. In 1783, the Pennsylvania Evening Post became the first American daily. In 1751, John Bushell published the Halifax Gazette, the first Canadian newspaper. By 2007, there were 1,456 daily newspapers in the U.S., selling 55 million copies a day.

By the early 19th century, many cities in Europe, as well as North and South America, had published newspaper-type publications. Advances in printing technology related to the Industrial Revolution enabled newspapers to become an even more widely circulated means of communication. In 1814, The Times (London) acquired a printing press capable of making 1,100 impressions per minute. Soon, it was adapted to print on both sides of a page at once. This innovation made newspapers cheaper and thus available to a larger part of the population. In 1830, the first penny press newspaper came to the market.

Categories. While most newspapers are aimed at a broad spectrum of readers, usually geographically defined, some focus on groups of readers defined more by their interests than their location: for example, there are daily and weekly business newspapers and sports news papers.

• Daily. A daily newspaper is issued every day, sometimes with the exception of Sundays and some national holidays. Saturday and Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more. Most daily newspapers are published in the morning.

• *Weekly.* Weekly newspapers are common and tend to be smaller than daily papers. In some cases, there also are newspapers that are published twice or three times a week. In the United States, such newspapers are generally still classified as weeklies.

• *National.* Most nations have at least one newspaper that circulates throughout the whole country: a national newspaper, as contrasted with a local newspaper serving a city or region. In the United Kingdom, there are numerous national newspapers, including The Independent, The Times, The Daily Telegraph, The Guardian, The Observer, The Daily Mail, The Sun, The Daily Express and The Daily Mirror. In the United States and Canada, there are few national newspapers. Al-

most every market has one or two newspapers that dominate the area. Certain newspapers, notably The New York Times, The Wall Street Journal and USA Today in the US, and The Globe and Mail and The National Post in Canada are available throughout the country. In India, newspapers like the Times of India, The Hindu, and the Hindustan Times are extremely popular and have large reader bases.

• *International.* There is also a small group of newspapers which may be characterized as international newspapers. Some, such as The International Herald Tribune, have always had that focus. As English became the international language of business and technology, many newspapers formerly published only in non-English languages have also developed English-language editions. In places as varied as Jerusalem and Mumbai, newspapers are printed to a local and international English-speaking public.

Most newspapers have four main departments devoted to publishing the newspaper itself – editorial, production/printing, circulation, and advertising. Throughout the English-speaking world, the person who selects the content for the newspaper is usually referred to as the editor.

Reporters are journalists who primarily report facts that they have gathered. Photographers and graphic artists provide images and illustrations to support articles. Journalists often specialize in a subject area, such as sports, religion, or science. Printers and press operators physically print the newspaper. Printing is done with an offset web press (the most common kind of press used to print newspapers). If the newspaper offers information online, webmasters and web designers may be employed to upload stories to the newspaper's website. Sales staff in the advertising department not only sell space to clients such as local businesses, but also help advertisers design and plan their advertising campaigns. Other members of the advertising department may include graphic designers, who design ads according to the customers' specifications and the department's policies. In an advertising-free newspaper, there is no advertising department.

Newspapers are usually printed on cheap, off-white paper. Since the 1980s, the newspaper industry has largely moved away from lower-quality letterpress (высокая печать) printing to higher-quality, four-color process, offset printing. In addition, desktop computers, word processing software, graphics software, digital cameras and typesetting technologies have revolutionized the newspaper production process.

These technologies have enabled newspapers to publish color photographs and graphics, as well as innovative layouts and better design.

Newspapers in Belarus. In Belarus, there are both privately held and state-owned newspapers. Below is a list of newspapers published in Belarus.

- Sovetskaya Belorussia (over 500,000 copies), the largest national newspaper, official newspaper of the Administration of the President of Belarus.
- *Respublika* (119,500 copies), official newspaper of the Government of Belarus.
- *Narodnaya Gazeta* (25,042 copies), official newspaper of the Parliament of Belarus.
- *Minsk na Ladonyah* (Minsk on the Palms).
- *Minskiy Kurier.*
- *Nedvizhimost Belorussii* (Real Estate of Belarus).
- *Vecherniy Minsk* (Evening Minsk).
- *Narodnaja Volia* (15,000 copies), the largest national pro-opposition newspaper on politics.
- *Komsomol'skaya Pravda.*

Ex. 2. Translate these words and word combinations into English:

реклама, низкокачественная бумага, комиксы, тендер, прогноз погоды, обзор, критерий, содержание, доступный, новостные бюллетени, печать на обеих сторонах страницы, одновременно, рекламные вкладыши, за исключением, еженедельник, в отличие, англоязычные издания, редакционный отдел, статья, офсетная печать, высокая печать, настольный компьютер, программное обеспечение, цифровая камера, позволять, макет, кроме того.

Ex. 3. Correct the following statements.

1. A newspaper is a regularly scheduled publication containing only advertising. 2. By 2007 there were 10, 000 daily newspapers in the world. 3. Newspapers typically meet two criteria. 4. In Ancient Rome, Acta Diurna, or government announcement bulletins, were carved on wood. 5. The first English-language newspaper, Courant, was published in London in 1620. 6. In 1820, The Times (London) acquired a printing press capable of making 5,100 impressions per minute. 7. In places as varied as Jerusalem and Mumbai, newspapers are printed to a local and international French-speaking public. 8. Most newspapers have no editorial department. 9. Photographers and graphic artists gather

facts. 10. Reporters provide images and illustrations to support articles. 11. Sales staff in the advertising department only sell space to clients such as local businesses. 12. Graphic designers print newspapers. 13. Newspapers are usually printed on expensive white paper. 14. In Belarus, there are only privately held newspapers.

Ex. 4. Talking points.
1. Define the term "a newspaper".
2. Four criteria of newspapers.
3. Newspapers in Ancient Rome and in China.
4. The newspapers of Europe.
5. Categories of newspapers.
6. The departments of a newspaper.
7. The advances in newspaper printing.
8. Newspapers in Belarus.

Text 5. The Development of Copyright Law

Ex. 1. Read the text and reproduce it in English.
It is a legal right created by the law of a country that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator (e.g. the photographer of a photograph or the author of a book) to receive compensation for their intellectual effort. The exclusive rights are, however, not absolute and do not give the creator total control of their works because they are limited by limitations and exceptions to copyright law.

Copyright is a form of intellectual property, applicable to any expressed representation of a creative work. It is often shared among multiple authors, each of whom holds a set of rights to use or license the work, and who are commonly referred to as rights holders. These rights frequently include reproduction, control over derivative works, distribution, public performance, and "moral rights".

Typically, the duration of copyright is the whole life of the creator plus fifty to a hundred years from the creator's death.

Book publishing depends fundamentally on copyright, which is the sole right to copy or to produce a work, conceded to the publisher by the author through a mutual agreement. Without this element of monopoly, it would be impossible for a publisher to trade. It is also the guar-

antee for an author that he has legal rights to prevent the use of his material without fair compensation. On the expiration of copyright, anyone is free to publish the work in question without payment to the author or his heirs.

In 1885 a uniform international system of copyright was initiated by the Berne Convention. Most countries subscribed to the Convention, but not the United States or Russia. The United States continued to protect its domestic printing industry up to 1955, when it joined the Universal Copyright Convention (UNESCO 1952). The Soviet Union became a party to the Berne Convention in 1973.

In all countries where the Berne Convention standards apply, copyright is automatic, and need not be obtained through official registration with any government office. Once an idea has been reduced to tangible form, for example by securing it in a fixed medium (such as a drawing, sheet music, photograph, a videotape, or a computer file), the copyright holder is entitled to enforce his or her exclusive rights.

A publisher's agreement with an author normally specifies that in consideration of certain payments the former shall, during the legal term of copyright, have the exclusive right to produce or reproduce the said work in any material legible form throughout the world.

Ex. 2. Define the term "copyright".

Ex. 3. Give Russian equivalents of the following words and expressions:

grant, intention, intellectual property, applicable to, refer to, rights holder, duration, sole right, a mutual agreement, prevent, fair compensation, expiration, heir, initiate, subscribe, domestic, apply, tangible, secure, sheet music, entitle, enforce, agreement, legible.

Ex. 4. Answer these questions.

1. What is copyright? 2. Do the exclusive rights give the creators total control of their works? 3. What is the duration of copyright? 4. Does book publishing depend on copyright? 5. When was a uniform international system of copyright initiated by the Berne Convention? 6. What does a publisher's agreement with an author specify?

Ex. 5. Reproduce this text in English.

Авторское право – это институт гражданского права, регулирующий правоотношения, связанные с созданием и использованием

(изданием, исполнением, показом и т. д.) произведений науки, литературы или искусства. Программы для ЭВМ и базы данных также охраняются авторским правом. Они приравнены к литературным произведениям и сборникам, соответственно. Первоначальным субъектом авторского права всегда является автор. Ему принадлежит весь комплекс авторских прав – личные неимущественные права и исключительное право (имущественное право) на использование произведения в любой форме и любым не противоречащим закону способом.

Правообладатель (автор или его правопреемник) для оповещения о принадлежащем ему исключительном праве на произведение вправе использовать знак охраны авторского права, который помещается на каждом экземпляре произведения и состоит из следующих элементов:

1) ©;

2) имени или наименования правообладателя;

3) года первого опубликования произведения.

Например: © *Zooey Deschanel, 2006.* Такой формат оповещения был установлен Всемирной (Женевской) конвенцией об авторском праве 1952 года.

Нарушение неимущественных авторских прав иногда называется плагиатом. Нарушение имущественных авторских прав называется контрафакцией или, в просторечии, «пиратством».

Text 6. Literary Agents

Ex. 1. Translate this text using a dictionary.

Literary agents have become increasingly important and prominent as publishing has grown more complex. A high proportion of more successful authors of novels and general books now employ literary agents to place their books with publishers and to handle negotiations with them, the author being charged a commission of 10 percent. Besides negotiating and drawing up the contract with the firm, the good agency is equipped to handle the many subsidiary rights. Because an important element in the agent's value to an author is his capacity to extract better terms than the author would himself, it is not surprising that publishers have resented the agent's intrusion into the personal, and often very friendly, relationships between themselves and their authors.

So, literary agents are writer's business representatives. As marketing experts in the publishing field, they sell book outlines or manuscripts, negotiate royalty advances, and contract terms for writers. They know what publishers buy and which books sell; therefore, they can often speed up the purchase of material they know editor's tastes and serve as liaisons between them and authors with appropriate ideas.

Agents earn their money by deducting commission from the manuscript they sell. They represent writers in any kind of literary output, but generally do not handle poetry, verse, articles, short stories, cartoons, because of the low commissions they generate. Most agents do not charge reading and evaluation fees if they consider a work salable. Some agents specializing in handling the beginning writer's work, however, charge fees for reviewing manuscripts, since their opportunities for commissions on sales are so much more limited.

There are many ways to find an agent. The most direct approach is to query by mail. Query letters should contain an outline of the project and the qualifications of the writer (complete manuscripts should not be sent to an agent at this point). A self-addressed, stamped envelope should accompany the request for the agent's consideration of the proposed work.

Lists of agents are published in special evaluation fee. Some agents advertise their services in writer's magazines. In addition, editors, writer's friends can often recommend suitable agents

Another publishing auxiliary who became significant in the 1950s and 1960s is the literary scout. Many European publishers employ residents in London, Paris, and New York City to alert them at once to any promising new book, either written or just published. The scout, who may be connected with a newspaper or literary agency, is usually paid some modest amount as a retainer, probably with a commission of 1 or 2 percent on the published price of the books he recommends.

Ex. 2. Give Russian equivalent of the following words and expressions:

prominent, employ, handle negotiations, charge a commission, subsidiary rights, resent, intrusion, relieve, royalty, speed up the purchase, liaison, deduct, evaluation fee, salable, query, annual, auxiliary, resident, modest, retainer.

Ex. 3. Summarize the text using the words from ex. 2.

UNIT IV
PUBLISHING HOUSE. THE DEPARTMENTS

Text 1. A Day in the Life
of a Book Publishing Professional

Ex. 1. Translate the following words with a dictionary:
schedule, term, encompass, editor, flow, publicity, promotion, subsidiary, pursue, track, allocate, simultaneously, anticipate, reward, outgoing, drum up, negotiate, lucrative, fiction, crucial, zealously, tough, dedicated to, movable type, to fire, traffic controller, prospect.

Ex. 2. Read the text and speak on the entering the profession.
Book publishing is an extraordinarily large business, and those who (successfully) enter the profession have no illusions that what they do is merely artistic in nature. "You've got to keep things on schedule. You've got to make them pay for themselves, or you're out of business," said one publishing professional, adding that "publishing" is a term that can encompass many positions within a publishing house. The most high-profile job is that of editor, who works with authors to produce a quality product. Many other positions are available for those interested in the industry, including managing editors, who control production flow; publicity managers; promotions specialists; subsidiary rights managers; production managers; and salespeople. These occupations are critical to the successful functioning of a publishing house. Those who want to pursue a career in this industry should examine their own skills in light of the variety of opportunities available for ambitious and creative individuals who find the prospect of working with books exciting. Managing editors are the traffic controllers of the publishing industry. They track production schedules and budgets, allocate personnel, and control the flow of material between departments.

A large publishing house can have hundreds of projects running simultaneously, and the managing editor needs to be attentive to detail and be able to anticipate problems before they occur. Publicity, promotions, and sales positions reward creative and outgoing personalities. Successful professionals in this industry utilize their interpersonal skills to drum up consumer interest and encourage sales by bookstores. Salespeople spend significant amounts of time on the road meeting with bookstore buyers and managers. Subsidiary rights departments are

usually divided into two arms: domestic and international. Sub-rights people are known to negotiate international publishing deals with foreign houses or contract for copyrighted work to appear in another medium. The most lucrative rights for works of fiction, movie rights, are usually negotiated only by senior personnel experienced in negotiating with production companies. It requires putting in long hours to rise from assistant and administrative positions to positions of responsibility. For all but the highest up, salaries remain relatively low in this profession. People in the publishing industry were quick to note that contacts are crucial. Those who want to advance pursue new opportunities zealously, and any advantage one can gain over other candidates is key. Publishing seems to be a financially tough life, but it's ideal for those who are dedicated to books and who want to spend their days with like-minded people.

Publishing as an industry widened its horizons with the invention of movable type by Johannes Gutenberg and his publication of The Bible in the mid-1400s. Paper milling and printing technologies advanced, and small publishing houses in many countries were established. The most recent advance in the industry is the development of desktop publishing, which allows publishers with limited capital to produce quality works. Publishing is stable in some respects and moving downward in others. Sales positions, promotions, and publicity seem to be areas of future growth opportunities for those just entering the industry. The globalization of product should also lead to a greater demand for subsidiary rights personnel. Publishing houses, however, are receiving a record number of applications for limited positions. Also, publishing is an industry very responsive to the bottom line: Houses are not afraid to fire personnel they cannot afford.

Ex. 3. Find in the text sentences with verbs and verbal constructions, state their functions.

Ex. 4. Summarize the text using the words from the vocabulary exercise.

Text 2. How Do I Get a Job in Publishing?

Ex. 1. Translate the text into Russian.
It is a common question if you are in your final year at University and have decided that book publishing is for you. What you may not be

sure of, are what the entry level qualifications are and how to get that elusive foot in the door.

Before you start looking, you have to understand that book publishing is heavily over-subscribed – there are always more people wanting jobs within the industry than there are jobs available. This is even when times are good.

As a result, book publishing pay is comparable to teachers' pay. So if you want a high flying salary, better to look somewhere else.

Here are just a few tips to get your first job in book publishing.

A degree is now seen as the minimum entry level requirement. It doesn't guarantee you any extra chances of employment or extra salary; it is a personal choice whether you wish to continue your education. The same advice applies to studying for an MA in book publishing. Although these are becoming more popular, they do not guarantee you an entry level job within the industry or any extra salary.

Most publishers now expect graduates to have some sort of "work experience" by having volunteered their services for free to a publishing house during their summer vacation or immediately after graduating. This seems highly unfair, as it discriminates against those who do not have the funding to do this. However, even if you are unable to do this it doesn't rule you out. Whilst at University, involve yourself in the student newspaper, magazine, radio, or some sort of media – a role that will give you some grounding in the career that you seek – be it on the editorial content side or in publicity, marketing, sales. All experience that you can gather is valuable to you, whatever your final career choice.

Don't set your mind on one job – any experience in publishing is valuable – even working on a book publisher's reception (you get to know the names, companies, authors that your employer deals with). Also, knowledge of other areas of publishing – *e.g.* marketing or sales – could be highly beneficial for your job in editorial, because as an Editor, you will need to take a keen interest in the market and sales and production of your titles. You also might find out that you prefer different areas of publishing rather than your first career choice. Remember any experience that you can get is valuable.

Make sure you can type and that the spelling and grammar you use is exemplary. Publishers are meant to be the purveyors of the language; if your command of written Russian / Belarusian is not up to scratch then it is unlikely, even if you are successful in getting a job, that you

will hold onto it for long. It is highly important too, that you have an error free CV that is written in good Russian/Belarusian.

Be flexible, willing to work and co-operative; don't have any set ideals. Be prepared to do anything and be willing to learn.

Write a lot of letters and learn how to cope with rejection. You may have to knock on an awful lot of doors to find a job, but if you are committed to a career within book publishing it is worth it.

Ex. 2. Talking points.
1. Book publishing is a large business.
2. A few tips to get your first job in book publishing.

Text 3. The Publishing House and Its Departments

Ex. 1. Study the words and word expressions:
literary agent – литературный посредник, destination – место назначения, workings – виды деятельности, dissemination – распространение, advent – появление, software – программное обеспечение, be made up of – состоять из, variously creative people – различные творческие личности, be of equal importance – иметь равную значимость, acquire – приобретать, profitable commercially – выгодный с коммерческой точки зрения, staff – штат сотрудников, no matter how gifted – независимо от способности, inevitably – неизбежно, editorial department – редакционный отдел, production department – производственный отдел, publicity department – рекламный отдел, sales department – отдел сбыта, коммерческий отдел, promotion department – отдел развития, advertising department – отдел информации, finance department – бухгалтерия, invoice – счет-фактура, shipping department – отдел отгрузки и поставки, cooperate through many stages – сотрудничать на многих стадиях, by the same token – к тому же, кроме того, face the problem – сталкиваться с проблемой, common effort – общие усилия, differences of opinion – различия во мнениях.

Ex. 2. Read and translate the text.
The process of creation a book is long and complicated. With the help of a literary agent, or without it (beginning authors are often unable to find agents willing to represent them), the manuscript's next

destination is a publishing house. There the decision to publish or not to publish will be made. If that decision is a positive one, it is the responsibility of the publishing house to bring the work to the public. For this reason, it is most helpful for the author to have some idea of the structure of that hard-to-define organization and its workings.

Publishing is the process of production and dissemination of literature or information. Traditionally, the term refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as websites, blogs, games and the like.

Publishing includes the stages of the development, copyediting, graphic design, printing, marketing and distributing of newspapers, magazines, books, literary and musical works, as well as software and other works dealing with information, including the electronic media.

A publishing house is made up of a group of variously creative people working together to produce and sell books. Ideally, each book will be a different and unique product that will prove both valuable artistically and profitable commercially. These two goals are of equal importance, and although they sometimes come into conflict, neither can be forgotten in the long and complicated process of publishing a book.

No two publishing houses are the same. They differ in size: there are small houses that have a staff of three people, and there are large houses with hundreds of people. Basically, however, they must all perform the same functions, and thus are divided into similar departments.

Publishers, no matter how gifted, cannot work alone. They are inevitable dependent on those men and women who work with them in the various departments of the publishing house. These departments generally include:

• the editorial department; art, design and production department (concerned largely with the preparation and manufacture of a book);

• sales and advertising (concerned largely with doing everything possible to see that any given book is promoted and sold);

• marketing and publicity;

• shipping department (must see that books reach their destination);

• finance (concerned with paying bills for work done, making and collecting invoices for books sold);

• administration and information services.

All of these many parts of a publishing house work together and cooperate through many stages that lead to the publication of a book.

They frequently consult and advise one another, and all their efforts should be carefully coordinated. For this reason, it is useful for members of each department to have at least some understanding of the work done in other departments. An editor with knowledge of the problems of book production is far more valuable than an editor who knows nothing about the actual manufacturing of a book. By the same token, the production department should be aware of the problems facing the sales department, just as publicity department must keep in contact with the editorial department, and so on.

A publishing house needs a large variety of creative skills – literary, artistic, technical, promotional, and commercial. All of these must come together, since each book is the result of common effort of many people, each of whom has a different talent and skill. As with any group of people working together there can be many differences of opinion, honest differences of judgement as to what method would bring the best result. These disagreements concern what books are to be published, how much is to be spent on their manufacture, and in what ways they must be publicized and, finally, sold.

Ex. 3. Find irregular verbs in the text and give their three forms.

Ex. 4. Answer the questions.
1. What is the responsibility of the publishing house? 2. What are the two main goals in the long and complicated process of publishing a book? 3. No two publishing houses are the same, are they? What is the difference between two publishing houses? 4. Why can't publishers, no matter how gifted, work alone? 5. What departments does a publishing house usually include? 6. What are these department concerned with? 7. How do the departments coordinate with each other? 8 What kinds of specialists are necessary for every publishing house? 9. What kinds of differences of opinion can be among specialists of a publishing house?

Ex. 5. Make an outline of the text "The Publishing House and Its Departments" and retell it.

Text 4. The Decision to Publish

Ex. 1. Read the following text with a dictionary.
The first important decision to be made in a publishing house is to select, from the large number of manuscripts submitted, those that will

be accepted for publication. It is most often a very difficult decision, and very many factors are involved in making it.

Book publishing is a uniquely complex field. The publisher is often torn between the obligation to publish works of literary merit and the necessity to sell enough copies of any given book to make enough money to continue to publish more books. Publishing is a business, and must be run as a business in order to survive. Publishers must show a financial profit just as any business must. On the other hand, it differs from most businesses in that the publisher has moral duty to see that works of artistic or educational value – even those that have but a small chance of being commercially successful – are made available to the public. The publishers of the early work of some of the greatest writers of our time, James Joyce and William Faulkner, for example, knew that these books would not be financially profitable in the beginning. Yet they published them in hope that they would sell over a long period of time.

The decision whether or not to publish a book is made in many different ways, depending on the size of the publishing house, its economic structure, the nature of its list, and the make-up of its staff. In some cases, a single enthusiastic editor or publisher, carried away by the merits of a manuscript, will fight to see that the work is accepted. In other cases, an editorial board consisting of several editors, each of whom has read the manuscript, might discuss the pros and cons at an editorial meeting and then reach a decision. Or the manuscript might be submitted to the sales department, and the opinion of the sales force as to the book's commercial value might be the decisive factor.

Fiction and non-fiction will be judged in different ways. A novel, a play, poetry, or a collection of short stories is more likely to be accepted on the basis of the work's literary merit. Often an editor might say that a first novel is flawed, the author shows such superior talent that the book is worth publishing, in order to encourage business sense, that author becomes an investment for the future. Indeed, many writers whose first novels have failed commercially have to go on to become best-selling, or at least commercially successful, authors in later years.

Ex. 2. Find in the text the English equivalents of the following word combinations:

единственный в своем роде, представлять на рассмотрение, достоинство (качество), редакционная коллегия, обязательство, предоставлять, польза (выгода), прибыльный, будут приняты для

публикации, из огромного количества, работы, ценные с литературной точки зрения, относиться как к бизнесу, рукопись, обсудить за и против, решающий фактор.

Ex. 3. Find pairs of synonyms.

to select	differ
necessity	enough
to vary	to choose
sufficient amount	obligation
to make available	superior
to be carried away	to be keen on
merits	values
extraordinary	to submit something for consideration

Ex. 4. Answer the questions.

1. What is the most difficult decision for a publisher? 2. What is the first moral duty of a publisher? 3. Do publishers show a financial profit? 4. Who can make the decision in difficult cases? 5. A lot of factors are involved in making decision, aren't they? What are they?

Ex. 5. Discuss the problems "Publishing is a business" and "Why it differs from most businesses".

Text 5. The Production Supervisor

Ex. 1. Read the text with a dictionary.

Modern technology has advanced so rapidly in recent years that methods of book production today differ radically from those of just a few decades ago; by the same token, today's methods will most likely be altered and even outdated a few years from now. Nonetheless, the goal of book production remains and will remain the same: to transform a manuscript into a printed and bound book within a specific time and budget.

