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ТЕХНОЛОГИЧЕСКИЙ УНИВЕРСИТЕТ»

**Кафедра межкультурных коммуникаций
и технического перевода**

**АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ ПОЛИГРАФИЧЕСКОЙ
ПРОМЫШЛЕННОСТИ
И ИЗДАТЕЛЬСКОГО ДЕЛА**

Учебно-методическое пособие
для студентов I и II курсов
полиграфических специальностей

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Учебно-методическое пособие представляет собой комплекс оригинальных текстов и лексико-грамматических упражнений, направленных на обучение студентов чтению и пониманию литературы по специальности, а также способствующих подготовке к устному обсуждению прочитанного материала на английском языке.

Предназначено как для занятий под руководством преподавателя, так и для самостоятельной работы студентов и магистрантов.

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ПРЕДИСЛОВИЕ

Данное учебно-методическое пособие составлено в соответствии с действующей программой по английскому языку для неязыковых вузов и предназначено для студентов I и II курсов издательского-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 тексты «История печатания», «Великие библиотеки мира», «Информационные технологии», «Знаменитые печатники», «Издательство», «Типография», «Виды печати», «Периодические и неперидические издания», «Редактор», «Печатные станки», взятые из оригинальных источников, изданных в Республике Беларусь, Великобритании и Канаде.

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

Пособие состоит из трех частей. Часть I включает тексты и последовательные упражнения, выполнение которых позволяет облегчить подготовку студентов к дискуссии по теме и дает возможность лучше усвоить материал. Часть II включает оригинальные тексты для дополнительного чтения. Все тексты носят познавательный характер и могут быть использованы при составлении сообщений и ведения бесед на английском языке. В части III собран дополнительный лексический материал, а именно клише для развития коммуникативных навыков.

Материал рекомендуется изучать в порядке, представленном 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. TEXTS FOR DISCUSSION

UNIT I

THE PRINTED WORD

SPEAKING

Exercise 1. You are going to tell your partner about the impact of printing on our life. Think what to say and how to say it. Discuss these questions.

1. Do you imagine your life without printing?
2. Could printing help in developing science and civilization?
3. What would our world be without paper?
4. Is it possible to live without books?

READING & VOCABULARY

Exercise 2. Read the text and find the English equivalents.

Деревянные дощечки; воск; полоски кожи; глиняные таблички; обжигание; они могли долго храниться; дожили до сегодняшних дней; папирус; полоска, которая перематывалась с одного цилиндра на другой; книжный том; средние века; книги были довольно широко распространены; приковывать цепями; изобретение книгопечатания распространилось по Европе; ремесленники; редакторы, издатели и книготорговцы; появление настоящей системы публичных библиотек; девяносто миллионов единиц хранения; книги и рукописи; уникальные коллекции; сохранить.

Exercise 3. Practise the useful phrases from exercise 1.

Exercise 4. Answer the comprehension questions about the history of printing.

1. What materials were used to make ancient books?

2. In what places of the world did people have books in ancient times?
3. Where and when was printing invented?
4. Who usually used early libraries?
5. When did many public libraries appear?
6. What old universities have good libraries?

The Printed Word

The earliest books were written on tablets of wood or pieces of bark. In Greece and Rome the tablets of wood were covered with wax, and writing was impressed upon them with a small stick called “stylus”. These tablets were held together on one side with thin strips of leather or metal rings. In Assyria and Babylonia clay tablets were used for writing and the words were drawn with a piece of wood. After baking, the tablets were kept on shelves, just like books are kept today. Although the clay tablets didn’t look very beautiful, they were long-lasting and some of them survived until the present day. The earliest books of the ancient world were written on papyrus and skins of young animals. These books took the form of a long strip, rolled from one cylinder to another. These writings were known to the Romans as *volumen* from which comes the word *volume*. Though paper has been known in China since the first century, the secret of papermaking came to Europe much later.