The person responsible for planning and keeping track of that transformation is the production supervisor. This person must have a solid background in all phases of book production and must keep up with technological advances. It is essential, too, for the production supervisor to know the advantages and shortcomings of the available suppliers, for it is his or her job to select the compositor, the printer, and the binder and to choose the paper to be used, as well as the cover

materials to be used for the case of each book. Since many books will be in production at the same time – and at different stages – the job has always been a complicated one, involving the selection of each supplier, the control of the supplier's materials or work, and coordination of the schedules of a large number of suppliers and craftsmen. Today, it is even more complicated since much work – such as color separation, printing, and binding – is often (especially in the case of illustrated books) done outside of the country.

The production supervisor, too, acts as a liaison between the publishing house and the various suppliers. He or she can advise an editor, in the preliminary stages, as to the feasibility of doing a certain book at a reasonable price. There are times when an editor would like to go ahead with a project, but feels it would cost too much to do because of production complexities. Consultation with the production supervisor could make the editor aware of the alternate options of printing a book, thus enabling it to be produced in the right way and at an economical price. It is most important for the production supervisor to keep in mind the possible conflict between budget restrictions and the quality desired. He or she will most likely know where to go for the best possible printing and binding, but that knowledge is not enough; the production supervisor's job is not only to have the job done well, but to have it done within the limitations of the budget for any given book. The printer or binder who might do the finest job could be too expensive, so the production supervisor must be in touch with other, less expensive printers or binders who can do an acceptable job if carefully checked and supervised. For each solution, there must be alternate and today, to obtain the best price, a production supervisor must be well informed about printers, binders, and paper mills in many parts of the world.

It is essential that the production supervisor be on good working terms with a number of suppliers and know which would be the best suited for each book. Several factors are involved in this choice. Knowledge of each supplier's equipment is essential in determining that supplier's capability to do a given job. The supplier's reliability is maintaining a high quality of work is vital, as is the supplier reliability when it comes to keeping to a schedule. The production supervisor must know which supplier will be available at which time, as well as possibilities and limitations of the printer and the binder involved in any given project.

Quality is, obviously, of great importance, but one of the first tasks of the production supervisor, after receiving the manuscript, is to obtain cost estimates from several different suppliers. Since different suppliers charge different amounts for their work, these estimates will usually have to be obtained from several suppliers before a decision can be made.

Ex. 2. Give the English equivalents:

современная технология продвинулась так быстро, радикально отличаться, устаревший, превратить рукопись в отпечатанную и переплетенную книгу, все стадии производства книги, в пределах конкретного времени и бюджета, возможные поставщики, его работа заключается в том, чтобы подобрать наборщика, печатника, переплетчика и бумагу, которая будет использована; так же как и обложечные материалы, которые будут использованы для обложки каждой книги, на начальных стадиях, работает как посредник между, сложности производства, возможное противоречие между ограничением бюджета и желаемым качеством, надежность поставщика, получать оценочные сметы от нескольких различных поставщиков, оценка / смета, назначать цену, к тому же, связи, следить, преимущества и недостатки, осуществимость, устремляться вперед, варианты выбора, иметь в виду / помнить, поддерживать хорошие деловые отношения.

Ex. 3. Find from lists a) and b) pairs of synonyms:

a) liaison, advanced, goal, supplier, available, nonetheless, selection, feasibility, to determine, complexity, restriction;

b) aim, to decide, progressive, limitation, accessible, complication, provider, intermediary, practicability, picking up, notwithstanding.

Ex. 4. Copy out all the sentences with the Participles and state their functions.

Ex. 5. Answer the questions.

1. What is the production supervisor? 2. What are his professional duties? 3. Why is the job of the production supervisor a complicated one? 4. Prove that the production supervisor acts as a liaison between the publishing house and various suppliers. 5. Why is it important for the production supervisor to keep in mind the possible conflict between budget restrictions and quality desired? 6. What factors are involved in the choice of possible suppliers?

Ex. 6. Speak on the topic, using your plan.

Text 6. Book Production Costs

Ex. 1. Study the words:

margin of profit – коэффициент прибыльности, retail price – розничная цена, overhead – накладной (о расходах), office suppliers – канцелярские товары, disastrous – гибельный, роковой, miscalculation – ошибка в расчете, просчет, take into account – принимать в расчет, proof – пробный оттиск, die – матрица, трафарет, шаблон, far in advance – заранее, facet – аспект, plant costs – установочные расходы, binding dies – переплетные матрицы, nonrecurring – разовый, единовременный, page make-up – верстка, компоновка страницы, макет страницы, casual glance – поверхностный взгляд, profit – прибыль, plate – печатная форма, composition – набор, publicity – реклама, delay – задержка, galley – верстатка, index – указатель, shipping – отгрузка.

Ex. 2. Read the text and explain what plant and nonrecurring costs are.

Book publishers work on a very small margin of profit, and for this reason it is most important that the publisher know just how much each book will cost. A publisher sells most of its books at 60 percent of their retail price. Approximately 10 percent of their retail price is paid to the author and there are other expenses, such as overhead (which includes salaries, rent, telephone, warehouse costs, and office suppliers), publicity, advertising, and so on. The cost of the actual production of the book will be at least 20 percent of the retail price, so there remains very little, if any, profit on a book that sells only moderately well. Obviously, then, an error in a production estimate can be financially disastrous; a miscalculation, an added expense, or a forgotten detail can easily mean the difference between profit and loss on any one title.

This cost estimate must take into account every facet of production. It is divided into two main parts: plant costs and manufacturing costs. Plant costs are costs that occur only once, no matter how many copies of the book are printed. These plant costs include design work, composition – the setting of all type for both, the book and jacket, plates, and binding dies. The more copies of each title printed, the lower the cost of these items per copy, since these nonrecurring costs will be divided by a larger figure.

Manufacturing costs, on the other hand, are those that depend on the number of copies of each book that are printed and bound. The manufac-

turing costs include paper, binding, and presswork – although printing a larger quantity at one time will reduce the costs of the presswork since preparation of the presses is required only at the beginning of a run.

In each department of a publishing house, a great deal of planning goes into the publication of a book, from the moment that the manuscript is ready. In the production department, it is necessary to set up schedules and maintain records – of when sales and publicity purposes, dates on which proofs and finished books will be ready must be determined far in advance. Delays can be costly, can mean fewer sales, and can undermine carefully prepared publicity campaigns. Yet, with so many steps involved, and so many different suppliers and people involved, delays are sometimes difficult to avoid. The failure – and it can be a perfectly understandable one – of one person, one process, or one company along the line can cause a change in the entire schedule and consequently a delay of weeks or even months in the publication of a book.

In spite of possible delays, however, it is essential that a schedule should be set up by the production supervisor and that every effort be made to keep to it. This schedule must take into consideration time for composition, proofreading of galleys, page makeup, reading of page proofs, preparation of an index, further corrections, platemaking, printing, binding, and shipping. In all, a publisher must plan on four to six months for the manufacture of a book. If a book is produced overseas, it will take additional four to six weeks to ship it to the country. There can be exceptions, jobs that can be rushed through in as short a time as a few weeks, if necessary, but these are costly and not common.

In addition to obtaining estimates, choosing suppliers, setting up schedules, and keeping track of each step of the book's production, the production supervisor is the person who will – sometimes with the help of the designer – choose the paper to be used. The selection of paper is crucial one, since paper is not only important for the appearance of the book, but also represents a considerable percentage of the costs of making a book. Several factors are involved in the selection of paper. Color is one. Although at a casual glance all paper might seem white, its range in color is actually considerable, from a pure white to a rather yellowish white.

Ex. 3. Copy out all the sentences with the Gerund.

Ex. 4. Put 10 questions to the text.

Ex. 5. Retell the text.

Text 7. How to Run
a Small Book Publishing Company

Ex. 1. Read the text and tell about the steps of running a small publishing company.

If you are thinking of starting and running a small book publishing company, then you will have to plan things out properly. You will need tools and strategies to get started in your own business and you will have to start with a business plan. Running a small book publishing company can prove to be highly profitable. Read on to learn how to run a small book publishing company. Here are the instructions.

Step 1. Decide whether you want to have your book publishing company at home or if you want to rent an office space. Having your business at home can helpful as it can save you money. However, renting an office space can give your business a sense of legitimacy, especially if you plan to have business clients over to visit.

Step 2. Build your business plan. Start with the audience you want to reach and move on to marketing tactics. You will have to be very thorough. Even if you are working for yourself, it is smart to have a business plan.

Step 3. Buy the equipment you need after you have set up your space or rented a place. You will need photocopiers, more than one laptop and a printer. Consider also getting an additional phone line, Internet access, software programs and office furniture.

Step 4. Begin to advertise your services to the public. Advertise online and tell people that you are looking for new writers and book publications. You can also choose a company name and list it in the local phone book.

Step 5. Hire some writers to create the manuscripts. Once you get writers interested in working with you, make sure you have a legal contract set up for each project. Decide if you want to pay your writers a flat fee or if you want pay them royalties.

Step 6. Proofread and edit the writers' manuscripts, layout and design the text, and design the front and back covers using publishing software. You can do the work yourself or hire a book editor and/or graphic designer.

Step 7. Make sure you have contracts with wholesalers and distributors to sell your books. Keep an eye on your accounts. If you need to, hire an accountant to do your paper work and keep an eye on your accounts.

Ex. 2. Discuss the text.

Text 8. Desktop Publishing

Ex. 1. Before you read the passage, talk about these questions.
1. What do you know about desktop publishing?
2. What skills are needed in publishing?

Ex. 2. Read the job listing for a position at Golden Prairie Publishing. Then choose the correct answers.
    1. What is the purpose of this advertisement?
        a) to post a job opening;
        b) to describe a company;
        c) to start a publishing company;
        d) to sell a desktop publishing program.
    2. Which is NOT a job qualification?
        a) the ability to make clip art;
        b) project planning skills;
        c) a college education;
        d) the ability to make layouts.

Ex. 3. What can you infer from this advertisement?
a) The job pays very well.
b) This is a managerial position.
c) The company is hiring from within.
d) Students do not meet the requirements.

Top-Quality Recruits

GOLDEN PRAIRIE

Publishing

Now Hiring: Desktop Publishing Specialist

Golden Prairie Publishing is hiring a Desktop Publishing Specialist. Qualifications / Skills must include:
- 2+ years work in the field. Position requires college degree;
- experience with desktop publishing software;
- a background in graphic communications and design;
- skill to create electronic pages for print;
- using text and clip art to make expert page layouts;
- planning skills. Ability to turn a first sketch into a comprehensive layout;
- experience working with electronic paper;

- familiarity with offset lithography or electrostatic printing methods, but not essential as full training will be given.

To apply, send a cover letter and résumé to hrexec@gldprairie-publishing.com

Desktop publishing is an art of using computers to design finished, printable documents. The term "desktop publishing" is commonly used to describe page layout skills. However, the skills and software are not limited to paper and book publishing. The same skills and software are often used to create graphics for sale displays, promotional items, trade show exhibits, retail package designs, and outdoor signs. Desktop publishing began in 1985 with the introduction of MacPublisher, the first layout program, which ran on the original 128K Macintosh computer.

The DTP market exploded in 1985 with the introduction in January of the Apple LaserWriter printer, and later in July with the introduction of PageMaker software from Aldus which rapidly became the DTP industry standard software. By the standards of today, early desktop publishing was a primitive affair.

Technologies developed by Adobe Systems set the foundation for professional desktop publishing applications. Desktop publishing software is a computer program that is used to make page layouts. Graphic communications is the study of sending and receiving visual messages. An electronic page is a computerized version of a piece of paper. Clip art is electronic artwork that can be used in publications. Page layout is the process of arranging text and graphics on a page. A comprehensive layout is a nearly complete version of a publication. Electronic paper is a special digital screen that can be read like paper. Offset lithography is a common form of printing. Electrostatic printing is a method that uses the forces of electricity to print.

DTP-Applications:
- Adobe InDesign;
- Adobe FrameMaker;
- Adobe PageMaker;
- QuarkXpress;
- Corel Ventura;
- Microsoft Office Publisher.

Ex. 4. Read the sentence pairs. Choose where the words best fit in the blanks.

1. Electronic pages / electronic paper

Many books are available on … … . Desktop publishing specialists assemble … … .

2. Page layout / clip art

If you need an extra picture use … … . That … … looks complete.

3. Electrostatic printing / offset lithography

… … is all done with machines. … … uses oil and water to transfer ink.

Ex. 5. Match the words (1–4) with the definitions (A–D).

1 comprehensive layout   A a form of visual language
2 desktop publishing   B a piece that is ready for print
3 desktop publishing software   C the design of a layout using software
4 graphic communications   D a computer program used by publishers

Ex. 6. Speaking with a partner, act out the roles below. Then switch roles. Use language such as:

Do you have experience ... I want to hear more. I work with ... fairly often actually.

Student A: You are an interviewer. Ask Student B questions to learn about his or her: • educational level; • job experience; • publishing skills	Student B: You are being interviewed. Answer Student A's questions.

Text 9. Electronic Publishing

Ex. 1. Before you read the passage, talk about these questions.

1. Why do people buy e-books?

2. How will electronic publishing change the publishing business?

Ex. 2. Read the announcement on a publishing company's webpage. Then choose the correct answer.

1. What is the announcement mostly about?

    a) how to download an e-book;

    b) different systems that support e-books;

    c) the quality and prices of e-Readers;

    d) the availability and quality of the company's e-books.

2. Which of the following does the e-Reader NOT feature?

    a) reflow;

    b) PDF readers;

    c) sub-pixel font rendering;

    d) bitmapped graphics.

Ex. 3. What can you infer about Word Wise Publishing's e-books?
a) some feature color illustrations;
b) the number of available books is increasing;
c) they are less expensive than paperback books;
d) viewing their pictures requires extra software.

Word Wise Publishing

We are pleased to announce that many of our publications are now available for purchase as e-books! What are the benefits of reading e-books? They are convenient and instantly available! We upload new books daily. Read them online on a web browser, or download them and read them offline. E-books are available:

On our handheld ergonomic e-Reader.

Read your e-book anytime, anywhere!

Zoom and reflow features display text at any size needed.

The active matrix display and sub-pixel rendering provide crisp images in any light.

Black and white photographs and illustrations appear as bitmapped graphics for best quality.

On web browsers:

Available in many formats – no need to install new software.

Check our system requirements and find a list of supported PDF readers in the information section of this website.

A publication is book or magazine that a publishing company releases to the public.

To upload a file is to transfer it from a computer or device to the Internet or to another device, such as an MP3 player.

To download something is to transfer a file or program from the Internet to a personal computer or device.

If something is available offline, it can be used when an electronic device is not connected to the Internet.

Something that is ergonomic has been designed to prevent injury from using it repeatedly.

Reflow is a process that allows images or text to fit screens that are different sizes.

An active matrix display is a type of screen that that produces high quality, clear images.

Sub-pixel rendering is a process that increases the clarity of text on certain displays.

An image or picture that appears only in black, white, and varying shades of gray is black and white.

A bitmapped graphic is an image that is made up of many small points.

System requirements are the hardware or software needed to run a program.

A PDF reader is a program that can open and display text or images.

Ex. 1. Match the words (1–7) with the definitions (A–G).

1 upload	A the software or hardware that is needed to run a program
2 ergonomic	B a type of screen that can display a very clear image
3 publications	C designed to prevent strain or injury
4 PDF reader	D books or magazines produced by a publishing company
5 offline	E a program that opens text documents
6 system requirements	F to make data available on the Internet
7 active matrix display	G being available for use even when not connected to the Internet

Ex. 2. Write a word that is similar in meaning to the selected part.

1. The picture is in **many shadows of gray**. _ _ _ c _ _ _ _ _ w_ _ _ _.

2. The image is formatted to **fit many different screen sizes**. _ e _ _ _ .

3. The text is clear due to **a process that improves clarity**.
s _ _-_ _ _ e _ r_ _ _ _ _ _ _ _ .

4. Did you **transfer from the Internet to your computer** the files?
_ _ w _ _ _ _ _.

5. The images are actually **made up of many little points of color**.
_ _ t _ _ _ _ _ _ g_ _ _ _ _ _.

Ex. 3. Speaking with a partner, act out the roles below. Then, switch roles.

Use language such as: *I have some questions about your e-Reader. You con zoom in to … Are children's books available, too?*

Student A: You want to buy an e-Reader. Ask Student B about: • print size / quality; • e-book selection; • picture clarity	Student B: You are an e-Reader salesperson. Answer Student A's questions.

Text 10. E-Books

Ex. 1. What do you prefer: a printed book or an e-book? Translate the text with a dictionary. State the main idea of it in English.

The world we live in is very dynamic and changing. New technologies and devices appear and become ordinary every day. Modern techniques and program products are widely used in publishing. The newest step was the appearance of electronic books. E-books appeared not a day and even not a year ago. They have their own history, but nowadays e-books are becoming more and more popular.

An e-book is an e-text that forms the digital media equivalent of a conventional printed book, sometimes protected with a digital rights system. According to some sources an electronic book is a portable electronic device used to download and read books or magazines that are in a digital form. E-books are usually read on personal computers or smart phones, or on e-Readers.

Early e-books were generally written for specialty areas and a limited audience, meant to be read only by small and devoted interest groups. The scope of the subject matter of those e-books included technical manuals for hardware, manufacturing techniques, and other subjects. In the 1990s, the general availability of the Internet made transferring electronic files much easier, including e-books.

U.S. libraries began providing free e-books to the public in 1998 through their web sites and associated services, although the e-books were primarily scholarly, technical or professional in nature, and could not be downloaded. In 2003, libraries began offering free downloadable popular fiction and non-fiction e-books to the public. Only two e-book Readers dominate the market: Amazon's Kindle model and Sony PRS-500.

On January 27, 2010 Apple Inc. launched a multi-function device called the iPad and announced agreements with five of the six largest publishers that would allow Apple to distribute e-books. However, not all authors have endorsed the concept of electronic publishing. For instance, J. K. Rowling, the author of the Harry Potter series, has stated that there will not be e-versions of her books.

Here is the comparison of e-books with printed books.

Advantages:

• availability: there were over 2 million free books available for downloading (2009). Mobile availability of e-books may be provided for users with a mobile data connection. An e-book can be offered indefinitely, without ever going "out of print";

• portability and storage: an e-Reader can potentially contain thousands of e-books, limited only by its memory capacity. It can be an advantage that an e-book collection takes up little room or weight;

• in an e-book the reader can set the font type and size, as well as the sentence spacing and color (however, colored font can make it very difficult to read on some e-Reading devices that don't support colour);

• depending on the device, an e-book may be readable in low light or even total darkness;

• e-books allow readers to look up words or find more information about the topic immediately;

• cost: no shipping costs; printed books use three times more raw materials and 78 times more water to produce when compared to e-books;

• you can carry your entire library in your pocket.

Disadvantages:

• some people don't like reading books on their computer screens;

• if you want to print an e-book you may use a lot of printer paper;

• e-Readers require power. If there is no power and the batteries die the user will not be able to access the book;

• e-books can cause eyestrain.

UNIT V
EDITING. COPY-EDITING. PROOF-READING

Text 1. The Editor and Editing

Editing prepares a written work for publication. An editor checks for completeness, accuracy, consistency, word choice, writing style and spelling errors. While a writer may accept, negotiate or reject individual edits, the efforts of an editor always enhance the final product. Sometimes the writer doubles as the editor.

When an author's manuscript is accepted for publication, it is assigned to an editor – in most cases the person who acquired the manuscript for the publishing house. At that point, it is the editor's function work with that manuscript and that author. Editors become the author's intermediary between the work they have done by themselves and the public they want to reach.

Nonetheless, editors do more than merely edit. Above all they must be in close touch with what is being written – not only in their

country but throughout the world. They must read newspapers and magazines, getting from them ideas for books. They must keep their eyes open for new talent, reading short stories wherever they appear as a possible lead to a new and promising author. The editor discovers talent and encourages it wherever it might be found.

Editors must keep in contact with literary agents, obtaining from them the works of their most promising authors. They solicit manuscripts, read and evaluate all those that come to their attention. Their job does not end when they leave their offices; they are constantly on the look-out for new books and new ideas and, in the case of an idea that seems suitable for a book, they must be able to find the proper author to write that book.

All of this is important, yet the editor's main job is to edit, and the relationship between editor and author, at least in the several months preceding publication of the book, is a very special and close one. The author has been alone with his manuscript for months or even years. It might have been shown to a wife or husband or friend, but it is must most likely that no one has read it as critically, as closely, or as objectively as the editor will. Indeed, if the editors do their jobs well, they must adsorb every part of that manuscript and give it their most careful and sympathetic attention.

Obviously, the role of the editor is an extremely important one in the making of a book and it must not be underestimated. Nor, on the other hand, should it be overestimated. It is romantic to read of an editor acting as a constant companion, a kind of psychoanalyst to an author, but this rarely happens. The editor is a professional aid, but not more than that. There are relationships between editors and authors that have become legends. Undoubtedly, some editors have established unusually close and personal relationships with some authors, but editors can not "make" authors a success, just as they happily lack the power to make them a failure.

The editor's main responsibility is to work with manuscripts as a constructive critic. Once the "finished" manuscript is in the hands of an editor, the author will realize that the manuscript might not really be finished and that a considerable amount of rewriting or polishing might still be necessary – with the help of the editor. Editors look for ways in which manuscripts could be improved. They suggest changes, but they will not make them themselves – they are not writers. In the end, intelligent editors know that the author's wishes must be respected – for the

book will, after all, be published under the name of the author, who is the one to assume final responsibility – but their important function is to offer guidance when necessary.

Editors work in many ways, but most probably they will begin by reading the typewritten manuscript as whole to get an overall picture of the work. It should be noted that today many publishing houses allow an author to turn in an electronic manuscript, but for convenience in reading it is essential that the author also submits the entire manuscript printed out on paper. By using a modem – a telephone connection between computers – the editor and author can communicate directly through the keyboard. There are instances of authors and editors, many kilometers apart, working on the same manuscript at the same time – editing, writing, rewriting, and correcting that manuscript by computer.

No matter in what form the work is submitted, in the course this first reading editors will be watching for general organization, for improvements that might be achieved by reorganization of the manuscript. This could mean a rearrangement of chapters, or the lengthening or tightening of certain sections. In a novel, it could mean the further development of certain characters or even the elimination of some others; it might mean clarifying the motivations that lead to certain acts. In a biography, the editor could suggest additional material about a certain phase of the subject's life or a certain period in it. All of these imply relatively major changes and, as a result, serious discussions and exchanges of ideas with the other author. Good editors never try to dictate; they suggest, as persuasively but as tactfully as possible, for authors are, with good reason sensitive about their work.

Once these major changes have been discussed, the editor should read the manuscript a second time for more specific suggestions. Editors look for factual errors, for unclear sentences, phrases that seem trite or overused. They make certain that authors have really said what they wanted to, and catch inconsistency in logic or characterization. If editors do not overextend their roles, and respect the individuality of the author, the latter will be more than grateful for any corrections or suggestions. Even the most careful author might say on one page that a character has blue eyes and on a later page that she has brown eyes; a sofa might be described as green on one page and as red on another. All suggestions of the kind are usually highly appreciated by an author.

Depending on the specific nature of the book, the editors have further responsibilities. If there are to be photographs, they must see to it

that they are placed properly in the text and that precise and accurate captions have been provided for them. If the book is a picture book for children, the editor will devote a great deal of time to the illustrator, making sure that the illustrations complement are extend the story.

Ex. 1. Give English equivalents for:

быть порученным кому-л., приобретать, посредник, запрашивать, оценивать, искать что-л., впитывать, доброжелательный, сочувственный, не иметь чего-л., предшествующий публикации, психоаналитик, провалить кого-л., значительное количество, предлагать, взять на себя ответственность, убедительно, впечатлительный, непоследовательность (непостоянство), по всему миру, тем не менее, приобретая идеи для книг, возможное указание на нового и многообещающего автора, ранее неизвестный писатель, когда они покидают свои кабинеты, открыть талант, подходящий автор, крайне важно, недооценивать, переоценивать, редактор – это профессиональная помощь и не более того, несомненно, с помощью редактора, способы улучшить рукопись, желания автора должны соблюдаться, под именем автора, работать над одной и той же рукописью в одно и то же время, перестановка глав, предлагать дополнительный материал, переоценивать свою роль, в зависимости от специфической природы книги, точные надписи, дополнять и расширять сюжет.

Ex. 2. Make pairs of synonyms from the words of lists a) and b):

a) factual, assign, lead, proper, important, aid, begin, undoubtedly, improve, careful, appreciate, suggestion;

b) surely, appoint, appraise, hint, punctilious, real, correct, help, significant, start, guidance, better.

Ex. 3. Answer the questions on the text.

1. What is the editor's main function? 2. What do editors do besides editing? 3. How do they look for new authors? 4. What is the relationship between editor and author? 5. How do the editors work on manuscripts? 6. How do they begin their work on the manuscript? 7. How do they work on the computer? 8. What do they watch for during the first reading of the manuscript? 9. What other suggestions of improving the manuscript can be made and in what manner?

Ex. 4. Make the outline of the text and retell it.

Text 2. The Duties of an Editor

Ex. 1. Study the words:

polish – полировать, enhance – расширить, усилить, fiction – беллетристика, non-fiction – научно-популярный , ensure – убедиться, collaborate – сотрудничать, overlap – наложение, editor-in-chief – главный редактор, content – содержание, managing editor – ответственный редактор, headline – заголовок, delegate – направить, copy editor – издательский редактор, ответственный за полную подготовку рукописи к набору, sue – судиться, layout – макет, scope – объем, масштаб, accurate – точный, factual errors – фактические ошибки, acquisitions editor – издательский редактор, ответственный за наполнение плана редакционной подготовки и договорного портфеля, promote – способствовать, profitable – выгодный, submit a manuscript – представить рукопись, compete – конкурировать, developmental editor – редактор по развитию, draft – черновик, проект, omit – опускать, proofreader – корректор, eliminate – устранять, substantive editor – основной, структурный редактор, plot – сюжет, consistency – последовательность.

Ex. 2. Read and translate the text with a dictionary.

An editor polishes and refines, he directs the focus of the story or article or movie along a particular course. He cuts out what doesn't fit, what is non-essential to the purpose of the story. He enhances the major points, drawing attention to places where the audience should focus.

Many fields make use of editors – film, video, magazine, newspaper, blog, and book, both fiction and non-fiction. A task common to all is to ensure that the product they produce is the best it can be *in the time available and with the resources available.*

An editor working to develop a non-fiction book may spend a year or more collaborating with the author. A newspaper editor, working either in print or online, may have only minutes or a few hours to check or rework a story. You'll see overlap between terms and duties, chiefly because there's no *one* definition for editor and no simple explanation of what an editor does.

Newspapers / Magazines. There are several levels of editors at newspapers and magazines.

• Editor-in-chief – responsible for the type of content produced by their newspapers or magazines, the look of the product, and the nature and number of stories / articles to be written.

● Managing editor – works under the most senior editor. Directs writers to particular stories. May write some of the stories. May be responsible for one section of a newspaper (business or style or local news) or magazine. May write headlines or may delegate that task to others.

● Copy editor – responsible for checking article facts and ensuring that an article matches in-house style guides. Also checks spelling, grammar, and punctuation. May also suggest word changes to keep the newspaper or magazine from being sued. May arrange layout of articles. Depending on the size and scope of the publication, a newspaper or magazine editor may perform a combination of the tasks mentioned above. Their job is to see that interesting and/or informative articles are produced in a timely and accurate manner, with no factual errors and few writing errors.

Publishing house. Here again we find several types of editors.

● Acquisitions editor – finds new authors and promotes writers he thinks will be profitable for the publisher. Often must fight to get an author accepted by the publishing house because he's competing with other editors to bring in new authors. Writers and agents typically submit manuscripts to the acquisitions editor. The acquisitions editor, especially for fiction, may follow a manuscript from submission to publication, suggesting plot-level changes to bring the story in line with his / the publisher's vision for the product line.

● Developmental editor – helps a writer develop a book from idea or outline or initial draft. Makes sure the book will meet the needs of the publisher and its readers. Will work with the author through any number of drafts. Often works with writers of non-fiction. Guides the writer in topics to be covered in or omitted from the book.

● Proofreader – compares one version of a manuscript against another to eliminate errors from the newest version. The proofreader is the last person to check a manuscript before publication. A proofreader is not an editor in the traditional sense.

● Substantive editor – helps a writer improve his fiction manuscript by focusing on story elements, plot, characterization, dialogue, order of scenes, point of view, voice, setting, word choice, sentence construction and syntax – anything that could improve the strength of the manuscript. Also helps a writer with a non-fiction manuscript by ensuring that sections lead logically from one to another, that there is consistency and flow, and that the right amount of information is presented.

Substantive editors do not usually work with a writer from the beginning stages, but instead will come to a manuscript after the writer has completed several drafts. Points out weaknesses and suggests options to strengthen those areas. Examines both the big picture and the fine details of a manuscript (including grammar, spelling, and punctuation).

• Ghost writer – shares the writing of a manuscript with an author or writes the entire manuscript based on the author's suggestions, leading, and research.

Ex. 3. Fill in the gaps with the correct words from the text.
1. Many fields make use of editors – film, video, magazine, newspaper, blog, and book, both … and … . 2. An editor working on a non-fiction book may spend a year or more collaborating with … . 3. … checks spelling, grammar, and punctuation. 4. … finds new authors and promotes writers he thinks will be profitable for the publisher. 5. A … compares one version of a manuscript against another to eliminate errors from the newest version. 6. … helps a writer improve his fiction manuscript by focusing on story elements, plot, characterization, dialogue, order of scenes, etc. 7. … writes for other people, mostly for celebrities.

Ex. 4. Answer the questions.
1. What fields make use of editors? 2. What is their common task? 3. What are the levels of editors at newspapers and magazines? 4. What is an editor- in-chief responsible for? 5. What does a copy editor check? 6. Who helps a writer develop a book from idea or outline or initial draft? 7. What does a substantive editor do? 8. What is a ghost writer?

Ex. 5. Talking points.
1. The work of editor.
2. The levels of editors at newspapers and magazines.
3. The types of editors working in publishing houses.

Text 3. The Copy Editor

Ex. 1. Memorize these words and expressions:
credit – уважение, признание, похвала, deserve – заслуживать, intelligence – интеллект, ум, эрудиция, precision – точность, правильность, безошибочность, encounter – сталкиваться, consistency – логичность, последовательность, scope – масштаб, take for granted – считать доказанным, legible – разборчивый, четкий, понятный,

point out something – обращать внимание на что-л., table of content – оглавление, style sheet – издательская инструкция (свод правил пунктуации, переноса, применения шрифтов и т. п.), freelancing – наем внештатных работников, accuracy – соответствие, точность, capitalization – написание слова с заглавной буквы, chapter – глава, compositor – наборщик, libel – клевета.

Ex. 2. Read and translate the text. State its main idea.

The reader is never aware of a copy editor's work if the job is done well, but very much aware of it if it has been done improperly. For this reason, copy editors seldom receive credit they deserve. Theirs is an essential job, a complex and difficult one, requiring intelligence, precision, and care.

Copy editors are the last people in the editorial department to read a manuscript carefully. It is their responsibility to check the manuscript for accuracy – in many cases finding errors that the authors and editors have overlooked – and to "style" the manuscript. In this case, style does not refer to literary style, but rather spelling, consistency, and usage. The copy editor's most useful tools (in addition to an eye for spelling) are good, comprehensive dictionaries and handbooks of style. In addition, some publishing houses have their own "house" style, a guide to usage preferred by that one house, usually issued to the copy editors and sometimes to authors who are writing for that house.

The problems that a copy editor encounters are innumerable and often unexpected, for each manuscript is different. Consistency is of fundamental importance, and this entails a great deal of checking back and forth in the manuscript. A few examples of this will best illustrate the scope of the copy editor's job.

Consistent spelling is one of examples; many words can be spelled more than one way, neither being necessarily right or wrong, and the spelling of each word should be the same throughout the book. Should it be wristwatch or wrist watch, postoperative or post-operative? Capitalization too should be consistent, and with the aid of a dictionary and stylebook, the copy editor must decide when to use Prime Minister and when to use prime minister, Eighteenth Century or eighteenth century, the General or the general. Dates must be written the same way throughout – November 18, 1975, or 18 November 1975 – and a decision must be made whether to present numbers by figures (32) or by words (thirty-two). The copy editor must make certain that the titles of

books will be set in italics – *The Great Gatsby*, for example – and that titles of short stories ("The Rich Boy") will be set in roman type within quotation marks.

The above are merely a few examples of consistency that a copy editor must watch for. Other responsibilities include verifying names, dates, and places – any facts that might have escaped the attention of the author and the editor. In some cases, obviously, an author's expertise has to be taken for granted, and this kind of fact-checking should be unnecessary. In others – and the editor of the book should indicate this to the copy editor – it is wise for the latter to double-check.

In addition to making sure that the style is consistent throughout the manuscript and to the checking of facts, the copy editor's job is that of preparing the manuscript for the designer and compositor. For the compositor or typesetter, the copy editor prepares the manuscript in such a way that everything is legible and correct, so the manuscript can be accurately set. For the designer, the copy editor should indicate all matter that is not straight text that will have to be designed differently. It is the copy editor's job to point out matter such as chapter headings and subchapter headings. It is important to call the designer's attention to poetry or extracts, words that should be set off in a manner different from that of the main body of the text. Footnotes must be checked to see that they are properly placed, and the chapter titles in the table of contents should, of course, correspond to the order and exact name in which they are found in the text.

Although this might seem obvious, all too often mistakes are made in this seemingly simple step in the making of a book. It is better to check each detail too carefully than not carefully enough, for corrections that have to be made later in proofs are costly.

The copy editor must prepare a style sheet, reflecting all the decisions that were made in styling the manuscript editorially. Sometimes a list of characters and/or of place names may be required as well. The copy editor may also be asked to keep a list of any items, such as lines of poetry or popular songs, for which permission for reprint will be necessary.

Once the manuscript has been copyedited, it is ready to leave the editorial department. Before it is designed and actually set into type, one precaution might be called for: when there is any possible question of libel, it is essential to have the manuscript read by a lawyer if this has not already been done.

Ex. 3. Translate into English:

сложная и трудная работа, требующая интеллекта и внимания; проблемы, с которыми сталкивается технический редактор, многочисленны; и это влечет за собой огромное количество проверки; масштаб работы технического редактора; написание слова должно быть одинаковым по всей книге; многие слова могут быть написаны более чем одним способом; написание слов с заглавными буквами тоже должно быть последовательным; проверка имен, дат и мест действия; ускользать от внимания автора и редактора; компетентность автора.

Ex. 4. Make up your own sentences with the words from ex. 1.

Ex. 5. Pick out all the Infinitives from the text and state their functions.

Ex. 6. Complete the sentences.

1. The reader is never aware of a copy editor's job if … . 2. The copy editor's most useful tools (in addition to an eye for spelling) are … 3. Many words can be spelled … . 4. Other responsibilities include verifying … 5. For the compositor or typesetter, the copy editor prepares … . 6. For the designer … . 7. The copy editor must prepare a style sheet, reflecting … .

Ex. 7. Answer the questions.

1. What is the main responsibility of the copy editor? 2. What does it mean to "style" the manuscript? 3. What are the copy editor's tools? 4. What problems does the copy editor encounter? 5. What does consistent spelling imply? 6. What does the copy editor verify? 7. How does the copy editor prepare the manuscript for the compositor? ... for the designer? 8. What does a style sheet reflect?

Ex. 8. Translate the text into Russian in writing.

What is copy-editing? Copy editing (also written as copy-editing or copyediting, and sometimes abbreviated to **ce**) is the work that an editor does to improve the formatting, style, and accuracy of text. Unlike general editing, copy editing might not involve changing the substance (суть) of the text. Typically, copy editing involves correcting spelling, punctuation, grammar, terminology, jargon, and semantics. A copy-editor also tries to prevent errors of fact, alerts the publisher

to any possible legal problems and ensures that the typesetter can do a good job.

What does a copy-editor do? Professional copy-editors correct errors in spelling, grammar, punctuation, style and usage. However, copy editors also tackle the following:

– suitability of text for audience. Has the language been at the right level? Do any terms or abbreviations need explanation?

– extent. Is the work too long/short? Illustrations, if any, shouldn't be forgotten. If the work is too long or too short, a solution will be found with the publisher;

– content and structure. Is anything missing or redundant? Is the order logical? Are footnotes essential? Is a bibliography necessary? Should there be a glossary?

– sentence and paragraph length. This is dependent on the readership, the type of copy and how the copy is going to be read (*e.g.* in a book or on a computer screen). In general, however, sentences should be kept short or at least uncomplicated, and new paragraphs should introduce new ideas.

– consistency. A list of decisions about alternative spellings and hyphenation has to be kept. Illustrations and tables should agree with the text and captions, as should chapter headings and running heads with the table of contents.

– illustrations and tables. Illustrations should support the text and have appropriate captions.

Common mistakes which an experienced copy-editor will be able to deal with include:

– the overuse of exclamation marks, in italic, bold or capitals;

– very long sentences with little punctuation;

– very long paragraphs;

– changing between the first and the third person for no good reason.

Accuracy. All spellings of names of people and things should be checked. All this will be agreed with the publisher / client.

Legal issues. All identifiable instances of the following should be flagged up during copy-editing, even though responsibility for them remains with the author / publisher:

– breaches of copyright;

– libel;

– obscenity;

– incitement to racial hatred.

What does a copy-editor not do? Rewriting and restructuring text, ghost writing, proofreading, text or cover design, indexing, research, beyond basic fact-checking, seeking permission to use copyright material.

Would I be suited to this work? Most people think of copy-editing as largely consisting of checking spelling, punctuation and grammar. These are, of course, major elements of the work, and if you didn't get on well with grammar at school or if your spelling is poor, this is almost certainly not the job for you. However, copy-editing involves much more. Even if your grammar and spelling skills are good, copy-editing still may not be your cup of tea. If you find it frustrating to have to accept an author's style you don't like or a publisher's house style that you find inadequate, or if you find it impossible to do a less-than-perfect job (if that's what the client wants), then again this probably isn't the job for you.

Ex. 9. Answer the questions.

1. What is copy-editing? 2. What are the common mistakes that an experienced copy-editor will be able to deal with? 3. What legal issues should be flagged up during copy-editing? 4. What does a copy-editor not do? 5. Is copy-editing an easy job? Why?

Text 4. A Book Structure

Ex. 1. Study the words:

background – опыт, квалификация, half title – шмуц-титул, title page – титульная страница, claim – заявлять права, dedication – посвящение, volume – том, foreword – предисловие, preface – пролог, вводная часть, reverse – обратный, appendix – приложение, supplementary – дополнительный, glossary – глоссарий, словарь специальных терминов, index – указатель, roman numerals – римские цифры, precede – предшествовать, closure – завершение, conclusion – заключение, вывод, afterword – послесловие, relevant – соответствующий, уместный.

Ex. 2. Read the text, translate it with a dictionary.

An editor's job can be an immensely satisfying one, to which a good editor brings a broad cultural background, a knowledge of literature, and, above all, a love of books. By the time the editor and author (and illustrator, in some cases) have finished working together, most editorial problems should have been solved.

There does, however, remain one job: the preparation of the front and back matter – that is, the pages that come before the actual beginning of the text and after the end of that text.

Front matter. Front matter is the first section of a book, and is usually the smallest section in terms of the number of pages. The pages are numbered in lowercase roman numerals. These pages serve to give us more information about the book.

Half title. The very first page will usually carry the name of the book, and it is usually called the half title. The next page might be blank, it might have a map or illustration, or it might be a card page and list of the author's previously published books.

Title page. The title page is the next; it contains the title of the book as well as the name of the author, that of the publisher, and sometimes the date and place of publication.

Copy right page. Then comes the copyright page, the page on which a copyright notice (the legal claim that the author or publisher, usually the former, makes to the work) is placed and often printing information.

Foreword . Often, a foreword will tell of some interaction between the writer of the foreword and the story or the writer of the story. A foreword to later editions of a work often explains in what respects that edition differs from previous ones.

Preface. A preface generally covers the story of how the book came into being, or how the idea for the book was developed; this is often followed by thanks to people who were helpful to the author during the time of writing.

Introduction. A beginning section which states the purpose and goals of the following writing.

Dedication. A dedication page is a page in a book that precedes the text, in which the author names the person or people for whom he/she has written the book.

Contents. This is a list of chapter headings together with their page numbers.

If there are illustrations in the book, a list of illustrations will sometimes follow.

The same is true for the *back matter*, which follows the text. This will include:

Epilogue. It is a piece of writing at the end of a work of literature or drama, usually used to bring closure to the work.

Afterword is frequently a piece of writing describing a time well after the time frame of the main story.

Conclusion.

Appendix. It is a supplemental addition to a given main work. It may correct errors, explain inconsistencies or otherwise detail or update the information found in the main work.

Glossary consists of a set of definitions of words of importance to the work. They are normally alphabetized.

Bibliography cites others used in the body. Most common in non-fiction books or research papers.

Index is used to find terms used in the text. Most common in non-fiction books.

Colophon is a brief description usually located at the end of a book, describing production notes relevant to the edition and may include a printer's mark or logotype. Sometimes their order may vary.

Ex. 3. Agree or disagree with the following statements.

1. Front matter is the second section of a book. 2. A title page contains only the author's name. 3. An introduction is a beginning section which states the purpose and goals of the following writing. 4. An afterword includes a supplemental addition to a given main work. 5. A bibliography consists of a set of definitions of words of importance to the work. They are normally alphabetized. 6. An index is a brief description usually located at the end of a book, describing production notes relevant to the edition and may include a printer's mark or logotype.

Ex. 4. Make an outline of the text. Reproduce the text using your outline.

Text 5. Transmittal Form

Once the front and the back matter have been completed, the manuscript should be almost ready to be turned into a book. But before its initial stages of production and design, the manuscript must be carefully worked on by another kind of editor, called a copy editor.

There is one notable exception to this rule, and that is the picture book for very young children, in which the role of the illustrator is equal in importance to that of the author of the text.

Before the manuscript is turned over to the copy editor, a manuscript transmittal form is prepared by the editor, and a copy of this form

is sent not only to the copy editor, but to the designer and to the production department as well. This form is a summary of all the information on hand, and will be used as a guide throughout the various stages of the book's production.

Things to be included to the form are the title of the book, the names of the author and the editor; the number of pages wanted, the number of books to be printed, the trim size, and the tentative price. In addition, there are names of the designer and the production supervisor, the date on which finished books are wanted, and the proposed date of publication.

The editor provides, too, every possible detail concerning the manuscript. This includes a list of what makes up the front matter and what makes up the back matter – noting what material is already on hand and what is to come. There is a list of special matter to be included that is not part of the text: illustrations, frontispiece, end papers, captions, graphs, charts, and so on. A note has to be made of the extend of any special matter in the text, as well as a list of chapter and part titles, heads, subheads, and the precise nature and importance of these. Mention must be made of running heads, those single lines on the top of pages which run throughout the book as an aid to the reader.

Proof requirements, too, are noted on this form: just how many sets are required, and approximately how much time will be needed to read them. Finally, there must be information about jacket and about exactly what must be printed on the book's jacket.

When the editor has summarized all this information, the manuscript is ready to be copyedited; after that, it will be designed and put into production. A great deal has been done, but the job of making a book is a little less than half completed.

Ex. 1. Study the words and word expressions:

exception – исключение, transmittal form – сопроводительное письмо, trim – обрезание кромки, tentative price – ориентировочная цена, production supervisor – руководитель производства, on hand – имеющийся в распоряжении, на руках, frontispiece – фронтиспис, end paper – форзацная бумага, caption – подпись под картинкой, заголовок, graph – график, диаграмма, chart – схема, чертеж, диаграмма, extend – расширять, продолжать, chapter – глава, part title – название части, head – заголовок, subhead – подзаголовок, precise – точный, running head – колонтитул, proof requirements – требования к корректуре, set – набор, jacket – обложка, deal – дело, количество, работа.

Ex. 2. Form adverbs from the following adjectives according to the model.

Model: adj + ly – adv., high + ly – highly.

Careful, equal, special, main, final, approximate, regular, frequent, close, constant, previous, easy, slow, beautiful, strong, proper, complete.

Ex. 3. Put down 10 questions of different kinds on the text.

Ex. 4. In not more than 10 sentences express the main points of the text.

Text 6. The Proofreader

The set of proofs which has been corrected by the printer's proofreader is called the master set and is sent to the publishing house along with at least two other sets. The master set will be read by the publisher's proofreader, who checks it carefully through the manuscript. In addition, the proofreader checks for printer's mistakes in spelling and punctuation, dropped or repeated material, as well as the correctness of word-division, or hyphenation, at the end of the lines. The proofreader's responsibility is great, and a failure to correct errors can ruin all the work that has been done on the original manuscript. Furthermore, the publisher's proofreader must carefully examine typographic quality – damaged or broken letters, the characters of the wrong font that might have been mistakenly set.

Typographic quality is checked by the designer, but his main concern is to see that all design instructions have been followed. Typeface and size, length of lines, word spacing and letter spacing are the things that must be examined most carefully.

Finally, a set is sent to the author, who reads it for errors, keeping in mind that this is most probably the last chance to make corrections that could improve the book. These corrections can be in the form of deletions, additions, changes in a sentence structure, etc. New facts might have come to light between the time the book was written and the manuscript was set into type, and these might entail rather extensive revisions, just as a sentence that seemed right when first written might seem awkward a few months later.

Changes in galleys are carefully distinguished between printer's errors (marked PE after each change), author's alterations (marked AA after each change), and editorial alterations (marked EA after each

change). Although the printer is responsible for PEs, it is the publisher who pays for AAs and EAs, and generally a publisher, by contract, will pay no more than a sum equivalent to 10 percent of the original composition bill, charging the author for anything above this amount.

When all changes and corrections have been made on the various sets of galleys, they are coordinated and transferred to the master set which is returned, together with the manuscript, to the compositor. Proofreader's correction marks are standard symbols, which clearly indicate to the compositor what changes should be made. It is essential that all proofreaders should know these symbols, and it is most useful if authors, too, are familiar with them.

After the galleys have been corrected by the compositor, page proofs are sent to the publishing house where they are carefully examined. At this time, corrected areas are reread to make sure that new errors have nor been made while the old ones were being corrected. Top and bottom lines of each page are also checked to make sure that no lines have been dropped during the division into pages.

Further editorial work is done at this point. This means the table of contents, list of illustrations, insertion of accurate page numbers, preparation of an index, etc.

Ex. 1. Copy out 10 sentences which express the main idea of the text.

Ex. 2. Answer the questions.
1. What is a master set? 2. What does the publisher's proofreader check? 3. Who checks the typographic quality? 4. What corrections can improve the book? 5. What do letters PE, AA, EA stand for? 6. What do correction marks indicate? 7. What is the reason for rereading the corrected areas? 8. What does an editorial work imply?

Ex. 3. Give a short summary of the text.

Text 7. The Indexer

Ex. 1. Read the text about the indexer. Translate it with a dictionary.

The indexer's job is one requiring patience, skill and accuracy. Before the actual work can begin, the indexer must know just what kind of index is required. There are several possibilities: a name index

means that only names of people will be listed; a proper noun index would involve names of places, works of art or literature, and names of organizations as well as people. The most difficult of all is an index which includes concepts: censorship and poetry.

Indexers have different methods of working, but in general they first read through the text quickly to get an idea of the nature of the work and the problems that may arise. Next, the proofs are very carefully read, and those words to be included in the index are underlined while concepts will be noted in the margins. After that, indexers transfer the underlined words and noted concepts to the computer. These words and concepts are coordinated and alphabetized.

Many word-processing software packages having index capabilities are available to assist with the special sorting and copying needs involved in index preparation. The most widely known include Cindex, Macrex and SkyIndex. Several widely used XML DTDs, including DocBook and TEI, have elements that allow index creation directly in the XML files. But the difficult job of organizing and making sure everything makes sense can only be done by a human. However, in the United States, according to tradition, the index for a non-fiction book is the responsibility of the author, but most authors don't actually do it. Most indexing is done by freelancers hired by authors, or by publishers themselves.

The index is an important part of a book and can be of enormous value to the reader. It is intended to help the reader, researcher, or information professional find information, so the professional indexer must act as a liaison between the text and its ultimate user. Because of this, it is essential that is should be accurately prepared to direct the reader to the correct page and painstakingly corrected once it has been composed. Some indices are so difficult and complex that the indexer will – with a good reason – be given credit in the book for his or her work.

Ex. 2. Answer the questions.

1. What skills does the indexer's job require? 2. What is the most difficult index of all? 3. How indexers work? 4. Why is the index of an enormous value to the reader? 5. Are there any word-processing software packages having index capabilities available now? What are they?

Ex. 3. Summarize the text.

Text 8. Children's Book Illustration

Ex. 1. Study the words and word expressions:

rewarding – стоящий, put a mark – оставить отпечаток, scope for creativity – простор для творчества, crucial – решающий, layout – макет, проект, discretion – усмотрение, subject – сюжет, тема, part of – неотъемлемая часть, creativity – творческий подход, mindset – мышление, capture – захватить, увлечь, enhance – усилить, повысить, at a glance – с одного взгляда, engage – привлечь, зацепить, prompt – подсказка, appeal – привлекать, призывать, нравиться, притягивать.