Books were quite common in ancient Rome: we know that there were many booksellers and the first public library was founded there about 39 BC. Only the rich could buy books or make their slaves copy books from important libraries. By the time of the Middle Ages all books were handwritten and often beautifully decorated. Libraries used to chain books to the shelves so that they could not be removed from the building. But very few people could read them. The invention of printing was a really great event in history. The first people to invent printing were the Chinese. In Europe there were several people who can be called inventors of printing. The best known is Johann Gutenberg from Germany.

Printing went quickly over Europe and by the end of the 15th century there were more than 200 presses. The early printers were not only craftsmen, but also editors, publishers and booksellers. The first printing press in England was set up by William Caxton at Westminster in 1476, and the first printing press in Russia – by Ivan Fedorov in Moscow in 1564. Printed books soon reached a very high standard and the craftsmen were rightfully proud of their work. Eventually there were more

and more people in Europe who could read and they wanted more and more books. That led to opening more libraries.

Early libraries were used only by scientists and were few. By and by they grew in number and began to be used by the public. The 19th century saw the appearance of a proper system of public libraries. Now most countries have their own national libraries. Many old universities have rich collections of books: Oxford and Cambridge in England, Harvard and Yale in the United States. Among the great libraries of the world we can name the *British Museum Library* (the British Library) in London, *the Library of Congress in the United States*, *Bibliothèque Nationale in France*, *the Beijing Library in China*, *the State Public Library in Moscow*. The world's largest is the US Library of Congress. It holds about 90 million items – books and manuscripts. The library was founded in 1800 in Washington, DC for the use of Congress and later became a public library. Bibliothèque Nationale dates back to the 17th century and was set in the 18th century. The State Public Library in Moscow was founded in 1862 and has unique collections of books.

Modern libraries do their best to help people get information as quickly as possible. They use computers and electronic catalogues. Probably the most difficult problem for any library is to keep their books, journals and films. How they do it is a new story.

Exercise 5. Read the text again for more detailed information. Work in pairs. What new things have you learned from the text?

Exercise 6. These sentences are answers to certain questions on the text. Say what the questions are.

1. On tablets of wood or pieces of bark.
2. With thin stripes of leather or metal rings.
3. In Assyria and Babylonia.
4. From a tall plant.
5. About 39 BC.
6. The Chinese.
7. About 200.
8. His name was William Caxton.
9. In Moscow in 1564.
10. The US Library of Congress.

READING EXTRA

Exercise 7. Read and translate the text. Do the exercises below.

Books in our Life

Every day we read something and can't imagine our life without reading. It may be a textbook or an article in a magazine or a newspaper, an advertisement or a chapter from a famous novel. There are different kinds of books: historical novels and poems, science fiction and adventure stories, detective stories and biographies, fairy tales and fables. Besides, there are a lot of dictionaries and reference books and hundreds of newspapers and magazines.

Why do we read books? Sometimes we want to get some information or to find answers to the thrilling questions of our life. Then we take a book with a serious content. Sometimes we want to entertain ourselves, to relax, to spend free time. Besides, we use different dictionaries and reference books when we prepare reports or our homework. Books can tell us a lot about lives of famous people, ancient times, historical events, politics and teenager's problems. Books help to discover new things, educate, solve problems, expand our outlook. Many people have books at home. These are books of their favourite authors. One can also get a book in the library. Nevertheless, there are people who like reading and those who think that it is a boring thing which takes much time, hurts eyes and causes a headache.

Reading good books makes us smarter. Books align us with our career and life goals. Reading books is a natural therapy to reduce stress and balance our thought processes. Unfortunately, it's not so popular nowadays because of the Internet and computer games.

Vocabulary

An article – статья, артикль; a science fiction – научная фантастика; a detective story – детектив; a biography – биография; a fairy tale – сказка; a fable – басня; a reference book – справочник; to entertain oneself – развлекаться; a content – содержание; a chapter – глава; ancient – древний; an event – событие; to discover – обнаружить; to solve a problem – решать проблемы; to expand one's outlook – расширять кругозор; nevertheless – тем не менее; to hurt one's eyes – испортить зрение.

Exercise 8. Answer the questions. Compare your answers with a partner.