Ex. 2. Reproduce the text in Russian.

Illustrating for kids' books can be rewarding and entertaining. A good children's book illustrator can put their mark onto a story forever, bringing it to life in a way that the text alone might not achieve. For educational and non-fiction books, images can play an even greater role. One of the attractions of book illustration is that it gives you much more scope for creativity than, say, a magazine article. Deciding which parts of the story to depict, in what style, is obviously a crucial element.

For younger children's books, which may consist almost entirely of images with a few words on each page, the publisher and author usually decide on the general layout and tone. But for books with a substantial amount of text, most illustrators agree it's simply a case of using your own discretion. Readers will spontaneously form their own images of particular characters or situations in a well-written book, and the same approach is used by the artist. The publisher and art team may also provide style ideas and page layouts, depending on the book's format and subject

Many book illustrators have turned to digital production for the obvious convenience and freedom it provides, but some feel more comfortable beginning with traditional techniques. Digital media has become as much a part of book illustration as in any other field. What hasn't changed is the creativity and mindset required to be an effective illustrator. Kids don't care if you used a pencil or Photoshop – but if you can capture their imagination, the chances are you'll have a fan for life.

Why are pictures so powerful? Pictures enhance our understanding and enjoyment of the text. Illustrations explain complicated ideas at a glance and even teach those who cannot read. Why do books include

pictures? Pictures add beauty, color, and life to the printed page. They engage us, prompt our imagination, and appeal to readers and non-readers alike.

Ex. 3. Speak on the main issues of the text: illustrator's role in creating a book, attractions of book illustrations, illustrating for younger children, the power of pictures.

Text 9. A Book Cover

Ex. 1. Study the words:

bind – переплетать, скреплять, luxury – роскошный, medieval – средневековый, jewels – драгоценные камни, gradual – постепенный, convey – передавать, выражать, striking – поразительный, intend – намереваться, подразумевать, depict – изображать, leather – кожа, cloth – ткань, полотно, judge – судить, tattered – рваный, rotten – негодный, неприятный, отвратительный, glossy – глянцевый, блестящий, synopsis – конспект, hard cover – твердая обложка, paperback – книга в мягкой обложке, dust jacket – суперобложка, foil – фольга, tediously – утомительный, laborious – трудоемкий, evoke – вызывать чувства, conscious – осознающий, сознательный, reject – отклонять.

Ex. 2. Translate the text into Russian.

A book cover is any protective covering used to bind together the pages of a book. It seems that the first printer to introduce mechanical book-binding was the printer Jorg Schappf in particular the *Chiromantia*, in 1488. Before the early 19th century, books were hand-bound, in the case of luxury medieval manuscripts using materials such as gold, silver and jewels. For hundreds of years, book-bindings had functioned as a protective device for the expensively printed or hand-made pages. In the 1820s great changes began to occur in how a book might be covered, with the gradual introduction of techniques for mechanical book-binding.

Book covers are hard to design and nice to look at. An effective book cover manages to catch human's eye and convey the idea behind the book on one single page. Designers need to design the cover in a unique, creative and striking way.

Different Types of Book Covers. Book covers during the earlier times were meant primarily for protection of the precious inside pages that ordinarily consisted of written texts and drawings. But apart from

protection, book covers were also intended for decorative purposes such that they used to depict the culture of the particular group of people that published the books. Hence in the early 19th century a book cover creator usually bound books in leather, cloth, gold, silver, wood and jewels – with designs that spoke of the civilization of the given period.

They say that a book should not be judged by its cover. A tattered book cover may not necessarily mean rotten contents in the same way that a glossy book cover may not guarantee a good read. And yet in this modern age, a book cover design very well tells what is inside the book and what a reader should expect to find in the pages. For example, in a comic book the illustrations are very impressive and somehow convey stories of their own, much like telling a synopsis of the stories written on every page.

Apart from the classic types of book covers such as hard covers, paperbacks, dust jackets and cloth covers, different book covers nowadays may come in the form of holograms, foils and illustrations in glossy hard paper.

Incidentally, if you examine closely how books were bound and covered during the pre-modern period, you will realize how tediously each book cover was made. This is not surprising at all considering the fact that books were covered one by one by hand. Looking at the picture of an ancient copy of the Bible will reveal how laborious it was to cover just a single book. If such methods were still used at present, chances are that the price of a book cover would probably be much more than the price of the book itself. But thanks to the modern techniques and new age machines, most book covers are now much cheaper and practical.

Different types of book covers may evoke varied ideas, thoughts and meanings – depending on what the author of the book himself wants to convey to the readers. Book authors are usually very conscious about the cover designs of their published works. This is quite understandable because the book cover design itself serves as an advertisement of the written work. Therefore a religious book requires a special design that should suit the theme of the work and the author has all the right to reject a cover design of grotesquely drawn figures that picture some sort of cult or demonic characters. Remember that the sales potential of a book starts right from its cover. When the buyers scan each book on the bookshelves, the first thing that meets their eyes is its cover.

Ex. 3. Complete the sentences.

1. A book cover is any protective covering used to bind together the … . 2. Book covers are hard to design and nice … . 3. They say that a book should not be … . 4. Different types of book covers may evoke varied ideas, … and … . 5. The book cover design itself serves as an … . 6. The sales potential of a book starts right from … .

Ex. 4. Summarize the text using the words from the vocabulary exercise.

Text 10. Bibliography.
The National Bibliography of Belarus

Ex. 1. Study the words:

emergence – появление, возникновение, currently – в настоящее время, expand – расширять, entry – начало, запись, relevance – актуальность, уместность, collation – сопоставление,сравнение, conventional – общепринятый, обычный, in terms of – с точки зрения, fold – фальцевать, signature – автограф, подписание, watermark – водяной знак, woodblock – ксилография, intaglio – глубокая печать, glean – тщательно подбирать, miscellaneous – смешанный, textual artifact – текстовый артифакт, imposition – наложение, exteriorics – экстериорика, edition – издание, quarterly – ежеквартальное, retrieval – восстановление, сохранение, brochure – брошюра, thesis abstracts – авторефераты диссертаций, lore – знания, unified issue – объединенный выпуск, furnish – снабжать. предоставлять, index – указатель, temporary – временный, compiler – составитель, post-face – послесловие, decimal – десятичный, chronicle – летопись, carry out in accordance with – осуществлять в соответствии с, review – рецензия, printed music – нотные издания, graphic edition – произведения изобразительного искусства, he information which is three years and more late – информация с опозданием.

Ex. 2. Read the text with a dictionary. Summarize it.

Bibliography is traditionally the academic study of books as physical, cultural objects. The word *bibliographia* was used by Greek writers in the first three centuries AD to mean the copying of books by hand. In the 12th century the word started being used for "the intellectual activity of composing books". The 17th century then saw the emergence of the modern meaning, that of description of books. Currently,

the field of bibliography has expanded to include studies that consider the book as a material object.

An entry for a book in a bibliography usually contains the following elements:

- creator(s);
- title;
- publisher and place of publication;
- date of publication.

An entry for a journal or periodical article usually contains:

- creator(s);
- article title;
- journal title;
- volume;
- pages;
- date of publication.

A bibliography may be arranged by author, topic, or some other scheme. Annotated bibliographies give descriptions about how each source is useful to an author in constructing a paper or argument. These descriptions, usually a few sentences long, provide a summary of the source and describe its relevance.

Descriptive bibliographies as a scholarly product usually include information on the following aspect of a given book as a material object:

- Format and Collation/Pagination Statement – a conventional, symbolic formula that describes the book block in terms of sheets, folds, signatures, and pages.
- Binding – a description of the binding techniques (generally for books printed after 1800).
- Title Page Transcription – a transcription of the title page, including rule lines and ornaments.
- Contents – a listing of the contents (by section) in the book.
- Paper – a description of the physical properties of the paper, including production process and a description of watermarks (if present).
- Illustrations – a description of the illustrations found in the book, including printing process (*e.g.* woodblock, intaglio, etc.).
- Presswork – miscellaneous details gleaned from the text about its production.
- Copies Examined – an enumeration of the copies examined, including those copies' location (*i.e.* belonging to which library or collector)

Analytical bibliography. This branch of the bibliographic discipline examines the material features of a textual artifact – such as type, ink, paper, imposition, format, impressions – to essentially recreate the conditions of its production.

"Belarus in the World's Press" – the National Bibliography of Belarusian exteriorics designed for information of all kinds of editions and publications about Belarus and the Belarusians, in the Belarusian language, of the Belarusian authors edited outside the territory of Belarus.

The beginning of the National Bibliography publishing is 1946. From 1946 to 1981 the Bibliography was issued as a section "Chronicles of Press of the BSSR" under the name "Byelorussian SSR in the Press of the USSR and Foreign Socialist Countries". From 1982 it was separated into independent edition and up to 1991 was issued quarterly. In 1990 the Bibliography's name was changed for "Byelorussian SSR in the Press of the USSR and Foreign Countries", and from 1995 it has been published under the name "Belarus in the World's Press".

From 1992 to 2004 the Bibliography was issued monthly and was included into the unified issue "Chronicles of the Press of Belarus", from 2005 it will be issued as a separate edition quarterly.

The bibliographic materials retrieval and preparation for the Bibliography is made as a result of well-coordinated work of the National Chamber of Books of Belarus, the National Library of Belarus, Central Scientific Library for the National Academy of Sciences of the Republic of Belarus, Republican Research Library, the Belarusian Agricultural Library, Republican Scientific Medical Library and International Association of Specialists in Belarusian Philology.

Selection of editions and publications for the Bibliography is carried out in accordance with the "Methodic Recommendations on Document Selection for Reflection in the Bibliography «Belarus in the World's Press»" (Minsk, 1988). This Bibliography contains the information of books and brochures, publications in the periodic press, thesis abstracts, reviews, printed music and graphic editions issued outside the territory of the Republic of Belarus. "Belarus in the World's Press" – a valuable material of local lore which reflects the problems of economic, political, cultural life of Belarus.

The Bibliography material for three years period (current and two years passed) is taken into account. The information which is three years and more late as well as the sections "Thesis Abstracts", "Printed Music", "Fine Arts" are arranged in No. 2 and No. 4 of the Bibliography.

The bibliographic records are composed in accordance with the Intergovernmental Standards "GOST 7.1–2003. Bibliographic Record. Bibliographic Description. General Requirements and Rules of Composition", "GOST 7.80–2000. Bibliographic Record. Heading. General Requirements and Rules of Composition".

When description is carried out the abbreviations of words and word combinations are used in accordance with the Government Standard of the Republic of Belarus "STB 7.12-2001. Bibliographic Record. Abbreviation of Words and Word Combinations in the Belarusian Language. General Requirements and Rules", Intergovernmental Standard "GOST 7.12–93. Bibliographic Record. Abbreviations of Words and Word Combinations in the Russian Language. General Requirements and Rules", Standard "GOST 7.11–78 (ST SEV 2012-79). Abbreviation of Words and Word Combinations in the Foreign Languages in Bibliographic Description" and according to "List of Abbreviations of Words and Word Combinations in Bibliographic Records of the National Chamber of Books of Belarus".

In order to single out the materials dedicated to remarkable events of economic, political and cultural life of Belarus and foreign countries, anniversaries of persons, organizations etc., within temporary branch sections the subject rubrics are used. Auxiliary index of temporary subject rubrics is printed in the last issue of a current year.

When arrangement of bibliographic records within sections and in auxiliary indices the alphabetic principle of placement "by rows" in the Belarusian, Russian and foreign languages is traditionally maintained.

The edition is furnished with auxiliary indices:
- name index;
- heading index;
- geographic index;
- index of languages (except Russian and Belarusian) in which documents are printed;
- index of periodical and continued editions, the materials from which are registered in No. …;
- temporary thematic rubrics (summary).

The *"Name Index"* involves names of authors, compilers, editors, translators, authors of handling, prefaces and postfaces, painters, commentators and other persons participated in creation of works, and serial number of corresponding bibliographic record. Numbers related to names of the persons included to the bibliography by feature of a

personnel, are placed in round brackets. The authors having similar surnames and initials are combined in one rubric.

The *"Heading Index"* involves the names of physics-geographic objects, politic-administrative and territorial units and other geographic objects which are mentioned in bibliographic records. The subject sub-rubrics are formulated on the basis of Universal Decimal Classification. For publications in foreign languages the rubrics are formulated in the Belarusian language.

The *"Geographic Index"* involves the names of physical-geographic objects, political-administrative as well as administrative and territorial areas and other geographical objects which are mentioned in bibliographic records. The thematic sub-rubrics are formulated on the basis of the rubrics of the Universal Decimal Classification. For publications in foreign languages rubrics are formulated in the Belarusian Language.

The *"Index of Languages (except Russian and Belarusian) in which Documents are Printed"* consists of alphabetical list of names of languages and numbers of corresponding bibliographic records.

The *"Index of Periodical and Continued Editions, the Materials from which are Registered in No. ..."* is the alphabetical list of names of editions with indication of the place of publication, ISSN of edition (when available), year, number or volume and corresponding numbers of bibliographic records.

The *"Index of Temporary Thematic Rubrics"* consists of rubric name and enumeration of bibliography numbers in which the material on the subject is reflected.

The structure and publishing design of the Bibliography meet the requirements of Intergovernmental Standard "GOST 7.61–96. Editions. Government (National) Bibliographies. General Requirements" and also International Recommendations in the field of national bibliography sources taking into account the Belarusian specific features and historical traditions.

The National Bibliography "Belarus in the World's Press" is recommended as a directory for bibliographers, library, information and research specialists, as well as for everybody who is interested in history and up-to-date life of Belarus.

Ex. 3. Answer the questions.

1. What is bibliography? 2. What information does an entry for a book in a bibliography usually contain? 3. How is a bibliography ar-

ranged? 4. What do descriptive bibliographies include? 5. What do analytical bibliographies examine? 6. What is the National Bibliography of Belarus? 7. How are the bibliographic records composed? 8. What does the name index involve? 9. What is the purpose of the geographic index? 10. Is "Belarus in the World's Press" a valuable source for bibliographers, library, information and research specialists, as well as for everybody who is interested in history and up-to-date life of Belarus?

Ex. 4. Talking points.
1. Bibliography: definition, kinds of bibliographies.
2. "Belarus in the World's Press" – the National Bibliography of Belarus.
3. Types of indices used in bibliographic records.

UNIT VI
THE PRINT SHOP. PRINTING PROCESS. POLYGRAPHIC EQUIPMENT

Text 1. The Print Shop

Printing was invented about 500 years ago. It has developed from a little-known art into the world's leading industries. Have you ever been to a print shop? Do you know how is it printing done? In the simplest kind of printing, type is set in lines of equal length and locked in a chase. The chase is then placed on a press. The type is inked and an impression is taken on paper. The final result of this process may be a book, a magazine, a newspaper, a booklet or a greeting card. These operations were used by the printers of the fifteenth and sixteenth centuries. But today more complex processes are used.

Thousands of skilled people are engaged in the printing business. They are engineers and technicians, hand compositors, operators of linotypes and monotypes, and phototypesetting machines, pressmen, plate-makers, production supervisors, operators of folding and binding equipment, etc.

Most of these printing establishments today are equipped with up-to-date computerized and automated systems. To operate them young enthusiastic and highly skilled specialists are needed: people who wish to advance printing technology, materials, printing processes, production planning, control and management.

A large print shop usually includes several departments. At the Art-and-Copy Preparation department the manuscript is prepared for printing and forwarded to the Composing room and Graphic Arts Photography department. In the Composing room the reading matter is set in type and assembled into pages. Meanwhile, at the Graphic Arts Photography department continuous-tone and full color original images are converted into printable images.

At the Platemaking department reading matter and pictures are converted into relief, offset and gravure image carriers. Duplicate plates are also made here. Printing is done in the Pressroom. Here you can see a vast variety of equipment beginning from small proof press to large web-rotary presses. In the Bindery the printed material is converted into book form.

The printing industry moves forward technologically. Old equipment is replaced by new one, production processes are automated, manual labour is being gradually replaced by mechanical and automated equipment and finally by robots.

Ex. 1. Give Russian equivalents for:

printing, a little-known art, a print shop, type, press, a greeting card, skilled, plate-makers, binding equipment, folding equipment, compositors, departments, manuscript, pressroom, manual labour, reading matter, forward to, chase, convert.

Ex. 2. State the functions of Participle I and Participle II and translate the sentences.

1. Printing has developed from a little-known art into the world's leading industries. 2. Do you know how printing is done? 3. Thousands of skilled people are engaged in the printing business. 4. Most of printing establishments are equipped today with up-to-date computerized and automated systems. 5. In the Platemaking department reading matter and pictures are converted into relief, offset and gravure image carriers. 6. In the Bindery the printed material is converted into book form.

Ex. 3. Choose the appropriate form of the words to complete the sentences.

1. Invention, invented, inventor:

   a) Printing was … about 500 years ago;

   b) Gutenberg's … is considered to be the most important in Europe;

   c) William Caxton was the … of the Black Letter Type.

2. Equipment, equipped, equip:

a) Most of printing shops today are … with up-to-date computerized and automated systems;

b) Old … is replaced by new one;

c) To … print shops with modern machines and devices costs a lot of money.

3. Bindery, binding, binder:

a) In the … the printed material is converted into book form;

b) Thousands of skilled people are engaged in the printing business. They are hand compositors, operators of linotypes and monotypes, production supervisors, operators of folding and … equipment;

c) … is a person who folds the printed material and converts it into book form.

Ex. 4. Answer the questions.

1. When was printing invented? 2. Have you ever been to a print shop? 3. What specialists are engaged in the printing business? 4. How are printing establishments equipped today? 5. What departments does a large print shop usually include? 6. Where is printed material converted into book form? 7. Does the printing industry move forward technologically? What does it mean?

Text 2. Printing in Belarus

Ex. 1. Study the words and word expressions:

unitary – унитарный, fabric – ткань, circulation – тираж, hardcover – твердый переплет, softbound – мягкий переплет, stamp – марка, cardboard – картон, consumer goods – потребительские товары, securities – ценные бумаги, desk loose-leaf calendar – перекидной календарь, diary – ежедневник, pocketbook – записная книжка, to master – освоить, овладеть, exposure – воздействие, reel – рулон, катушка, барабан, gas dryer – газовая сушилка, coated paper – бумага с покрытием, seamless – бесшовный, indispensable – незаменимый, editorial body – редколлегия.

Ex. 2. Read the text about the Belarusian Printing House.

The Republican Unitary Enterprise "Belarusian Printing House" is the biggest print house of the Republic of Belarus. The Belarusian Printing House is one of the leaders in a polygraphic sphere, basic

school of national printing industry. They render a complete complex of publishing and printing services: printed production making by means of different techniques – offset, flexographic, digital printing and printing on the fabric.

They print: newspapers – monthly circulation is more than 60 million copies (amounted to A2 format); books – over 4,4 million hardcover books and 3,13 million softbound books; brochures – 10,4 million copies; postage stamps – 66 millions; magazines – 15 million copies; 20,2 million copies of image production sheets (the result of cooperation with the largest publishing houses of Russia and Belarus).

They manufacture: cardboard packaging for food and consumer goods, securities, passports, postage stamps, certificates and lottery tickets.

They produce: paper-office products (desk loose-leaf calendars, diaries, notebooks, pocketbooks, copybooks and posters); booklets and promotional items.

Their achievements:

• the printery was among the first in the USSR to master newspaper offset printing;

• for the first time in the Republic of Belarus computer-to-plate technology for direct exposure process of printing plates was implemented;

• the printery was the first in the Republic of Belarus to implement the technology of reel full-colour printing on coated paper using gas dryer (HeatSet technology);

• the technology of printing on the fabric permitting to produce seamless images up to 3,2 m wide was mastered.

Their prospects. Today, it is not enough to work in a quality manner. It is indispensable to find prospective tendencies and lines of printing industry development.

The Belarusian Printing House today:

• this is an intense work on maximum mastering of flexographic printing;

• cooperation with 200 publishing houses and editorial bodies in Belarus and other countries;

• packaging market penetration for different kinds of cardboard and polymer production;

• adoption of up-to-date technologies;

• constant re-equipment;

• search of new resources and prospective lines of development.

Ex. 3. Answer the questions.

1. What is the RUE "Belarusian printing House"? 2. What do they print? 3. What goods are manufactured at this enterprise? 4. What other goods do they produce? 5. What can you say about the achievements of the Belarusian Printing House? 6. What are their prospects? 7. What is the Belarusian Printing House today?

Ex. 4. Talking point "Printing in Belarus".

Text 3. Typesetting

Ex. 1. Study the words and word expressions:

typesetting – типографский набор, sort – литера, glyph – глиф, символический знак, orthography – орфография, movable type – разборный шрифт, tightly bound – прочно соединенный, связанный, height – высота, even – ровный, surface – поверхность, type case – касса со шрифтами, composing stick – верстатка, advance – прогресс, улучшение, продвижение, revival – возрождение, come from – происходить, entire – целый, весь, hence – отсюда, mold – литейная форма, характер,матрица, slide down – скользить вниз, space bar – пробел, thereby – таким образом, justify – выравнивать, channel – желоб, паз, readable – читаемый, compressed air – сжатый воздух, roll – рулон , ribbon – лента, limited edition – ограниченный выпуск, издание, fine art books – художественные книги, phototypesetting – фотонабор, imply – подразумевать, expose – подвергать, выставлять, film – пленка, emerge – появляться, возникать, paste up – расклеивать, cathode ray tube – катодно-лучевая трубка, mainstay – оплот, опора, render obsolete – становиться устаревшим, software – программное обеспечение, hardware – аппаратное обеспечение, flexibility – гибкость, layout – макет, разметка, расположение, hyphenation – перенос, justification – выравнивание.

Ex. 2. Read and translate the text about different kinds of typesetting.

Typesetting is the composition of text by means of arranging physical types or the digital equivalents. Stored letters and other symbols (called sorts in mechanical systems and glyphs in digital systems) are retrieved and ordered according to a language's orthography for visual display.

A. Pre-Digital era. Previously, movable type was composed by hand for each page. Cast metal sorts were composed into words, then lines, then paragraphs, then pages of a text and tightly bound together to make up a form, with all letter faces exactly the same "height to paper", creating an even surface of type. The form was placed in a press, inked, and an impression made on paper. During typesetting, individual sorts are picked from a type case with the right hand, and set into a composing stick held in the left hand from left to right. Advances such as the typewriter and computer would push the state of the art even farther ahead.

B. Linotype. Machine composition was a later development: it was used in the last part of the 19th century with the introduction of the Linotype machine. Ottmar Mergenthaler (1854–1899) was a German inventor who has been called a second Gutenberg because of his invention of the linotype machine. The name of the machine comes from the fact that it produces an entire line of metal type at once, hence a *line-o'-type*.

Linotype was the first and widely used form of machine composition. The machine itself, though large and complex, has three basic parts: a typewriter-like keyboard, a magazine in which the matrices or molds of the letters are stored, and the caster. When the operator touches a key representing a letter, the matrix or mold slides down from a magazine and drops through a channel into position on the line being set. At the end of each word a space bar is pushed. When the line is nearly full, the compositor pushes a bar that moves all the spacebands at once, thereby spreading the line as evenly as possible to the desired length. When the line is justified in this way, it is moved into the caster, where molten type metal is forced against it, filling in the incised areas, and a complete line of type is produced. The original matrices are then returned to the channels from which they came so that they could be used again.

Linotype was standard for newspapers, magazines and posters from the late 19th century to the 1960s and 70s, when it was replaced by offset lithography printing and computer typesetting

C. Monotype. It was also developed at the end of the 19th century. This system makes use of two separate machines: a keyboard and a casting machine. The operator uses the keyboard as if it were a typewriter, but instead of producing a readable copy, it produces, by means of compressed air, a roll of perforated ribbon. This roll is then

placed on the machine which follows its coded instruction, not casting a full line, like Linotype, but one character at a time. When the job is finished, every letter, number, punctuation mark, and space is on an individual piece of type. Because of its high quality, it is a very expensive form of composition. Monotype is used almost exclusively for limited-edition books and fine art books.

D. Phototypesetting. As its name implies, phototypesetting is based on the principles of photography. The copy to be used in the making of the printing plates is created by exposing photosensitive paper or film formed of type character, and the paper or film is then processed like any other photograph. A special machine pulled the paper or film strip through two or three baths of chemicals, where it would emerge ready for paste up.

Phototypesetting was economical, capable of high-quality work and timesaving: it reduced the number of production steps required for platemaking for every major printing process. It rendered obsolete with the popularity of the personal computer and desktop publishing software.

E. Digital era. The next generation of phototypesetting machines to emerge were those that generated characters on a cathode ray tube. Typical of the type were the Alphanumeric APS2 (1963), IBM 2680 (1967), Autologic APS5 (1975), and Linotron 202 (1978). These machines were the mainstay of phototypesetting for much of the 1970s and 1980s. Such machines could be "driven online" by a computer system or took their data from magnetic tape. Type fonts were stored digitally on conventional magnetic disk drives.

In 1985, desktop publishing became available, starting with the Apple Macintosh, Aldus PageMaker (and later QuarkXPress) and PostScript. Improvements in software and hardware, and rapidly lowering costs, popularized desktop publishing and enabled very fine control of typeset results much less expensively. At the same time, word processing systems, such as Wang and WordPerfect, revolutionized office documents. They did not, however, have the typographic ability or flexibility required for complicated book layout, graphics, mathematics, or advanced hyphenation and justification rules.

By the year 2000, this industry segment had shrunk because publishers were now capable of integrating typesetting and graphic design on their own in-house computers.

Ex. 3. Put 10 questions to the text.

Ex. 4. Answer the questions.

1. What is typesetting? 2. What do you know about hand-composition? 3. Who invented the linotype machine? 4. What is the origin of the name "linotype"? 5. How do linotypes work? 6. Is monotype a cheap or expensive kind of typesetting? 7. What is phototypesetting based on? 8. Why did it render obsolete? 9. When did desktop publishing appear? 10. What word processing systems revolutionized office documents?

Ex. 5. Make a plan of the text. Retell the text.

Text 4. Reproduction of Illustrations

Ex. 1. Study the following words and word combinations. Memorize them:

technique – техника, xylography – ксилография (печать на дереве), letterpress – высокая печать, engraving – гравировка, intaglio – глубокая печать, plate – печатная форма, copper – медь, brass – латунь, etch – травление, acid – кислота, wipe – протирать, incision – разрез, compatible – совместимый, rollers – валики, ролики, undergo – переносить, подвергаться, base – основание, homogeneous – однородный, porous – пористый, surface – поверхность, greasy – сальный, flannel – фланель, perfect – совершенствовать, sensitive – чувствительный, rotogravure – глубокая печать, diffusion – диффузия, рассеивание, mesh – отверстие, ячейка, grid – решетка, reveal – выявить.

Ex. 2. Read the text with a dictionary.

In the course of the 19th century several important innovations laid the foundation for a number of printing techniques that were not directly related to Gutenberg's invention.

Reproduction of illustrations. The first process for reproducing illustrations was xylography, using wood cuts that therefore could be combined with letterpress, the picture blocks and the pieces of type for texts being locked into the same form. As early as the second half of the 15th century, xylography faced competition from engraving on metal that printed by intaglio; the metal plate (copper, sometimes brass, zink and even steel after 1806), engraved with a tool or etched with acid, was inked and carefully wiped so that ink remained only in incisions and was transferred to paper under pressure in a cylinder

press. Since the intaglio method of printing was not compatible with woodcut printing, sheets of texts and of illustration for the same book had to be printed separately.

Lithography. The third printing process that had undergone significant development was lithography. In 1796 Aloys Senefelder of Prague investigated the properties of a stone with a calcium carbonate base and a fine, homogeneous, porous surface. A design drawn on its surface with greasy ink, wetted with water and then brushed with ordinary ink, retained the ink only on the design. The latter could be reproduced on a sheet of paper pressed against the stone. Senefelder further established that a metal such as zink had the same properties.

By 1850 the first mechanized lithographic press with a cylinder, flannel – covered rollers for wetting, and rollers for inking was perfected. The fact that it was possible to replace the stone by a zink plate that could be curved made it possible to build rotary presses (the first in 1868).

Photosensitivity, gravure and rotogravure. In the 1820s Joseph-Nicephore Niepce established that certain chemical compounds are sensitive to light. This marked the origins of photogravure and led to both the invention of photography (between 1829 and 1838) and the use of photographic processes for the printed reproduction of photographs.

In 1852 William Henry Fox Talbot, a British scientist and inventor, invented the screen and also opened the way for a new development in intaglio printing: rotogravure. The screen was perfected in 1880s, by substituting for the cloth two sheets of glass with uniform parallel lines that crossed perpendicularly. The screen made possible letterpress and lithographic reproduction of the full range of tones by using the effect of the diffusion of light through the mesh of its grid.

In 1862–1864 G.W. Swan of Britain invented carbon tissue, paper coated with gelatin that can be rendered photosensitive and exposed to light before being applied to a metal surface of any shape.

In 1878 a Czech, Karl Klietsch, thought of copying a grid screen directly onto carbon tissue, which could be used to transfer the cells necessary for intaglio printing to a cylinder at the same time as the image to be reproduced. In 1895 Klietsch, with English colleagues, founded the Rembrandt Intaglio Printing Company, which published reproductions of pictures on paper by rotogravure. They kept their process a secret.

In a parallel way patents for a slightly different process, in which the image to be reproduced was screened before making the impression on the carbon tissue, were taken out in Germany and the United States. But a workman from the Rembrandt Intaglio Printing Company emigrated to the United States in 1903 and there revealed their secret, and rotogravure became widespread.

Ex. 2. Answer the questions.

1. What was the first process for reproducing illustrations? 2. When were presses for printing intaglio-engraved plates perfected? 3. Who investigated the properties of a stone? 4. What other achievement belongs to this scientist and inventor? 5. What innovations were made in the lithographic press in the 19th century? 6. Who found new properties in certain chemical compounds? 7. What enabled photography to appear? 8. Who invented the screen? 9. What did the invention of the screen result in? 10. What was the essential of Klietsch's invention? 11. What new printing process appeared owing to Klietsch's investigations?

Ex. 3. Oral Practice. Topic "My Future Profession".

You are second-year students. You began to acquire knowledge concerning your future profession of a graphic arts technologist. Say a few words about the reasons for choosing this speciality. Give the information about:

1) the department you study at;

2) the subjects you study;

3) scientists-teachers delivering lectures and giving lessons;

4) the main subject you should study to master your speciality quite properly.

Text 5. Offset Printing

Ex. 1. Translate the words and word expressions into Russian. Memorize them:

plate, rubber blanket, rollers, prolong, conform, rough surface, canvas, cloth, consistent, sheet-fed, final, trim, afterwards, limited edition, content, tin, race, damping system, impression, smooth solids, toner.

Ex. 2. Read the text. Translate it with a dictionary.

Offset printing, also called offset lithography, is a method of mass-production printing in which the images on metal plates are transferred

(offset) to rubber blankets or rollers and then to the print media. The print media, usually paper, does not come into direct contact with the metal plates. This prolongs the life of the plates. In addition, the flexible rubber conforms readily to the print media surface, allowing the process to be used effectively on rough-surfaced media such as canvas, cloth or wood.

The main advantage of offset printing is its high and consistent image quality. The process can be used for small, medium or high-volume jobs. There are two types of offset printing machines in common use for publication today. In sheet-fed offset printing, individual pages of paper are fed into the machine. The pages can be pre-cut to the final publication size or trimmed after printing.

In web offset printing , larger, higher-speed machines are used. These are fed with large rolls of paper and the individual pages are separated and trimmed afterwards. Sheet-fed offset printing is popular for small and medium-sized fixed jobs such as limited-edition books. Web offset printing is more cost-effective for high-volume publications whose content changes often, such as metropolitan newspapers.

The development of the offset press came in two versions: in 1875 by Robert Barclay of England for printing on tin, and in 1904 by Ira Washington Rubel of the United States who recognized the technical advantages of offset printing for printing on paper. The technical race for the construction of offset printing presses began. The speed of printing was also being constantly increased.

Offset printing process consists of several parts:
- the inking system (ink fountain and ink rollers);
- the dampening system (water fountain and water rollers);
- the plate cylinder;
- the offset cylinder (or blanket cylinder);
- the impression cylinder.

Offset Printing is great for business cards, catalogs, books / booklets, business forms, flyers, brochures, calendars, invitations and so much more.

Offset printing offers the best price per piece in the printing industry. It is also the highest quality printing process in the industry. The process produces prints with rich, smooth solids. Actual inks are used, not toner.

Ex. 3. Translate the following sentences into Russian. Mind the Infinitive and its constructions.

1. Many machines are produced to bring mechanization into the composing process. 2. In 1553 Ivan Grozny gave orders to build a

house for printing. 3. The machine sends signals to control the operation of this section. 4. To produce a necessary surface on metal plates several processes have been tried out. 5. We suppose different paper to be used for particular printing methods. 6. Printing presses for letterpress work are known to be of three main types. 7. They consider this machine to be very good. 8. They are said to use these metals in platemaking. 9 Many German printing presses are known to be among the best models of the world. 10. We know the first Russian composing and casting machine to have been produced in 1937. 11. To explain this simple fact is not so easy. 12. The purpose of this machine is to obtain a composition on a photo film. 13. The operator began to compose the next line.

Ex. 4. Summarize the text.

Text 6. Letterpress Printing

Ex. 1. Read the text and express its main idea in English.

Letterpress printing has become a printing technique for wedding invitations, greeting cards, and business cards for anyone hoping to make an impression on the recipient. Today's industry of letterpress printers has been built on the shoulders of 100 years of printing industry, starting around the late 1800s. What began with hand-set wood and metal type, has become an industry centered around the photo polymer plate. Designing for letterpress today begins on a computer, and as such, new fonts, embellished ornaments, graphics, patterns, and complicated multi-color designs can be produced with relative ease. The printing part is still by hand, one at a time.

Letterpress is the oldest form of printing; it is the method we have in mind when we speak of the invention of printing by Johannes Gutenberg more than 500 years ago. Printing and letterpress were synonymous until a relatively short time ago because letterpress was, and still is, the only reproduction method capable of using metallic types in the press. Metallic types on their part were historically the exclusive means for printing of reading matter. This condition remained unchanged for more than 200 years. It was first modified in the 18th century by the invention of stereotyping. Stereotypes made it possible to replace individual types for presswork with cast metal plates made from the original composition. The invention of electrotyping, made in the 19th century, added a second kind of duplicate plates and made it possible to free letterpress further from the limitations imposed on

press construction and presswork by composition consisting of metallic types. But in spite of duplicate plates and composing machines, which were developed in the last third of the 19th century, metallic type remained the only means for converting reading matter into standardized letter forms. The next big step ahead was made after World War II when non-metallic composition became possible.

The exclusive ability of letterpress to print directly from metallic types distinguished letterpress for hundreds of years from other printing methods. Even at present this ability can make letterpress a most economical printing method for jobs consisting mainly of reading matter, particularly when it is possible to print the whole job directly from type.

Letterpress is the traditional method for the printing of books: it serves for the production of most magazines, many in relatively small editions, but some of an enormous circulation. Other products produced by letterpress include advertising materials; envelopes and calling cards, catalogs of various kinds; labels, business forms; tickets and many other items. As mentioned before, most of these products are not necessarily printed in letterpress but can also be produced by other printing methods.

One of the reasons for the great popularity of the letterpress method lies in its ability to produce printing in almost any required quantity with economy and dispatch.

Ex. 2. Find the Russian equivalents of the following words and word expressions:

technique, reading matter, recipient, wedding, stereotype, cast, embellished ornaments, font, duplicate, to impose on, composition, to distinguish, circulation, labels, quantity, dispatch.

Ex. 3. Answer the questions.

1. Who invented printing? 2. When was printing invented? 3. What is the characteristic feature of letterpress? 4. What is the advantage of stereotypes? 5. When did non-metallic composition appear? 6. Can a printed product be produced by several printing methods? 7. What can be printed by letterpress? 8. Why is letterpress printing still popular?

Ex. 4. Oral Practice. Topic "Advantages and Disadvantages of Offset Lithography and Letterpress Printing".

You are the students of the Graphic Arts Department. You'd like to get the idea about the kinds of printing and technological processes

used to obtain the finished product, the most magic miracle of all miracles in the world the name of which is "Book".

Letterpress is the oldest form of printing. This method was invented by Johannes Gutenberg 500 years ago. Letterpress is the most economical method of printing because it prints directly from metallic types. In the letterpress process the printing is performed by means of a raised surface: the type or blocks that are to be printed are raised above the non-printing areas.

Letterpress is used for printing books, magazines, business forms, tickets and so on. Most of these products are not necessarily printed in letterpress but can also be produced by other printing methods. Letterpress uses a lot of image-carriers. They can be divided into metallic composition, different kinds of pictorial image-carriers which can combine type images with pictures and a number of different duplicate plates. Four kinds of duplicate plates can be used in letterpress; stereotypes, electrotypes, rubber-plates and plastic plates.

Electrotypes are the best duplicate plates. They are used for printing long runs with the highest quality and precision. Presses for letterpress printing may be divided into three groups: platen presses, flat-bed cylinder presses and rotary presses. Platen and flat-bed cylinder presses which can print from type forms are used for the production of shorter runs than rotary presses. Rotary presses can print much faster than platen and flat-bed cylinder presses and are therefore used for long runs.

Plane printing uses printing image-carriers on which the printing areas and the non-printing areas are in the same plane.

The principle of plane printing is based on the fact that grease and water do not mix. Non-printing surfaces receive water solution and printing areas must receive greasy ink and repel water. At present, offset lithography is the most important method of plane printing. It can produce many kinds of products. For example, books, magazines, newspapers, maps, package materials and so on. Offset lithography is an indirect printing method. In direct printing methods the printing image-carrier is inked and the resulting ink image is directly transferred, or impressed, into the printing stock where it becomes the printed image. In offset lithography the ink image is not transferred to the stock but applied to an intermediate surface called the blanket. From the blanket the ink image is then transferred again, now to the stock where it becomes the final printed image.

Numerous presses are used for offset printing. Some of them are made for printing of sheets and some – for printing of webs. Web presses are faster than sheet-fed ones.

Ex. 5. Make a summary of the text using the following words and phrases:

stereotypes, electrotypes, plastic plates, rubber plates, rotary, cylinder, the highest quality, books, magazines, business forms, web press, sheet-fed presses, the printing stock.

1. The subject of the text is … .
2. It is necessary to point out … .
3. The next part of the text is devoted to … .
4. The text also discusses … .
5. Further I should like to say some words about … .

Ex. 6. Answer the questions.

1. What products can offset printing produce? 2. What is the most important method of plane printing? 3. What is the principle of lithography? 4. Is offset lithography an indirect printing method? 5. What is the difference between direct and indirect printing methods? 6. What does the blanket serve for? 7. What machines work faster: web presses or sheet- fed ones?

Ex. 7. Translate the sentences with the participles into Russian. Mind the Absolute participial Construction.

1. The research work done at this laboratory will greatly help the printers. 2. Working at the composing machine the operator must be very attentive. 3. The illustrations produced at this print shop are always of high quality. 4. Photocomposition being widely used in graphic arts, our country needs more specialists in this field. 5. The man showing the ingredients of the printing inks to the students is our engineer technologist. 6. Gravure plate has many cells of different sizes, some of them holding more ink than the others.

Text 7. Flexographic Printing

Ex. 1. Study the following words and word expressions. Memorize them:

corrugated – гофрированный, multiwall sack – многослойный мешок, beverage carton – картонная упаковка для напитков, disposable

cup – одноразовая чашка, label – ярлык, этикетка, маркировка, adhesive tape – самоклеящаяся пленка, envelope – конверт, wrapper – обертка, candy – конфеты, сладости, overview – обзор, sequence – последовательность, substrate – подложка, roll – рулон, валик, барабан, overlay – перекрыть, покрывать, shade – оттенок, magenta – магента, красный, фуксин, cyan – голубой, platemaking – изготовление печатных форм, supply – поставка, подача, предложение, customer – заказчик, клиент, manually – вручную, assemble – собирать, capture – захватывать, stripping – разборка, демонтаж, сдирание, software – программное обеспечение, approval – одобрение, employ – применение, использование, UV – ультрафиолет, sensitive – чувствительный, anilox – анилоксовый, ink pan – чан с чернилами, viscosity – вязкость, nonabsorbent – неабсорбирующий, solidify – затвердевать, doctor blade – скальпель, solvent – растворитель, coating – покрытие, cutting – резка, folding – фальцевание, binding – переплет, скрепление.

Ex. 2. Translate the text with a dictionary.

Applications. Flexography is the major process used to print packaging materials. Flexography is used to print corrugated containers, folding cartons, multiwall sacks, paper sacks, plastic bags, milk and beverage cartons, disposable cups and containers, labels, adhesive tapes, envelopes, newspapers, and wrappers (candy and food).

Process Overview. In the typical flexo printing sequence, the substrate is fed into the press from a roll. The image is printed as substrate is pulled through a series of stations, or print units. Each print unit is printing a single color. As with Gravure and Lithographic printing, the various tones and shading are achieved by overlaying the 4 basic shades of ink. These are magenta, cyan, yellow and black. Magenta being the red tones and cyan being the blue.

The major unit operations in a flexographic printing operation are:
- Image Preparation;
- Platemaking;
- Printing;
- Finishing.

Image Preparation. Image preparation begins with camera-ready copy supplied by the customer. Images are captured for printing by camera, scanner or computer. Components of the image are manually assembled and positioned. This process is called stripping. When a

copy is scanned or digitally captured, the image is assembled by the computer with special software. When color is involved, a color proof is submitted to the customer for approval.

Flexographic Plate Making. Flexographic and letterpress plates are made using the same basic technologies utilizing a relief type plate. Both technologies employ plates with raised images and only the raised images come in contact with the substrate during printing. Flexographic plates are made of a flexible material, such as plastic, rubber or UV sensitive polymer (photopolymer), so that it can be attached to a roller or cylinder for ink application. There are three primary methods of making flexographic plates: photomechanical, photochemical and laser engraved plates.

Flexographic Printing Presses. The five types of printing presses used for flexographic printing are the stack type, central impression cylinder (CIC), in-line, newspaper unit, and dedicated 4-, 5-, or 6-color unit commercial publication flexographic presses.

Stack press. Color stations stack up vertically, which makes it easy to access. This press is able to print on both sides of the substrate.

Central Impression press. All color stations are located in a circle around the impression cylinder. This press can only print on one side.

In-line press. Color stations are placed horizontally. This press prints on both sides. Advantages: can print on heavier substrates, such as corrugated boards. All five types employ a plate cylinder, a metering cylinder known as the anilox roll that applies ink to the plate, and an ink pan. Some presses use a third roller as a fountain roller and, in some cases, a doctor blade for improved ink distribution.

Flexographic Inks. Flexographic inks are very similar to packaging gravure printing inks in that they are fast drying and have a low viscosity. The inks are formulated to lie on the surface of nonabsorbent substrates and solidify when solvents are removed. Solvents are removed with heat, unless U.V. curable inks are used.

Finishing. After printing, the substrate may run through a number of operations to be "finished" and ready for shipment to the customer. Finishing may include operations such as coating, cutting, folding and binding.

Ex. 3. Write out the sentences expressing the main idea of the text.

Ex. 4. Answer the questions.

1. What is flexography? 2. What is it used for? 3. What 4 basic shades of ink are used? 4. What are the major steps in flexographic

printing? 5. How is an image prepared? 6. How are flexographic plates made? 7. What are the names of the flexographic printing presses? Describe each of them. 8. What can you say about the flexographic inks? 9. What operations may finishing include?

Ex. 5. Say whether the following statements are true or false?

1. Flexography is used for printing newspapers. 2. Various tones and shading are achieved by overlaying the 6 basic shades of ink. 3. Magenta is blue. 4. There are five primary methods of making flexographic plates. 5. Flexographic and letterpress plates are made using the same basic technologies utilizing a relief type plate. 6. Flexographic inks are very similar to packaging gravure printing inks in that they are fast drying and have a low viscosity. 7. Finishing may include only two operations such as folding and binding.

Ex. 6. Speak on the topic "Flexographic Printing".

Text 8. Preparation of Printing Plates

Ex. 1. Study the words:

plate – пластина, печатная форма, contents – содержание, fold – фальцевать, сгибать, bind – переплетать, скреплять, thorough – тщательный, основательный, глубокий, antipathy – несовместимость, grease – жир, смазочное вещество, level – уровень, плоская поверхность, равномерный, repellent – водоотталкивающий, additive plate – печатная форма негативного копирования, coat – слой, покрывать sensitive – чувствительный, receptive – восприимчивый, substance – вещество, harden – затвердевать, insoluble – нерастворимый, soft – мягкий, attach – прикреплять, присоединять, harsh – шероховатый, грубый, dispose – располагать, subtractive plate – форма позитивного копирования; офсетная формная пластина (не несущая на печатающих элементах слоя лака), residue – осадок.

Ex. 2. Translate the text into Russian.

The printer's job is, of course, an essential one, since everything so far has led to the transformation of the author's manuscript into a book and this can be achieved only by printing. It's the printer's responsibility to prepare plates that will carry the images of the contents of the book. It is then the printer's responsibility to print the book, *i.e.* to transfer these images to large sheets of paper which will be folded and bound into fi-

nished books. Machines now do much of the work that was once done by a man, but the printer controls those machines and must have a thorough knowledge of their functions and how they can be utilized.

There are several different methods by which books can be printed, each requiring a different kind of plate; the most commonly used today is called photo offset lithography or more simply – offset. The principle of this way of printing is the natural antipathy of grease and water. It is known as photo offset because the printing plates are prepared with the use of photo emulsions.

The actual making of offset plates is a complex process, the aim being to produce a thin sheet of metal with printing and nonprinting areas based on the principle that grease and water do not mix. Since these areas are almost level, chemical means must be employed to see that the printing areas will be water repellent, and that nonprinting areas will be ink repellent.

Many different kinds of offset plates are made, but they can be divided into two categories: the first is am additive plate. A metal sheet is coated with an emulsion, a light-sensitive, ink receptive substance. When the plate is exposed to light through the negative film, the coating hardens and becomes insoluble in the printing areas, while remaining soft in the nonprinting areas. A water receptive material that attaches itself only to the uncoated metal is then applied. These plates are relatively inexpensive. Their main disadvantage being environmental: many harsh chemicals are used, and disposing of these chemicals is potentially dangerous.

The second type of an offset plate is known as a subtractive plate. Chemicals are already on these plates – they don't have to be added, and because of this there is almost no harmful residue. The major disadvantage of these plates is their cost, which is five times greater than that of other plates.

Ex. 3. Copy out all the sentences with the Absolute participial constructions and translate them in a written form.

Ex. 4. Retell the text.

Text 9. The Printing Presses

Ex. 1. Read the text. Translate it with a dictionary.
Once the plates have been made, actual printing can begin. Printing presses are complicated machines that must perform several func-

tions. They must be capable of holding the plate firmly in position. They must be able to provide for the application of the ink essential to printing. Each press, too, must have a device for the exact placement of the paper on which the image is printed. There must be a means applying the pressure to print that mage, and there must be a way for printed sheets to be removed as well as a place for them to be temporarily stored. In addition, each press must have room to hold blank paper and ink to use. Thus, a printing press performs many functions, either simultaneously or in a carefully planned sequence.

Johannes Gutenberg's work on his printing press began in approximately 1436 when he partnered with Andreas Dritzehen and Andreas Heilmann, the owner of a paper mill. Compared to woodblock printing, movable type page setting and printing using a press was faster and more durable. Also, the metal type pieces were sturdier and the lettering more uniform. The high quality and relatively low price of the Gutenberg Bible (1455) established the superiority of movable type for western languages. Thus, the printing press rapidly spread across Europe, leading up to the Renaissance, and later all around the world. Today, practically all movable type printing ultimately derives from Gutenberg's innovations to movable type printing, often regarded as the most important invention of the second millennium. European printing presses of around 1600 were capable of producing 3,600 impressions per workday. By comparison, typographic block-printing prevalent in Asia, which did not use presses and was done by manually rubbing the back of the paper to the page, produced about 2,000 pages a day.

Presses used for offset printing are called *rotary presses*. The rotary printing press was invented in the USA by Richard March Hoe in 1843. It functions by means of a series of cylinders to print on long continuous rolls of paper or other substrates. This type or presses allowed millions of copies of a page in a single day. Mass production of printed works flourished after the transition to rolled paper, as continuous feed allowed the presses to run at a much faster pace. Rotary drum printing was later significantly improved by William Bullock.

Also, in the middle of the 19th century, there was a separate development of jobbing presses, small presses capable of printing small-format pieces such as billheads, letterheads, business cards, and envelopes. Jobbing presses were capable of quick set-up (average setup time for a small job was under 15 minutes) and quick production (even on treadle-powered jobbing presses it was considered normal to get 1,000 impres-

sions per hour [iph] with one pressman, with speeds of 1,500 iph often attained on simple envelope work). By the late 1930s or early 1940s, printing presses had increased substantially in efficiency: a model by Platen Printing Press was capable of performing 2,500 to 3,000 impressions per hour.

Today the printing press has evolved to be almost entirely digital. The digital press allows for digital based images to be printed directly onto the chosen media. The printing of large volume projects using the digital press however is per page more expensive than offset printing methods but the cost per page is usually outweighed by the cost of creating the printing plates needed for offset printing. Another advantage to digital press printing is the ability to print on demand allowing for a very short turnaround time. Offset printing is what is primarily used today as a common way of printing magazines, newspapers, brochures, books, and stationary.

Whatever way of printing is used – offset, letterpress or gravure- once the printer has completed his work, the manuscript is on its way to becoming a book. Before it can be called that, however, the large printed sheets, provided by the printer must be folded, assembled in the proper sequence and bound.

Ex. 2. Give Russian equivalents of the following words and expressions:

firmly, placement, temporarily, room, sequence, durable, sturdier, superiority, ultimately, derive, prevalent, continuous rolls, jobbing press, billhead, impression, evolve, on demand, stationary.

Ex. 3. Answer the questions.

1. What are the functions of a printing press? 2. When did Gutenberg's work on his printing press begin? 3. What are rotary presses? 4. What did Richard March Hoe invent in 1843? 5. What do you know about jobbing presses? 6. What printing presses are used today? 7. How much faster are printing presses today than they used to be?

Ex. 4. Summarize the text.

Text 10. The Binder

Ex. 1. Study the words. Memorize them:

edition binding – жесткая переплетная крышка, perfect binding – бесшвейное (клеевое)скрепление блока, notch binding – скрепление

блока с прорезанием пазов или с вырубкой шлицев (в корешке блока), burst binding – бесшвейное (клеевое) скрепление бока с предварительной перфорацией, imposition – наложение, cloth – переплетная ткань, sew – сшивать, secure – укреплять, обеспечивать, прочный, coarsely – грубо, slit – прорезь, durable – прочный, крепкий, smashing, rounding – кругление книжного корешка, gluing – склеивание, trimming – обрезка, подравнивание, protrude – выступать, backing – отгибка краев корешка блока, кашировка, joint – скрепление, прикрепление, lining up – оклейка бумагой корешка книжного блока, backbone – корешок, gauze – марля, crash – грубое полотно.

Ex. 2. Read the text. Translate it with a dictionary.

Binding is the final step in the production of a book. Its purpose is to bring and hold together the printed pages of the book in the proper sequence, in some sort of permanent form, so that they will be protected within a case and can be read comfortably. The binder's job involves a mechanically complex operation, but it is relatively simple to understand, since each step leads logically to the final purpose. There are many such steps, and it is the best one by one, although there are many machines used along the way that carry out two or even more steps in one operation.

There are three common methods of book-binding: edition binding, perfect binding and notch binding. They differ largely in that the pages are held together by sewing in the former and by an adhesive in the latter two.

The first step for all the methods is the folding of the printed sheets, according to the predetermined imposition, or arrangement of the pages in the correct sequence for binding. Once the sheets have been folded, they are called signatures. They generally contain 16 to 32 pages. These individual signatures are then gathered, that is, they are assembled in the proper sequence for the book.

The next step is peculiar to binding. Edition-bound books are sewn, most often called Smyth sewing. A thread of cotton, or sometimes nylon, is passed through the fold of each signature. It is then passed through the stitches of other signatures so that all are joined together. This way of joining the signatures enables the book to be opened flat. Another method, known as side sewing, does not allow this. In this method, used generally for short books, the thread is passed through the entire book from the side. The advantage of side sewing is

that it is less expensive than Smyth sewing, it's also very strong, but its strength prevents the book from being opened flat.

In perfect binding there is no sewing at all. Once used only for paperbacks and expensive books, it has in recent years been greatly improved, although it is still doubtful that perfect binding can ever be as durable as edition binding.

The backs of the signatures – the folded edges – are trimmed off, and the entire book becomes individual leaves. One or two coats of a flexible adhesive are applied to the edges, as well as a coarsely woven fabric is often attached to serve as added reinforcement.

Notch binding is very much like perfect binding except that cuts or slits are made in the folded edges, which are not trimmed off. Glue is then forced into the slits and the result is a binding being as strong as or stronger than edition binding. The next step in the binding process, called smashing, is necessary only for edition binding. Since the back of the book has become slightly thicker because of the sewing thread, the volume must be brought to uniform thickness. This is accomplished by means of vertical presses that apply enormous pressure to the gathered signatures, squeezing out the air and compressing the pages.

The next two steps are commonly done on the same machine and concern preparation of the spine of the book. Their aim is to enable the fastened together signatures to be secured tightly within the covers. The first of these is called rounding. The backbone of the signatures is passed through a pair of rollers which slightly rounds it, ensuring that the front edge of the book will remain under the covers and not protrude. This procedure, too, allows the covers to open and close easily.

The second of these steps is called backing, another way of making sure that the book will not slip out of its covers. By slightly widening and spreading out the back edge, backing provides joints of the book. It creates a sort of a shoulder against which the covers of the book can fit.

The final step before actually putting the book in its cover now takes place. It is called lining up, and is often combined with the two previous operations. In lining up, one or more strips of gauze are glued to the back edge of the book. Very often, too, a strip of strong paper is also applied along the backbone.

Ex. 3. Answer the questions.

Ex. 4. Summarize the text using the words from the vocabulary exercise.

UNIT VII
THE COMPUTER

Text 1. Generations of Computers

Ex. 1. Read, translate and memorize the following words:

vacuum tubes, malfunction, punched cards, superior, reliable, predecessors, symbolic language, integrated circuits, silicon, hallmark, semiconductors, networks, run, accessible, voice recognition, artificial intelligence, quantum computation, affect, result in, entire, drastically, palm, eventually.

Ex. 2. Translate the text.

The history of computer development is often referred as to the different generations of computing devices. Each of the five generations of computers is characterized by a major technological development that fundamentally changed the way computers operate, resulting in smaller, cheaper, more powerful and more efficient and reliable computing devices. As a result of the miniaturization, speed, power and memory of computers have proportionally increased. New discoveries are constantly being developed that affect the way we live, work and play.

First generation (1940–1956): vacuum tubes. The first computers used vacuum tubes and were often enormous, taking up entire rooms. They were very expensive to operate and in addition to using a great deal of electricity, generated a lot of heat, which was often the cause of malfunctions. First generation computers relied on machine language, the lowest-level programming language understood by computers, to perform operations, and they could only solve one problem at a time. Input was based on punched cards and paper tape, and output was displayed on printouts. The UNIVAC and ENIAC computers are the examples of the first-generation computing devices.

Second generation (1956–1963): transistors. Transistors replaced vacuum tubes and ushered in the second generation of computers. The transistor was invented in 1947 but did not see a widespread use in computers until the late 1950s. The transistor was far superior to the vacuum tube, allowing computers to become smaller, faster, cheaper, more energy-efficient and more reliable than their first-generation predecessors. Second-generation computers moved to symbolic, or

assembly languages, which allowed programmers to specify instructions in words. High-level programming languages were also being developed at this time, such as the early versions of COBOL and FORTRAN. The first computers of this generation were developed for the atomic energy industry.

Third generation (1964–1971): integrated circuits. The development of the integrated circuit was the hallmark of the third generation of computers. Transistors were miniaturized and placed on silicon chips, called semiconductors, which drastically increased the speed and efficiency of computers. Instead of punched cards and printouts, users interacted with the third generation computers through keyboards and monitors and interfaced with an operating system, which allowed the device to run many different applications at one time with a central program that monitored the memory. Computers for the first time became accessible to a mass audience because they were smaller and cheaper than their predecessors.

Fourth generation (1971 – present): microprocessors. The microprocessor brought the fourth generation of computers, as thousands of integrated circuits were built onto a single silicon chip. What in the first generation filled an entire room could now fit in the palm of the hand. The Intel 4004 chip, developed in 1971, located all the components of the computer – from the central processing unit and memory to input / output controls – on a single chip. In 1981 IBM introduced its first computer for the home user, and in 1984 Apple introduced the Macintosh. As these small computers became more powerful, they could be linked together to form networks, which eventually led to the development of the Internet. Fourth generation computers also saw the development of the GUI and the mouse.

Fifth generation (present and beyond): artificial intelligence. Fifth generation computing devices, based on artificial intelligence, are still in development, though there are some applications, such as voice recognition, that are being used today. The use of parallel processing and superconductors is helping to make artificial intelligence a reality. Quantum computation and molecular and nanotechnology will radically change the face of computers in years to come.

Ex. 3. Answer the questions.

1. What did first generation computers rely on? Give the examples of the first-generation computing devices. 2. When was the transistor

invented? 3. What are its advantages over the vacuum tubes? 4. What was the hallmark of the third generation of computers? 5. Describe the fourth generation of computers. 6. When was the Macintosh introduced? 7. What are fifth generation computers based on?

Text 2. Computer Hardware and Functionality of the Computer

Ex. 1. Read the text. Translate it into Russian.

What is a computer? A computer is an electronic machine that processes information – in other words, an information processor. It takes in raw information (or data) at one end (input), processes it, stores it until it is necessary (memory) and then spits out the results at the other end (output). Your keyboard and mouse, for example, are input units – ways of getting information into your computer that it can process, if you use a microphone and voice recognition software, that's another form of input. Your computer stores all your documents and files on a hard-drive: a huge magnetic memory. But smaller, computer-based devices like digital cameras and cell-phones use other kinds of storage such as flash memory cards. As for output, your computer has a screen and stereo loudspeakers. You may have an ink-jet or laser printer too to make an output. Your computer's processor (CPU) is a microchip buried deep inside. It works amazingly hard and gets incredibly hot in the process. That's why your computer has a little fan blowing away – to stop its brain from overheating!

A computer system consists of two parts: hardware and software. Hardware is any electronic or mechanical part you can see or touch. Software is a set of instructions, called a program, which tells the computer what to do. There are three basic hardware sections: the central processing unit (CPU), main memory and peripherals. Perhaps the most influential component is the central processing unit. Its function is to execute program instructions and coordinate the activities of all the other units. In a way, it is the "brain" of the computer. Peripherals are the physical units attached to the computer. They include storage devices and input/output devices.

Computer case. The computer case contains the most important components of the computer: the motherboard, the processor, random access memory modules, the hard drive etc.

Motherboard. The motherboard is the part of the computer where such things as the processor, memory modules, expansion cards and external devices are attached. This means that the motherboard controls the functions of different components.

Processor. The processor can be considered to be the 'engine' of the computer because it executes the lion's share of the information processing; the processor fetches commands and necessary information from the RAM, carries out the tasks specified by the commands, and returns the processed information to the RAM. The speed of a computer depends largely on the speed of the processor.

Random Access Memory. The RAM is a memory storage that functions during computer use and is especially utilized by the processor. In modern computers, the amount of RAM is around 4–16 GB depending on the type and purpose of the computer. The RAM consists of one or more memory modules. When the computer is started, the operating system is loaded into the RAM (an operating system is a program that controls the devices and programs in a computer). The computer also loads the files being processed – music, assignments, videos etc., – to the RAM. If there is enough RAM, the computer executes requested tasks quickly. This is why it is a good idea to add to the memory by buying more memory modules as the need arises.

Hard drive. The hard drive is the permanent memory of the computer where saved files remain even when the computer is turned off. This is why the hard drive is used for saving files. The capacity of hard drives varies; currently the typical capacity is 500–1000 GB, but hard drives of over 1500 GB, *i.e.* 1,5 terabit, are also available. However, the capacity of the internal hard drives in laptop computers is often less than that.

Display and display adapter. Most computer displays are so-called LCD displays (Liquid Crystal Display), where the image display is produced by liquid crystals between two transparent sheets. Display sizes range between only a few inches in handheld apparatuses to large 24 inch desktop displays. One of the most important features of the display is its resolution, *i.e.* how many pixels (picture elements) the image consists of.

Keyboard. A standard keyboard has 102 keys. The keys are divided into alphabetical (a–z), numerical (1–0) and special (Function, Ctrl, Alt etc., keys). Special keys are located among the alphabetical ones.

Mouse. You can attach a traditional mouse with or without a cord to any computer. Cordless mice use radio waves to relay movement

from the mouse to the computer (for this mouse, a small radio receiver is attached to the computer).

Touchpad. Almost all laptop computers have a touchpad which is used to move the cursor. Some models also have a so-called pointing stick. In addition, portable computers have keys with the clicking function of a mouse. The touchpad is a pad where you can control the cursor by moving your finger along the pad. Tapping the pad serves the same function as clicking a mouse.

Storage devices (hard drives, DVD drives or flash drives) provide a permanent storage of both data and programs. Disk drives are used to read and write data on disks. Input devices enable data to go into the computer's memory. The most common input devices are the mouse and the keyboard. Output devices enable us to extract the finished product from the system. For example, the computer shows the output on the monitor or prints the results onto paper by means of a printer.

On the rear panel of the computer there are several ports into which we can plug a wide range of peripherals – a modem, a digital camera, a scanner, etc. They allow communication between the computer and the devices. Modern desktop PCs have USS ports and memory card readers on the front panel.

Ex. 2. Answer the questions.

1. What is a computer? 2. How can a computer be characterized from the point of view of its constituent parts? Give brief characteristics of each one. 3. Why is a computer said to simulate a calculator? How do they differ?

Ex. 3. Express the main idea of the text.

Text 3. The Uses of Computers

Ex. 1. Translate the text with a dictionary.

The influence of computers is universal. Computers are used in so many fields in our daily life. From engineers to doctors, students, teachers, government organization they all use computers to perform specific tasks, for entertainment or just to finish office work. Computers have made our life easier. With greater precision and accuracy and less time taking computers can do a lot in short time while that task can take a lot of time while doing manually. Computers have taken in-

dustries and businesses to a whole new level. They are used at home for work and entertainment purposes, at office, in hospitals, etc. Let's discuss some of the uses of computers in various fields.

Uses of Computer at Home. Computers can be used at home in the following ways. *1. Computer can be used to manage home budget.* You can easily calculate your expenses and income. You can list all expenses in one column and income in another column. Then you can apply any calculation on these columns to plan your home budget. *2. Computer Games.* An important use of computers at home is playing games. Different types of games are available. These games are a source of entertainment and recreation. Many games are available that are specially developed to improve your mental capability and thinking power. *3. Working from Home.* People can manage the office work at home. The owner of a company can check the work of the employees from home. He can control his office while sitting at home. *4. Entertainment.* People can find entertainment on the Internet. They can watch movies, listen to songs, and watch videos, download different stuff. They can also watch live matches on the Internet. *5. Information.* People can find any type of information on the Internet. Educational and informative websites are available to download books, tutorials etc. to improve their knowledge and learn new things. *6. Chatting & Social Media.* People can chat with friends and family on the Internet using different software like Skype etc. One can interact with friends over social media websites like Facebook, Twitter & Google Plus. They can also share photos and videos with friends.

Uses of Computers in Education. 1. The students can learn new skills at their own pace. They can easily acquire knowledge in any available time of their own choice. Training time can be reduced. Training materials are interactive and easy to learn. It encourages students to learn the topic. Planning and timing problems are reduced or eliminated. The skills can be taught at any time and at any place. *2. Computer Aided Learning* (CAL). Computer aided learning is the process of using information technology to help teaching and enhance the learning process. The use of computer can reduce the time that is spent on preparing teaching material. It can also reduce the administrative load of teaching and research. The use of multimedia projector and PowerPoint presentations has improved the quality of teaching. It has also helped the learning process. *3. Distance Learning.* Distance learning is a new learning methodology. Computer plays the key role in this

kind of learning. Many institutes are providing distance learning programs. The student does not need to come to the institute. The institute provides the reading material and the student attends virtual classroom. In virtual classroom, the teacher delivers lecture at his own workplace. The student can attend the lecture at home by connecting to a network. The student can also ask questions to the teacher. *4. Online Training Resources*.

Uses of Computers in Business. The use of computer technology in business provides many facilities. Businessmen are using computers to interact with their customers anywhere in the world. Many business tasks are performed more quickly and efficiently. Computers also help them to reduce the overall cost of their business. Computer can be used in business in the following ways. *1. Marketing*. An organization can use computers for marketing their products. Marketing applications provide information about the products to customers. Computer is also used to manage distribution system, advertising and selling activities. *2. Stock Exchange*. Stock Exchange is the most important place for businessmen. Many stock exchanges use computers to conduct bids. The stockbrokers perform all trading activities electronically. They connect with the computer where brokers match the buyers with sellers. It reduces cost as no paper or special building is required to conduct these activities.

Uses of computers in Medical Field. 1. Hospital Management System. Specialized hospital management software is used to automate the day to day procedures and operations at hospitals. These tasks may be Online appointments, payroll admittance and discharge records etc. *2. Patient History*. Hospital management systems can store data about patients. Computers are used to store data about patients, their diseases & symptoms, the medicines that are prescribed. *3. Patients Monitoring. Monitoring systems* are installed in medical wards and Intensive care units to monitoring patients continuously. These systems can monitor pulse, blood pressure and body temperature and can alert medical staff about any serious situations. *4. Life Support Systems*. Specialised devices are used to help impaired patients like hearing aids. *5. Diagnosis Purpose*. A variety of software is used to investigate symptoms and prescribed medication accordingly. Sophisticated systems are used for tests like CT Scan, ECG, and other medical tests.

Computers are also used in applications ranging from running a farm, designing, constructing, launching a space vehicle. Computers

are the future whether we like it or not. Some people dislike computers because of the complications. It takes much time to understand the basic things. Computers are not the easiest tools to work with, but they are the most rewarding and they are the future. Nowadays, we cannot imagine our life without computers and the fact is that they have become so important that nothing can replace them. They seem to be everywhere today. Since 1948 when the first real computer was invented, our life has changed so much that we can call it real digital revolution. Thanks to them people have access to enormous amount of information.

Advantages: communication is improved, we can pay bills on line, people have access to things they would not have had before (for instance old people who cannot leave their houses can buy groceries on line). Computers make life easier, mainly people benefit from it in the sense that it makes doing things a lot easier.

Disadvantages: spams, fraud, people stopped going out much, we don't yet know the effects of computers on pregnancy, bad posture from sitting too long at a desk, repetitive strain injuries and the fact that most organisations expect everyone to own a computer, so people become addicted and dependent on computers.

Ex. 2. Give the English equivalents of the following Russian word expressions:

выполнять задачу, расходы и доходы, владелец компании, находить информацию в интернете, общаться с друзьями, использовать различное программное обеспечение, сократить время, улучшить качество обучения, заказчики / клиенты, по всему миру, фондовая биржа, хранить данные, история болезни, кровяное давление, запускать космический аппарат, получить доступ к информации, оплачивать счета онлайн, покупать продукты, мошенничество, плохая осанка, становиться зависимым.

Ex. 3. Retell the text.

Text 4. The Internet

Ex. 1. Read the text and decide if the sentences below are true or false. If they are false, correct them.

1. The Internet and the World Wide Web are synonyms.

2. Computers need to use the same protocol (TCP I IP) to communicate with each other.

3. Web TV can provide access to the Net.

4. ADSL and cable are two types of dial-up connections.

5. External, internal and PC card are types of connections.

6. Information can be sent through telephone lines, satellites and power lines.

7. The computer IP number is a way to identify it on the Internet.

What is the Internet? The Internet is an International computer Network made up of thousands of networks linked together. All these computers communicate with one another; they share data, resources, transfer information, etc. To do it they need to use the same language or protocol: TCP/IP (Transmission Control Protocol I Internet Protocol) and every computer is given an address or IP number. This number is a way to identify the computer on the Internet.

Getting connected. To use the Internet you basically need a computer, the right connection software and a modem to connect your computer to a telephone line and then access your ISP (Internet Service Provider).

The modem (modulator-demodulator) converts the digital signals stored in the computer into analogue signals that can be transmitted over telephone lines. There are two basic types: external with a cable that is plugged into the computer via a USB port, and internal, an expansion card inside the computer. A PC card modem is a different, more versatile option for laptops and mobile phones.

At first most computers used a dial-up telephone connection that worked through the standard telephone line. Now a broadband connection, a high data transmission rate Internet connection, has become more popular: either ADSL (Asymmetric Digital Subscriber Line), which allows you to use the same telephone line for voice and fast access to the Internet, or cable, offered by most TV cable providers.

The basic equipment has changed drastically in the last few years. You no longer need a computer to use the Internet. Web TV provides e-mail and access to the Web via a normal TV set plus a high-speed modem. More recently, 3 Generation mobile phones and PDAs, personal digital assistants, also allow you to go online with wireless connections, without cables.

Telephone lines are not essential either. Satellites orbiting the earth enable your computer to send and receive Internet files. Finally, the power-line Internet, still under development, provides access via a power plug.

Components of the Internet. The Internet consists of many systems that offer different facilities to users.

WWW, the World Wide Web, a collection of files or pages containing links to other documents on the Net. It's by far the most popular system. Most Internet services are now integrated on the Web.

E-mail, or electronic mail, for the exchange of messages and attached files. Mailing lists based on programs that send messages on a certain topic to all the computers whose users have subscribed to the list.

Chat and instant messaging, for real-time conversations; you type your messages on the keyboard.

Internet telephone, a system that lets people make voice calls via the Internet. Video conference, a system that allows the transmission of video and audio signals in real time so the participants can exchange data, talk and see one another on the screen.

File Transfer Protocol (FTP), used to transfer files between computers. Newsgroups, where people send, read and respond to public bulletin board messages stored on a central computer. TELNET, a program that enables a computer to function as a terminal working from a remote computer and so use on-line databases or library catalogues.

Ex. 2. What Internet system should these people use?

1. "I like receiving daily updates and headlines from newspapers on my computer". 2. "I'm doing some research and need computer access to the University library". 3. "I'd like to avoid flying to Japan to attend the meeting but I want to see what's going on there". 4. "I want to read people's opinions about environmental issues and express my views". 5. "I have designed a web page and want to transfer the data to my reserved web space". 6. "I'd like to check my students' draft essays on my computer and send them back with my suggestions". 7. "I don't want to spend too much money on international phone calls but I love hearing his voice". 8. "I live in a small village where there are no other teenagers. I wish I had the chance to meet and chat with friends".

Ex. 3. Choose the correct alternatives to complete this newspaper article.

Sharing your broadband connection with your neighbours is either the best way of making friends or the fastest way to lose them. Thanks to new European legislation, (1) modem/wireless/telephone technology and a firm called MyZones, several households within 300 metres of

each other can now share the cost of fast (2) broadband/dial-up/phone access. But the more people using your network, the slower it gets. If four people are using it at once, the surfing speed is 128k. Clive Mayhew-Begg, chief executive of MyZones, says, "Sharing broadband is just the start of a new generation of consumer-based Internet services." It starts on July 25 when MyZones will start selling J150 starter kits. These include a Wi-Fi (wireless technology) point and ADSL (3) 3G/modem/TV but not the Wi-Fi adapters you and your neighbours will need. These will cost an extra J60 or so for each computer logged on to the wireless network.

Ex. 4. How to choose the right ISP? How to decide whether you should change the one you have? Here are some decisions to make.

First of all you need to decide which type of connectivity (dial-up or broadband) you need depending on your requirements. Then the band-width (data transmission speed) they offer is another important factor. The services the ISP provides, such as the number of e-mail addresses, space for web pages or blogs, spam and virus protection should also be taken into account. Last but not least, the cost of special software and connection fees should have an influence on your choice. With these criteria in mind, have a look at some of the available ISPs and decide which one meets your needs best.

Ex. 5. Read the text and find words in it that match these definitions.

E-mail. An e-mail is an electronic message sent from one computer to another that can also include attachments: documents, pictures, sounds and even computer programs. Although it's much faster and easier to use than the post, snail mail, the two have many things in common: you send an e-mail to a mail server (an electronic post office) where it is stored in a mailbox, which holds incoming mail until the recipient downloads it. Users are given an e-mail address and a password by an Internet Service Provider (ISP).

A typical e-mail address has three parts: jsmith@hotmail.com, where jsmith – username (a person's name or nickname), the @ sign means 'at', hotmail.com – the domain name or network address: the mail server where the account is located. The final part of it, the top-level domain, adds information about it, *e.g.* .com = company, .org = non profit institution, .co.uk = a company in the UK, .es = Espaca, etc.

E-mails usually have two main parts. 1. The header generally includes these: TO (name and address of the recipient); CC (carbon copy sent to another addressee); BCC (blank / blind carbon copy); SUBJECT (topic of the message).

2. The body (the message itself). Some e-mail programs also include a signature, with added information about the sender, at the end of the message.

You can make your message look more expressive or attractive by using smileys (also called emoticons): little pictures either made with characters from the keyboard such as :-) for happy, :-o surprised, :-(sad, etc. or downloaded images and animations.

Spam. Spam, or junk e-mail, is the name given to unwanted messages, mainly commercial advertising. Some companies, spammers, use it extensively because it's cheaper than other types of advertising: you or your Internet Service Provider pay for it.

Mailing lists and newsgroups. A mailing list is a basic type of discussion group that uses e-mail to communicate. The messages are distributed to all the subscribers, i.e. everyone who belongs to the list. Newsgroups are similar. The main difference is that the message is not sent to someone's mail server but to a bulletin board where everybody can read and answer the message.

Ex. 6. Where in the main parts of an e-mail message would you write the information below? What additional information do the TLDs (top-level domains) of the addresses give you?
1. peterswinburn@jazzfree.com.
2. Eleanor Richardson, Manager.
3. maryjones@arrakis.es; susanwilt@hotmail.co. uk.
4. Plane tickets.
5. Peter.
I've already booked the plane tickets to attend the Managers' Conference. Mary and Susan are joining us. Best wishes.

Ex. 7. A manager is giving his colleagues some advice on how to prevent spam. Complete the sentences with the words below:
mailing list, spam, e-mail address, newsgroups, spammers.
1. Never ever reply to a … e-mail or click on a link within the mail – this will lead to more junk email being sent to you. Unsubscribing only confirms you do actually exist, so they've hit the jackpot. 2. Don't let your e-mail address be displayed anywhere on the Internet, including ...,

chat rooms or any websites. 3. Never forward a spam to other people – … might be able to track their addresses too, and you could end up losing friends! 4. Send your e-mails on a strictly 'need to know' basis; don't include everyone on a … unless it is really necessary. 5. Treat your … like your phone number – don't give it out randomly. Try to use a different one when shopping online.

Ex. 8. Read the text and tell what the Web is; how to surf the Web and what you can do on the Web.

The World Wide Web, Web or WWW is a network of documents that works in a hypertext environment, *i.e.* using text that contains links, hyperlinks to other documents. The files, web pages, are stored in computers, which act as servers. Your computer, the client, uses a web browser, a special program to access and download them. The web pages are organized in websites, groups of pages located on the Web, maintained by a webmaster, the manager of a website. The Web enables you to post and access all sorts of interactive multimedia information and has become a real information highway.

To surf or navigate the Web, access and retrieve web pages or web-sites, you need a computer with an Internet connection and a web browser. After you have launched it, you must type the website address or URL (Uniform Resource Locator), which may look like this: http://www. cup.org/education/sample.htm.

http: // indicates the type of protocol that the server and browser will use to communicate; www. shows that it is a resource on the World Wide Web; cup.org is the domain name of the web server that hosts the website; education is the path, the place where a web page is located; html is the filename or name of a single web page.

The different parts are separated by full stops (.) and forward slashes (/). When we say a URL, we say dot (.) and slash (/).

To find interesting sites you can use search engines, where the web-site information is compiled by spiders, computer-robot programs that collect information from sites by using keywords, or through web indexes, subject directories that are selected by people and organized into hierarchical subject categories. Some web portals – websites that offer all types of services, *e.g.* email, forums, search engines, etc. – are also good starting points.

The most relevant website addresses can be stored in your computer using the bookmarks or favorites function in your browser. Web-

sites usually have a beginning page or home page. From this starting point you can navigate by clicking your mouse on hyperlinks in texts or images.

The Web is an open door to a universe of multimedia resources that people use in many different ways. Here are just a few.

"In my weblog, an electronic journal I maintain on the Web, you can read and post opinions in chronological order. In my role as blogger, the manager of a blog, I can promote this new type of discussion."

"E-learning, education via the Web, is a great opportunity for people like me who haven't got time to attend classes."

"On-line shopping, i.e. cyber-shopping or e-commerce, saves you time and gives you the comfort of buying from your personal computer. The goods are then sent to you, so it's very easy".

Ex. 9. Complete these instructions about how to navigate with the words written below:

client, search engine, web page, web server, surf, website, web browser, URL.

1. Start up your computer and connect to the Internet. 2. Open your … … . 3. Type the ... to access a website. 4. Your web browser sends the request to the correct … … . 5. The server looks for the document and sends it to the … . computer. 6. Your web browser displays the selected … … on the screen. 7. From the home page of the … you can … to other pages by clicking on hyperlinks. 8. If you want to find more websites, use a … … .

PART II

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TEXTS FOR ADDITIONAL READING

Text 1. Book Publishing

The form, content, and provisions for making and distributing books have varied widely during their long history, but in general it may be said that a book is designed to serve as an instrument of communication. The Babylonian clay tablet, the Egyptian papyrus roll, the medieval vellum codex, the printed paper volume, the microfilm, and various other combinations have served as books.

The book is also characterized by its use of writing or some other system of visual symbols (such as pictures or musical notation) to convey a meaning. As a sophisticated medium of communication, it requires mastery of the hard-won skills of reading and writing. Another distinguishing feature is publication for tangible circulation. A temple column with a message carved on it is not a book. Signs and placards that are easy enough to transport are made to attract the eyes of passers-by from a fixed location and thus are not usually considered books. Private documents not intended for circulation also are not considered to be books.

A book, for the purpose of this discussion, is a written (or printed) message of considerable length, meant for public circulation and recorded on materials that are light yet durable enough to afford comparatively easy portability. Its primary purpose is to carry a message between people, depending on the twin faculties of portability and permanence. As such, the book transcends time and space to announce, to expound, and to preserve and transmit knowledge. Books have attended the preservation and dissemination of knowledge in every literate society. The following account, keeping mainly within the scope of civilization as it developed in western Europe and North America, considers the book as it appeared at different times in history, the characteristic content and survival of copies and texts, and the means of production and distribution.

Text 2. The Origin of Books

How soon after the invention of writing men began to make books is uncertain because the books themselves have not survived. The oldest surviving examples of writing are on clay or stone. The more fragile

materials used for writing at various times have generally perished. The earliest known books are the clay tablets of Mesopotamia and the papyrus rolls of Egypt. There are examples of both dating from the early 3rd millennium BC.

Books on Clay Tablets. The ancient Sumerians, Babylonians, Assyrians, and Hittites wrote on tablets made from water-cleaned clay. Although these writing bricks varied in shape and dimension, a common form was a thin quadrilateral tile about five inches long. While the clay was still wet, the writer used a stylus to inscribe it with cuneiform characters. By writing on every surface in small characters, he could copy a substantial text on a single tablet. For longer texts he used several tablets, linking them together by numbers and catchwords as is done in modern books.

Book production on clay tablets probably continued for 2,000 years. The nature and volume of the surviving records from Mesopotamia and Asia Minor indicate a heavy emphasis on the preservative function of writing and the book. Either dried in the sun or baked in a kiln, clay tablets were almost indestructible. The latter process was used for texts of special value, legal codes, royal annals, and epics to ensure greater preservation. Buried for thousands of years in the mounds of forgotten cities, they have been removed intact in modern archaeological excavations. The number of clay tablets recovered, approaches 500,000, but new finds continually add to the total. The largest surviving category consists of private commercial documents and government archives. Of the remainder, many are duplications of texts.

Clay tablets are usually associated with cuneiform writing, a script that takes its modern name from the wedge-shaped (from Latin *cuneus*, "wedge") marks made by the stylus in clay. When the Aramaic language and alphabet arose in the 6th century BC, the clay tablet book declined because clay was less suited than papyrus to the Aramaic characters.

The Egyptian Papyrus Roll. The papyrus roll of ancient Egypt is more nearly the direct ancestor of the modern book than is the clay tablet. Papyrus as a writing material resembles paper. It was made from a reedy plant of the same name that flourishes in the Nile Valley. Strips of papyrus pith laid at right angles on top of each other and pasted together made cream-coloured papery sheets. Although the sheets varied in size, ordinary ones measured about five to six inches wide. The sheets were pasted together to make a long roll. To make a book, the

scribe copied a text on the side of the sheets where the strips of pith ran horizontally, and the finished product was rolled up with the text inside.

The use of papyrus affected the style of writing just as clay tablets had done. Scribes wrote on it with a reed pen or brush and inks of different colours. The result could be very decorative, especially when done in the monumental hieroglyphic style of writing, a style best adapted to stone inscriptions. The Egyptians created two cursive hands, the hieratic (priestly) and the demotic (a simplified form of hieratic suited to popular use), which were better adapted to papyrus.

Compared with tablets, papyrus is fragile, yet an example is extant from 2500 BC; and stone inscriptions that are even older portray scribes with rolls. This amazing survival is partly the result of the dry climate of Egypt, in which some papyrus rolls survived unprotected for centuries while buried in the desert sands. The practice of certain Egyptian funerary customs also contributed to the preservation of many Egyptian books. Obsessed by a concern with life after death, they wrote magical formulas on coffins and on the walls of tombs to guide the dead safely to the gates of the Egyptian underworld. When the space thus provided became insufficient, they entombed papyrus rolls containing the texts. These mortuary texts are now described collectively as the *Book of the Dead*, although the Egyptians never standardized a uniform collection. Such books, when overlooked by grave robbers, survived in good condition in the tomb. Besides mortuary texts, Egyptian texts included scientific writings and a large number of myths, stories, and tales.

Quotations from ancient writings show that scribes were highly regarded in ancient Egypt. They were the priests and government officials employed in the temples, pyramid complexes, and the courts of the pharaohs. The Greek historian Herodotus reported that Egyptian embalmers did a thriving business in copies of the *Book of the Dead*.

Chinese Books. The Chinese, though not so early as the Sumerians and the Egyptians, were the third people to produce books on an extensive scale. Although few surviving examples antedate the Christian Era, literary and archaeological evidence indicates that the Chinese had writing and probably books at least as early as 1300 BC. Those primitive books were made of wood or bamboo strips bound together with cords. Many such books were burned in 213 BC by the Ch'in emperor Shih Huangti, who feared the strength of the tradition they embodied. The fragility of materials and the damp climate resulted in the loss of

other ancient copies. Some books escaped, however, and these, together with whatever books may have been produced in the intervening period, constituted a large enough body for a Chinese national bibliography to appear in the 1st century BC. This was prepared by a corps of specialists in medicine, military science, philosophy, poetry, divination, and astronomy. A classified list of works on tablets and on silk, it mentioned 677 books. With such a tradition, the survival of Chinese texts was assured by continuous copying and was not dependent on the capacity of a lone example to withstand the wear of the centuries.

Text 3. Books in Classical Antiquity

Greek Books. The Greeks adopted the papyrus roll and passed it on to the Romans. Although both Greeks and Romans used other writing materials (waxed wooden tablets, for example), the Greek and Roman words for book show identification with the Egyptian model. Greek *biblos* ("book") can be compared with *Byblos* ("papyrus"), while the Latin *volume* ("book") signified a roll. It has been suggested that papyrus was continuously in use in Greece from the 6th century BC, and evidence has been cited to indicate its use as early as 900 BC. Objects called books are mentioned by ancient Greek writers as having been in use in the 5th century BC. The oldest extant Greek rolls, however, date from the 4th century BC.

The 30,000 extant Greek papyri permit a generalized description of the Greek book. Rolled up, it stood about nine or 10 inches high and was an inch or an inch and a half in diameter. When the book was unrolled it displayed a text written in the Greek alphabet in columns about three inches wide separated by inch-wide margins. In spite of the Greek proficiency in decorative arts, few surviving books are illustrated. Such illustrations as have survived were of the practical sort found in later scientific books.

Practicality was a mark of the Greek book. The alphabet, although not invented by the Greeks, was adapted and stabilized by them as an instrument of verbal communication rather than of decorative purpose. Unlike the monumental Egyptian survivals in a decorative hand that sometimes exceeded 100 feet in length, Greek rolls seldom exceeded 35 feet in length and featured little embellishment. Such a roll was about as large as could be conveniently held in the hands to read, and it was big enough to contain a book of Thucydides or one of the longer

New Testament Gospels. The average Greek book was shorter. Two books (here denoting a subdivision of a text) of Homer written in a later small hand fitted a 35-foot roll.

During the golden age of Athens in the 5th century BC, books were known and used but were lightly regarded as avenues of learning. Great tragedies and comedies, speeches, poems, histories, and lectures were produced, but all evidence indicates that the preferred method of publication at that time was oral. The actor, the orator, the rhapsodist, and the lecturer were supreme.

With the coming of Alexander the Great, the outlook of the Greeks was broadened into a universal attitude that was reflected in their use of books. As the Alexandrian kingdoms spread throughout the East, the Greeks were forced to extend their interest to alien peoples and the records of the past. Consequently, the range of matters worth discussing became too extensive for oral transmission and for the solitary speaker. In the important Hellenistic cities, most notably at Pergamum and Alexandria, centres of learning grew up; these aimed at a world synthesis of knowledge. (A noteworthy example of this synthesizing work was the Septuagint, which was a translation of the Hebrew Scriptures into Greek.) Libraries were a distinguishing feature of these centres.

The Museum and the Serapeum at Alexandria were reputed at various times to have from 200,000 to 700,000 rolls. The Ptolemies at Alexandria pursued a vigorous collecting policy in an attempt to acquire good copies of all important texts; and scholars were constantly at work on textual scholarship and the writing of new books. The book superseded the oral presentation as a primary means of publication. Greek writers even refer to the market in books and to prices paid for them. The discovery of surviving papyri in the rubbish heaps of provincial towns indicates that the trade was widely diffused. The large libraries maintained scriptoria in which extensive copying was done. However, survivals are scanty and there is no group of extant examples that bears such close resemblance to each other as to indicate that they were the product of the same scribe or scriptorium. Some surviving rolls bear the mark of professional work; others are amateurish.

Roman Books. Rome was the channel through which the Greek book was introduced to the people of Western Europe. When the Romans conquered Greece they carried home Greek libraries to serve as a foundation for similar libraries in Rome. Roman libraries had separate collections of Greek and Latin books; but except for the substitution of

the Latin language for Greek, a Roman papyrus roll closely resembled a Greek one in content, and there was much imitation.

The Romans developed a book trade on a fairly large scale. From the time of the 1st century BC orator Cicero there is evidence of large scriptoria turning out copies of books for sale. On several occasions Cicero referred to bookshops; the 1st century AD poet Martial complained about professional copyists who became careless in their speed; and the 1st century AD naturalist Pliny the Elder described the extensive trade in papyrus. The trade decrees of the emperor Diocletian set regulations for determining a price for the copying of books.

Book ownership was widespread among Romans of the upper class. Private libraries were common and were considered the necessary badge of distinction for anyone who aspired to high position or social importance. On the other hand, books were also within reach of less prosperous people because the use of slave labour to multiply copies kept prices relatively low. From a comparative study of prices, it has been concluded that books were cheap enough for people with only moderate incomes to buy them. As many as 30 copies of a work might be made simultaneously by a reader dictating to slave copyists. In many ways these enterprises were prototypes for modern publishing houses. Roman publishers selected the manuscripts to be reproduced; advanced money to authors for rights to the manuscripts, thus assuming the risks of publication; chose the format, size, and price of each edition; and developed profitable markets for their merchandise.

Text 4. Christianity and the Book

In books surviving from the first four centuries AD, codices more often contained Christian writings, whereas pagan works were usually written on rolls. Several points in the Christian use of books contributed to a preference for vellum and the codex. First, Christianity was rooted in Judaism, which for centuries had revered sacred writings. The Christians retained the Jewish Scriptures and added some writings of their own, collected in a New Testament. There was strong motivation for preserving these unchanging words on the most durable materials, and vellum was more durable than papyrus. Second, in referring to their sacred writings the Christians made comparative studies of sources. The writings were related, and students liked to refer from one source to another. This reference entailed having a comparatively large

volume of writings available and increased the attractiveness of the easy turning of pages possible with a codex. In this respect it is noteworthy that Roman legal scholarship, which also required a comparison of sources, likewise showed an early preference for the codex. A third point was the expressed intention of early Christians to shun pagan literature by using an entirely different form of book. Conversely the clinging of the pagan authors to an outmoded form may be ascribed in part to a conservative resistance to the Christian ideas.

The social potential of books was illustrated by the Christian emphasis on their dissemination. Christianity, which aimed at universality, produced a stream of books, whereas the literary remains of pagan religions are scarce. The process of introducing the universal religion throughout the Roman Empire extended over three centuries, covered thousands of miles, and embraced peoples of the most varied backgrounds and individuals of the greatest differences in rank. The worldwide outlook thus led to a greater dependence on books. Biblical texts and translations, commentaries, polemical tracts, and pamphlets were important in the circumstances, not only to record belief but also to disseminate and explain it.

By the 4th century, the same time that the vellum codex had superseded the papyrus roll, the Christian book had replaced the pagan book in every form. Little of importance was written in the classical tradition after AD 100. The greatest writers of the following three centuries were Christian scholars such as Origen, Pamphilus of Caesarea, Tertullian, St. Augustine, and St. Jerome. Of all Christian books, however, the most numerous survivals are New Testament codices and apocryphal New Testament writings.

Text 5. Printed Illustrations

Although 15th century printers characteristically were content to exploit the existing book format, their use of printed illustrations in fact produced a new means of expression. Printers used woodcuts to print illustrations by the relief process and experimented with intaglio in copper engravings. Woodcut pictures were produced before metal types, and it was a simple development to make woodcuts in appropriate dimensions for use with type to print illustrated books. Albrecht Pfister of Bamberg was printing books illustrated with woodcuts about 1461. Copper engravings, which were better able to produce fine lines, were especially suitable for the reproduction of maps; among the few

incunabula illustrated with engravings is a Ptolemy *Geographia* printed at Rome by Arnoldus Buckinck in 1478. But because engravings required a different press and introduced a separate process into printing, and because experiments with woodcut illustrations were so satisfactory, there was no extensive use of engravings before 1550.

Once a picture was prepared for printing, it could be repeated an indefinite number of times with little loss in detail, accuracy, form, or original vigour. When great artists such as Albrecht Dürer designed woodcuts the result was books of high aesthetic value that could be produced in great numbers. *Hypnerotomachia Poliphili*, printed by Aldus Manutius in 1499, is a monument to the early perfection of the woodcut and to book illustration in general. Equally as important as the reproduction of great art was the opportunity that printed illustrations offered for the faithful reproduction of pictures and diagrams in scientific books. The dawning scientific scholarship profited from the development of printed illustration; it is significant that studies in both anatomy, with its need for precise illustration of the human body, and cartography greatly expanded after development of printed illustrations.

Text 6. The Book Trade

The book trade during this early period showed enormous vitality and variety. Competition was fierce and unscrupulous. A printer of Parma in 1473, apologizing for careless work, explained that others were bringing out the same text, and so he had to rush it through the press "more quickly than asparagus could be cooked". Though most of the early firms were small printer-publishers, many different arrangements were made and at least one businessman, Johann Rynmann of Augsburg, published nearly 200 books but printed none of them. Publishing companies, which both financed and guided the printing enterprise, were also tried, as at Milan in 1472 and at Perugia in 1475. Publishers were not slow to promote their books. The medieval scribes had placed their names, the date when they finished their labours, and perhaps a prayer or a note on the book, at the end of their codices. From this grew the printer's colophon, or tailpiece, which gave the title of the book, the date and place of printing, the name and house device of the printer, and a bit of self-advertisement. By about 1480, the information of the colophon began to appear at the front of the book as a title page, along with the title itself and the name of the author. Advertisements for

books, in the form of handbills or broadsheets, are known from about 1466 onward, including one of Caxton's of 1477, ending with a polite request not to tear it down, *Supplico stet cedula* ("Please let the poster stand"). Publisher's lists and catalogs occur almost as early. Distribution of books along the trade routes, with their courier services, appears to have been highly effective. In 1467, for instance, a bookseller in Riga on the Baltic coast had a stock of books issued by Schöffer in Mainz on the Rhine. Another effective channel for the distribution of books was the regular trade fairs, especially those at Frankfurt and at Stourbridge in England. Besides the stationers, who may sometimes have functioned as wholesalers, there were also retailers known as "book-carriers".

Early publishing had a profound effect on national languages and literatures – it began at once to create, standardize, and preserve them. Caxton, in the preface to his translation of the *Aeneid*, after telling a story of confused dialects, ended up "Lo! What should a man in these days now write, eggs or eyren?" By choosing words "understood of common people" and by printing all he could of English literature, he steered the English language along its main line of development. The early printing of great vernacular works, such as those of Dante, Petrarch, and Boccaccio in Italy, or a vernacular Bible, such as that of Luther in Germany, gave many languages their standard modern form. The French language owes much to the early printer-publisher Robert Estienne, who is known not only for his typographical innovations of the 1530s but also for his dictionaries. His work in the latter field caused him to be known as the father of French lexicography. Up to 1500, about three-quarters of all printing was in Latin, but thereafter that proportion steadily declined as books appeared in the vernacular and reached an ever-widening public.

Text 7. Controls over Printing

The church at first had every reason to welcome printing. Bibles (preferably in Latin), missals, breviaries, and general ecclesiastical literature poured from the early presses of Europe; and the first best-seller in print was a devotional work by Thomas à Kempis, *De imitatione Christi* (*Imitation of Christ*), which went through 99 editions between 1471 and 1500. Such sales were matched, however, between 1500 and 1520 by the works of the humanist Erasmus, and, after 1517, by those of the "heretic" Martin Luther. The church had always exercised cen-

sorship over written matter, especially through the universities in the late Middle Ages. As the works of the reformers swelled in volume and tone, this censorship became increasingly harsh. The Inquisition was restored, and it was decreed in 1543 that no book might be printed or sold without permission from the church. Lists of banned books were drawn up, and the first general *Index Librorum Prohibitorum* (Index of Forbidden Books) was issued in 1559. Dutch printers in particular suffered under the Inquisition and a number went to the stake for publishing Protestant books. To avoid such a fate, some resorted to the fake imprint, putting a fictitious printer or place of publication on the title page, or omitting that information.

Censorship also began to be exercised in varying degrees by individual rulers, especially in England, where church and state had been united under Henry VIII after his defection from Rome. The Tudors, with little right under common law, arrogated to themselves authority to control the press. After about 1525, endless proclamations were issued against heretical or seditious books. The most important was that of 1538 against "naughty printed books", which made it necessary to secure a license from the Privy Council or other royal nominees for the printing or distribution of any book in English.

In this attempt at control, an increasingly prominent part came to be played by the Stationers' Company. Since its formation in 1403 from the old fraternities of scriveners, limners, bookbinders, and stationers, it had sought to protect its members and regulate competition. Its first application for a royal charter in 1542 seems to have gone unheeded; but in 1557, an important date in the English book trade, the interests of the crown (then the Roman Catholic Mary Tudor), which wanted a ready instrument of control, coincided with those of the company (under a Roman Catholic first Master), and it was granted a charter that gave it a virtual monopoly. Thereafter, only those who were members of the company or who otherwise had special privileges or patents might print matter for sale in the kingdom. Under the system of royal privileges begun by Henry VIII, a printer was sometimes given the sole right to print and sell a particular book or class of books for a specified number of years, to enable him to recoup his outlay. This type of regulation now came into the hands of the Stationers' Company. After licensing by the authorities, all books had to be entered in the company's register, on payment of a small fee. The first stationer to enter a book acquired a right to the title or "copy" of it, which could then be transferred as might

any other property. As the beginning of a system of copyright, this procedure was an admirable development; but the grip that the company obtained and its self-interested subservience to authority were to stunt the free growth of the English book trade for the next 100 years.

Text 8. Rubrication. Illumination and Binding

Copies left the Gutenberg workshop unbound, without decoration, and for the most part without rubrication. Initially the rubrics – the headings before each book of the Bible – were printed, but this experiment was quickly abandoned, and gaps were left for rubrication to be added by hand. A guide of the text to be added to each page, printed for use by rubricators, survives.

The spacious margin allowed for illuminated decoration to be added by hand. The amount of decoration presumably depended on how much each buyer could or would pay for. Some copies were never decorated. The place of decoration can be known or inferred for about 30 of the surviving copies. Perhaps 13 of these received their decoration in Mainz, but others were worked on as far away as London. The vellum Bibles were more expensive and perhaps for this reason tend to be more highly decorated, although the vellum copy in the British Library is completely undecorated. There has been speculation that the Master of the Playing Cards was partly responsible for the illumination of the Princeton copy, though all that can be said for certain is that the same model book was used for some of the illustrations in this copy and for some of the Master's playing cards.

Although many Gutenberg Bibles have been rebound over the years, 9 copies retain fifteenth-century bindings. Most of these copies were bound in either Mainz or Erfurt. Most copies were divided into two volumes, the first volume ending with The Book of Psalms. Copies on vellum were heavier and for this reason were sometimes bound in three or four volumes.

Text 9. Interesting Printing and Books Facts

Things You Probably Didn't Know.
• Printing was first thought of and developed in China.
• Oldest known printed work by Chinese is a woodblock-printed Buddhist scripture of the Wu Zetian period (684–705 AD).

- Printing is considered to be one of the four greatest Chinese inventions.
- Johann Gutenburg developed European printing technology in 1440.
- Gutenburg developed the use of movable type of printing. He never used anything but oil based inks.
- The first offset printing press was invented in 1903 by Ira Washington Rubel.
- Offset printing is the most common form of printing.
- The Maryland Gazette was founded in 1727 and is the oldest, continuously published newspaper in the United States.

The word "book". Liber is the Latin word for book, which comes from the Romans, who used the thin layer found between the bark and the wood (the liber) before parchment came along. The English word for book is derived from the Danish word "bog", which means birch tree. That makes sense because early writers in Denmark wrote on birch bark.

- Consider this: an original copy of Chaucer's Canterbury Tales sold for a record 7.4 million (in US dollars) at Christies in London in 1998. The book was printed in 1477.
- Children's fiction seems to age well. A rare first edition of Alice's Adventures in Wonderland sold for 1.5 million at auction in New York. This makes it the most valuable children's book ever sold. It was Carroll's own working copy. There are only 22 copies of the 1865 first edition known to exist today, and only five made it to some private owner's hot little hands. So we know that there are at least five people in the world with more money than brains.
- The Buddhist Bible was originally engraved (выгравирована) on 729 white marble (мрамор) tablets. These tablets are regarded by Myanmar Buddhists as orthodox texts. Each marble tablet is about 3 inches wide and 4 inches long.
- The Library of Congress (Washington DC) contains 28 million books and has more than 500 miles of shelving. It would take you eight hours to pass every single book, if you were driving in a car at 70 mph.
- Who's the bestselling commercial fiction author of all time? Not Meyer. Not Rowling. Not even King. No, the bestselling author of all time is Agatha Christie. Since 1920 her books have sold over a billion copies in the English language, and another billion in more than 45 other languages. She is outsold (обгонять) only by the Bible and William Shakespeare.

Poe is creepier (более жуткий) than you think.

• Edgar Allan Poe wrote about death and all other things dark and macabre. His life itself is a pretty dark story. But his themes and his life are not the most creepy details about Mr. Poe. He wrote a short story in 1838, titled "The Narrative of Arthur Gordon Pym of Nantucket" ("Повесть о приключениях Артура Гордона Пима"). In the story, three shipwreck survivors in an open boat kill and eat the fourth man, named Richard Parker. In 1884, (almost 50 years LATER) three real-life shipwreck survivors in an open boat killed and ate the fourth man, whose name was also Richard Parker.

• You think it's tough to make ends meet as a writer today? Consider that William Shakespeare's average annual income as a playwright was under 32 dollars (USD), which works out to about 13 dollars per play.

Text 10. What Do Editors Do?

Editors bring to a manuscript the polish and knowledge and skills that a writer might not have, might not know how to use, or might not see the need for in his own work. An editor makes sure the writer's work says what the writer intends and says it in the writer's voice and with his sensibilities.

An editor's job is to make a story, article, or manuscript better. Better in terms of clarity, enjoyment, logic, flow, and meaning. Better in terms of meeting the needs of the audience. An editor serves the project, the author, and the reader. An editor balances the writer's desires with the publisher's standards and the reader's expectations – and finds a way to produce a story to satisfy all three.

Editors read. They write. They love words and the millions of stories that can be crafted from them. They assemble parts of a manuscript as if they were puzzle pieces, putting them together to make a fascinating and appealing picture, a picture that readers will want to explore in depth.

They are typically picky, sticklers for what they believe is right, opinionated, and determined. They often have a great eye for detail, a strong vocabulary, and knowledge of odd grammar rules. They enjoy working with – and playing with – words.

Editors are enhancers. They work to make what is good better, what is great, outstanding. They challenge writers. They challenge themselves.

Text 11. Duplicate Plates

1. Duplicate plates are extremely important relief image carriers. They made it possible to free letterpress from the limitations imposed by composition consisting of individual metallic types. Duplicate plates can be divided into four types: stereotypes, electrotypes, plastic plates and rubber plates. There are some distinctive features of duplicate plates.

2. Duplicate plates can be curved and used for long – run printing. All long – run printing is based on rotary presses. As type forms must be used flat and cannot be curved, they cannot serve for rotary printing. Their place is taken by curved duplicate plates. Some kinds of duplicate plates are made either flat or curved, others can be made flat and then curved, still others are sufficiently flexible not to need separate curving as they will conform by their own flexibility to the curvature of the cylinder.

3. Excellent wearing qualities are an important requirement for long – run printing. Duplicate plates rate highly in this respect. They have a much longer press life than the original material from which they are made. A chromium – faced electrotype, for example, will last ten times as long as the photoengraving from which it was made.

4. Duplicate plates permit the combining of many different original elements in a single image – carrier. Foundry types, slugs of type, wood engravings, photo engravings, and, if necessary, already existing stereotypes and electrotypes can all be combined for duplicate platemaking.

5. Rubber and plastic are materials which are not suitable for typesetting and photoengraving. But some methods of relief printing – flexography for example – cannot use image carriers consisting of metals but must have for their purposes more resilient materials such as natural or synthetic rubber. The only way to obtain such image carriers is by duplicate platemaking.

6. Special techniques can be used to correct some defects of original materials during the manufacturing steps of duplicate platemaking. Some duplicate plates are much lighter and less bulky than original material.

This feature is important where plates must be stored for later re – printing. Plastic duplicate plates, for example, which are widely used in book printing, occupy much less space than the original type forms from which they are molded. Duplicate plates are also much less heavy than these, a fact not to be forgotten.

Text 12. Gravure

Gravure printing is an intaglio printing technique, where the image being printed is made up of small depressions in the surface of the printing plate. The cells are filled with ink, and the excess is scraped off the surface with a doctor blade. Then a rubber-covered roller presses paper onto the surface of the plate and into contact with the ink in the cells. The printing cylinders are usually made from copper plated steel, which is subsequently chromed, and may be produced by diamond engraving; etching, or laser ablation. Gravure printing is used for long, high-quality print runs such as magazines, mail-order catalogues, packaging and printing onto fabric and wallpaper. It is also used for printing postage stamps and decorative plastic laminates, such as kitchen worktops.

Other printing techniques include:

- flexography used for packaging, labels, newspapers;
- inkjet used typically to print a small number of books or packaging and also, to print a variety of materials from high quality papers simulating offset printing, to floor tiles;
- laser printing mainly used in offices and for transactional printing (bills, bank documents). Laser printing is commonly used by direct mail companies to create variable data letters or coupons;
- pad printing popular for its unusual ability to print on complex three-dimensional surfaces;
- relief print, (mainly used for catalogues);
- screen-printing for T-shirts to floor tiles;
- intaglio – used mainly for high value documents such as Currencies;
- thermal printing – popular in the 1990s for Fax printing. Used today for airline baggage tags.

Text 13. How Much Faster are Printing Presses Today Than They Used to Be?

Printing presses back in the day weren't as fast as they are now.

Technology moves pretty quickly, so when we get frustrated about something not working the way it's supposed to, it's always kind of humbling to think about how far we've come. Like, sure, your car guzzles gas and it can be expensive – but in 1850, you would have been

riding a horse! Losing the TV remote in your couch cushions is annoying, but not as annoying as it used to be marching across the room to turn the dial. And of course, the next time your Internet is running slowly, try walking to the library to use an actual printed encyclopedia, and see how much faster that is! Let's take a look at a few examples: The first steam-powered press, and then something a little more modern.

Koenig's Steam-Powered Press. When the printing press was invented, it had to be operated by hand, and it wasn't particularly fast. In fact, Johannes Gutenberg's printing press operated so slowly that it just wouldn't be fair to include it in this comparison, so we'll skip ahead a few years to a more mechanized alternative.

Friedrik Koenig invented the steam-powered press in 1812, and it seriously improved upon the speed of hand-operated presses. Using steam power, this press was able to process a whopping 400 sheets per hour—impressive, right? We'll compare it to a modern competitor.

Heidelberg Printing Machines. As a basis for comparison, let's go with a Heidelberg printing machine. In operation since the 1800s, Heidelberg has been manufacturing printing presses during some of the biggest technological advances in the industry, and still makes them today.

Before we go on, let's specify something: there are two types of printing press. Some print on giant sheets of paper, while others unspool one long sheet from a giant roll of paper, which is cut up after being printed (these are called web-fed presses). The latter kind are much faster, so to be fair, we'll choose a press that uses sheets, like the 1812 steam-powered press that Koenig invented did.

One of Heidelberg's electric Speed master machines prints 15,000 sheets per hour – in color. That's more than 37 times what the steam press could handle in 1812. It would take Koenig and his steam-powered machine more than a month to print as much as a Heidelberg printing machine does in a day.

Between Then and Now. So what happened? How did technology change so much in a relatively short amount of time? While web-fed presses made printing faster than ever before, that doesn't explain the vastly improved speed of sheet-fed presses like the ones we compared. But computers and automation do.

For one thing, back in 1812, all of the printed letters had to be arranged manually, piece by piece – just like they were when the printing press was first invented. Compared to the completely computerized

preses of today, which read files and build printing plates automatically, this was an incredibly slow method of pre-production.

Once the machines actually started printing, though, they still weren't nearly as speedy as they are today. One reason is that while they were powered by steam, they still had to be operated manually. An actual person was responsible for feeding paper in and out, and operating the machine.

And while even the computerized printing machines of today need someone on-hand to operate them, their job consists of a lot more button-pushing and a lot less hard labor. Virtually the entire process is automated, from the moment that paper is fed into the press to the time it is dried, cut and folded.

Where Do We Go From Here? Since Gutenberg first invented a faster method of mass-producing the printed word, technology has seriously improved. What was once a painstakingly slow, manual method of production has grown exponentially faster with mechanization, steam power, electricity and computer technology. So while the 400-page-per-hour machine that Koenig introduced in the early 1800s was a technological revolution, it wasn't long before it was beaten by web-fed machines and more mechanical advances. And of course, it wasn't long before those advances were made obsolete by new ones, and so one. It makes you wonder about how advanced we think today's technology is, and how far it stands to go in just the next few years!

Text 14. Colour Printing

Most books are printed in one colour, and that colour is black. However, several kinds of books, call for more than one colour, and the printing of these books is both more costly and more complicated than black-and-white printing.

Although an extra colour or extra colours can be used for merely decorative purposes, to enrich the appearance of a book, there are many cases in which colour printing is essential. Some textbooks, for example, include charts and graphs that become clearer in meaning with the use of colour. Maps often require colour printing, and an added colour can be helpful in distinguishing one kind of text block from another.

Children find colours attractive, and for this reason a large number of children's books are illustrated in colour. Art books require colour printing for the reproduction of paintings in which colour plays an im-

portant role, because colour reproductions and photographs enhance the value – both commercial and aesthetic – of a gift book.

The reason for the high cost of colour printing can be easily understood. After all, it takes four times as much work to print for colours as it does to print one colour. And the complexity of colour printing can best be illustrated by an explanation of the two kinds of colour printing. The first of these, known as full colour, is the most complex of the two. Because it can yield a very wide range of colors, it is used for the reproduction of paintings, colour photographs and other subjects that require a large number of colours for faithful reproduction. Plates for full colour printing are made photo-mechanically.

The second kind of colour printing is known as multicolour flat colour. Platemaking for flat colour printing is the same as for black-and-white printing. However, a separate plate will be made for each colour.

Text 15. Photomechanics for Gravure

Photomechanics for gravure often appear to the beginner to be complex and a little confusing. But if you keep firmly in mind what functions photomechanics have in the production of gravure image-carriers, you will not find the subject too difficult. You want to remember that gravure can obtain tonal reproductions either by depositing ink films of varying thickness in different areas of the printed image or by varying the size of intaglio halftone dots, or, finally, by combining both techniques. Technically, this is achieved either by varying the depth of cells, or by varying the area of cells, or by varying both cell depth and area.

Close control of both depth and area of gravure cells is therefore essential for all gravure methods. Treating the image carrier with an etchant removes the required amounts of metal where it should be removed and thereby produces the gravure cells. Photomechanics provides the guide and control for the etching operation. Both the cell areas and their depth can be decisively influenced by the photomechanical image which is either formed on the surface of the image carrier or transferred to this surface after having been formed independently.

We distinguish two kinds of photomechanical images: stencils and continuous photomechanical layers of varying hardness and thicknesses. Stencils serve for the making of intaglio halftone image carriers, whereas images of varying hardness and thickness serve as resists in the etching of gravure cells of varying depth.

A firm grasp of the difference between these two photomechanical products is a prerequisite for the understanding of photomechanics for gravure. In photomechanical stencils, the light-sensitive coating is either completely hardened or not hardened at all, with no significant variations between these two extremes. During development of the photoprinted coating, all hardened areas remain on the supporting surface and all unhardened areas are washed away.

In continuous photomechanical layers of varying hardness and thickness, the light-sensitive coating is variably hardened throughout and changed in its solubility to various degrees in various areas. In some areas the coating is harder; in others it is less so. After development, such a coating still presents a continuous uninterrupted film, but it is a film of varying hardness and thickness. The hardness and thickness variations of this film depend on the amount of light to which a given area is exposed; areas exposed to more light are more hardened than areas exposed to less light. These variations in the physical properties of the resist influence the extent to which a given etchant can pass though it or permeate and etch the metal underneath.

The hardness and thickness of the developed photomechanical coating plays a decisive role in the etching of gravure image carriers with cells of varying depth. As a simplified generalization, it can be said that the depth of cells is inversely related to the hardness and thickness of the photomechanical film. The photomechanical film serves as a resist during the etching of the intaglio image carrier. In gravure methods the resist protects various metal areas not uniformly but to varying degrees from the etchant, depending on its own hardness and thickness in any given area. The harder and thicker the resist, the more an area is protected from the action of the etchant; the more an area is protected, the less it will be etched. Conversely, the less an area is protected from the etchant the deeper will the cells be etched. The lands, bridges, or posts, as the metal areas between cells are called, must consequently be completely protected, whereas the deep shadows, which require the deepest etched calls, are least protected from the etchant.

Text 16. The Process of Publishing

Editorial stage. After a decision is taken to publish a work, the author may be asked to improve the quality of the work through rewriting or smaller changes, and the staff will edit the work. Editors often

choose or refine titles and headlines. Editing may also involve structural changes and requests for more information. Some publishers employ fact checkers, particularly regarding non-fiction works.

Design stage. When a final text is agreed upon, the next phase is design. This may include artwork. In publishing the word "art" also indicates photographs. This process prepares the work for printing through processes such as typesetting, dust jacket composition, specification of paper quality, binding method and casing, proofreading. The type of books being produced determines the amount of design required. For standard fiction titles, design is usually restricted to typography and cover design. For books containing illustrations or images, design takes on a much larger role in laying out how the page looks, how chapters begin and end, colours, typography, cover design and ancillary materials such as posters, catalogue images and other sales materials. Non-fiction illustrated titles are the most design intensive books, requiring an extensive use of images and illustrations, captions and typography.

Sales and marketing stage. The sales and marketing stage is closely connected with the editorial process. As front cover images are produced or chapters are edited, sales people may start talking about the book with their customers to build early interest. Publishing companies often produce advanced information sheets which may be sent to customers or overseas publishers to gauge possible sales. As early interest is measured, this information feeds back through the editorial process and may affect the formatting of the book and the strategy employed to sell it. So, if initial feedback is not strong, the print-run of the book may be reduced, the marketing budget cut or, in some cases, the book is dropped from publication altogether.

Printing. When editing and design work are completed, the printing phase begins. The first step is the creation of a pre-press proof, which is sent for final checking. This proof shows the book precisely as it will appear once printed and is the final opportunity for the publisher to find and correct errors. Some printing companies use electronic proofs rather than printed proofs. Once the proofs have been approved by the publisher, printing – the physical production of the published work – begins. A new printing process is printing on demand. The book is written, edited, and designed as usual, but it is not printed until the publisher receives an order for the book from a customer. This procedure ensures low costs for storage and reduces the likelihood of printing more books than will be sold.

Distribution. The final stage in publication is making the product available to the public, usually by offering it for sale. In previous centuries, an author was frequently also his own editor, printer and book seller, but these functions are usually separated now. Once a book, newspaper or other publication is printed, the publisher may use a variety of channels to distribute it. Books are most commonly sold through booksellers and other retailers. Newspapers and magazines are typically sold directly by the publisher to subscribers, and then distributed either through the postal system or by newspaper carriers. Periodicals are also frequently sold through newsagents and vending machines.

Text 17. The Word "Computer"

Over the years there have been several slightly different meanings to the word *computer,* and several different words for the thing we now usually call a computer.

For instance, "computer" was once commonly used to mean a person employed to do arithmetic calculations, with or without mechanical aids. During World War II it referred to U.S. and British servicewomen whose job was to calculate the trajectories of large artillery shells with such machines.

Charles Babbage designed one of the first computing machines called the Analytical engine, but due to technological problems it was not built in his lifetime. Various simple mechanical devices such as the slide rule and abacus have also been called computers. In some cases they were referred to as "analog computers", as they represented numbers by continuous physical quantities rather than by discrete binary digits.

In thinking of other words for the computer, it is worth noting that in other languages the word chosen does not always have the same literal meaning as the English language word. In French, for example, the word is "ordinateur", which means approximately "organizer". The Spanish word is "ordenador" with the same meaning, although in some countries they use the anglicism *computadora*. In Italian a computer is "calcolatore", calculator, emphasizing its computational uses over logical ones. In Swedish a computer is called "dator" from "data". In Finnish a computer is called "tietokone" which means "information machine". In Chinese a computer is called "dian nao" or "an electric brain'.

Text 18. The Development of the Computer

The inventions and ideas of many mathematicians and scientists led to the development of the computer. The first mechanical calculating machines were invented during the 1600's. One of the most notable of these devices was built in 1642 by the French mathematician and scientist Blaise Pascal.

During the 1830's an English mathematician named Charles Babbage developed the idea of a mechanical digital computer. He tried to construct a machine called an analytical engine. The machine contained the basic elements of an automatic computer and was designed to perform complicated calculations according to a sequence of instructions. However, the technology of Babbage's time was not advances enough to provide the precision parts needed to complete the machine.

Another important contribution to the development of the computer was made in the mid 1800's by George Boole, an English logician and mathematician. Boole devised a system of formulating logical statements symbolically so that they could be written and proved in a way similar to that of ordinary algebra. In 1930 the first reliable analog computer was built. This machine, called a differential analyzer, solved differential equations.

During the 1940's, John Von Neuman, an American mathematician, introduced an idea that improved the computer design. He proposed that programs could be coded as numbers and stored with data in a computer's memory. The invention of the transistor in 1947 resulted in the production of faster and more reliable electronic computers. The new machines also were smaller and less expensive than earlier models.

The continued miniaturization of electronic equipment during the late 1960's and 1970's led to further advances in computer technology. The development of the integrated circuit enabled engineers to design both minicomputers and high-speed mainframes with tremendous memory capacities.

Text 19. Word Processing

Word processing refers generally to the creation, editing, formatting, storage and output of both printed and online or electronic documents. Word processing is undoubtedly the most used business application for personal computers, perhaps alongside World Wide Web browsers and e-mail applications.

Word processing software includes basic applications designed for casual business or home users and powerful, advanced applications capable of meeting the most demanding needs of businesses. Many word processing applications are designed for use as part of a suite or integrated group of word processing and presentation programs. For example, Microsoft Word, probably the most widely used word processing software, is part of the Microsoft office suite, which includes Microsoft's Power Point presentation program and Excel. Corel Word Perfect, a less widely used but very popular word processing program, is part of Corel's Word perfect Office suite, which includes Quattro Pro software and Presentations multimedia slide-show software.

Word processing means little more than typing up a document by inserting text, space and punctuation. Word processing implies a far greater range of features, including animated clip art, tables, graphs, headers and footers and formatting styles that can be applied to an entire document.

Word processors vary considerably, but all of them support the following basic features:
- insert text: allows you to insert text anywhere in the document;
- delete text: allows you to erase characters, words, lines, or pages;
- cut and paste: allows you to remove a section of text from one place in a document and insert it somewhere else;
- copy: allows you to duplicate a section of text;
- page size and margins: allows you to define various page sizes and margins and the word processor will automatically readjust the text;
- search and replace: allows you to search for a particular word or phrase;
- word wrap: the word processor automatically moves to the next line when you have filled one line with text, and it will readjust text if you change the margins;
- print: allows you to send a document to a printer.

Word processors that support only these features are called *text editors*. Most word processors, however, support additional features that enable you to manipulate and format documents in more sophisticated ways. These more advanced word processors are sometimes called *full-featured word processors*. They usually support the following features:
- file management: many word processors contain file management capabilities that allow you to create, delete, move and search for files;

- font specifications: allows you to change fonts within a document. For example, you can specify bold, italics and underlining;
- footnotes and cross-references: automates the numbering and placement of footnotes and enables you to easily cross-reference other sections of the documents;
- graphics: allows you to embed illustrations and graphs into a document;
- headers, footers and page numbering: allows you to specify customized headers and footers that the word processor will put at the top and bottom of every page;
- layout: allows you to specify different margins within a single document and to specify various methods for indenting paragraphs;
- macros: *a macro* is a character or word that represents a series of keystrokes. They can represent text or commands;
- spell checker: a utility that allows you to check the spelling of words. It will highlight any words that it does not recognize;
- tables of contents and indexes: allows you to automatically create a table of contents and index based on special codes that you insert in the documents;
- thesaurus: a built-in thesaurus that allows you to search for synonyms without leaving the word processor;
- windows: allows you to edit two or more documents at the same time. Each document appears in a separate *window*;
- WYSIWYG (what you see is what you get): with WYSIWYG a document appears on the display screen exactly as it will look when printed.

Text 20. Software Reliability

An important facet of software quality is software reliability. With the advent of the computer age, computers, as well as the software running on them, are playing a vital role in our daily lives. Software does not age, rust, wear-out, deform or crack. Furthermore, software has no shape, color, material, mass. It can not be seen or touched, but it has a physical existence and is crucial to system functionality.

Optimists would think that once the software can run correctly, it will be correct forever. A series of tragedies and chaos caused by software proves this to be wrong. Software can make decisions, but can be just as unreliable as human beings. The British destroyer

Sheffield was sunk because the radar system identified an incoming missile as "friendly".

Soft ware errors cost the U.S. economy $60 billion annually in re-work, lost productivity and actual damages: Hartford Coliseum Collapse (1978, Connecticut, USA) cost $70 million plus another $20 million damage to the local economy. Just hours after thousands of fans had left the Hartford Coliseum, the steel-latticed roof collapsed under the weight of wet snow. What was the cause? The programmer of the CAD (САПР) software used to design the Coliseum, incorrectly assumed the steel roof supports would only face pure compression. But when one of the supports unexpectedly buckled from the snow, it set off a chain reaction that brought down the other roof sections like dominoes.

In 1999 the U.K. Passport Agency implemented a new Siemens computer system, which failed to issue passports on time for a half million British citizens. The Agency had to pay millions in compensation, staff overtime and umbrellas for people queuing in the rain for passports. It cost the Agency J12, 600 million and caused mass inconvenience. The cause was that the passport Agency rolled out its new computer system without adequately testing it or training its staff. At the same time, a law change required all children under 16 travelling abroad to obtain a passport, resulting in a huge spike in passport demand that overwhelmed the buggy new computer system.

Text 21. The National Library of Belarus

The National Library of Belarus, founded on 15 September 1922, is a copyright library of the Republic of Belarus. It houses the largest collection of Belarusian printed materials and the third largest collection of books in Russian behind the Russian State Library (Moscow) and the Russian National Library (St. Petersburg). It is now located in a new 74-metre (236 feet) high building in Minsk, the capital of the Republic. The building has 22 floors and was completed in January 2006. The building can seat about 2,000 readers and features a 500-seat conference hall. Its main architectural component has the shape of a rhombicuboctahedron. The library's new building was designed by architects Mihail Vinogradov and Viktor Kramarenko and opened on 16 June 2006.

The National Library of Belarus is the main information and cultural centre of the country. Its depository collections include 8 million items of various media. In 1993 the National Library of Belarus started to create its own electronic information resources. It has generated a collection of bibliographic, factual graphic, full-text, graphic, sound and language databases that comprise more than 2 million records. The scope of databases is quite wide: humanities, social sciences, history, art and culture of Belarus. Library users also have access to databases of other libraries and academic institutions, including foreign ones.

The library service is in great demand. More than 90 thousand citizens of Belarus are library users, who annually request 3.5 million documents. Every day the library is visited by more than 2,200 people. The library delivers about 12,000 documents daily.

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