1. What kinds of books do you know? 2. What kind of books do you like to read? 3. Have you read any fairy-tales, fables, poems, stories? 4. What do you like to read about? 5. Have you read any books of foreign writers? 6. What English and American writers do you know? 7. What can different kinds of books teach us? 8. Do you like to read science fiction? Why? 9. Where can one get a book? 10. Where else can you get the information from? 11. Is reading still popular today?

Exercise 9. Think about a recent book you have read. Write a book review: the story line, the main character, the kind of book, your feelings about the book.

HISTORY OF PRINTING. ANCIENT LIBRARIES

SPEAKING

Exercise 1. Think about book printing and pioneer printers. Discuss the following questions.

1. What do you know about the most famous Gutenberg's book?
2. What was it?

READING & VOCABULARY

Exercise 2. Read the text and find the English equivalents.

Малоизвестное искусство, с незапамятных времен, оставить графическое изображение, одна из ведущих отраслей промышленности, первый печатный станок с наборным шрифтом, вырезать, скреплять дощечки вместе, в борьбе с силами природы, сделанные из свинца, утомительная работа, достижения, составлять разные слова, лист пергамента, покрывались краской.

Notes on History of Printing

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

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.

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.

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.

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.

Exercise 3. 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 writing |
| 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 |

Exercise 4. 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.

Exercise 5. Comprehension questions.

1. When did printing appear? 2. Was printing an art or an industry at that time? 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?

Exercise 6. 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.

Exercise 7. Complete the following 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

Exercise 8. 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.

Exercise 9. 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, Francysk Skaryna, Marie Curie, Charles Babbage.

Exercise 10. Retell the text.

Exercise 11. Decide whether the statements are true or false. Cross the false sentences.

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.

Exercise 12. 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. Иоганн Гутенберг изобрел принцип разборного шрифта, а также рациональный и производительный способ литья печатных знаков. Кроме того, Гутенберг определил состав типографской краски, представляющей собой смесь сажи и льняного масла.

В 1448 г. печатник вернулся в Майнц. И уже в 1450 г. создал собственную типографию. В 1452 г. Гутенберг издал шедевр книжного искусства – 42-строчную Библию. Для издания Библии он изготовил 290 литер. Книга состояла из 2 фолиантов, была напечатана в 2 колонки по 42 строки в каждой. Первый тираж состоял из 158 экземпляров, следующий – из 180. Первый экземпляр Библии был продан в 1455 г. 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, Аусбург, Базель. Всего насчитывалась 261 типография в 75 городах.

WRITING EXTRA

Exercise 13. Read and translate the text. Do the exercise below.

Printing has shaped the world in many ways. The first printed texts date back to the 6th century China, when monks printed messages using carved wood and ink. In the 11th century, a Chinese inventor created a moveable type press, which made it easier to quickly copy texts. However, his invention did not become immediately popular. This was because it was difficult to include enough Chinese characters to communicate every kind of message. Around 300 years later, German inventor Johannes Gutenberg developed a printing press for European languages. The Gutenberg's press revolutionized written information in Europe. It made books, news, and religious texts accessible to everyone. This spread of information also prompted many technological advancements throughout history.

Exercise 14. Discussion/essay questions.

1. How has our access to information changed in recent years?
2. How do you think it will continue to change in the future?

READING EXTRA

Exercise 15. Explore seven fascinating facts about one of the rarest and most influential books in the world history.

7 Things You May Not Know About the Gutenberg Bible

1. It wasn't the world's first printed book. While the Gutenberg Bible helped introduce printing to the West, the process was already well established in other parts of the world. Chinese artisans were pressing ink onto paper as early as the 2nd century AD, and by the 800s, they had produced full-length books using wooden block printing. Movable type also first surfaced in the Far East. Metal movable type was later used in Korea to create a collection of Zen Buddhist teachings. It was first published in 1377, some 75 years before Johannes Gutenberg began printing his Bibles in Mainz, Germany.

2. Johannes Gutenberg didn't make any money off the Bibles. Johannes Gutenberg has been called the most influential figure of the last millennium, yet he stands as one of the great question marks of history. Scholars don't know when he was born, whether he married or had children, where he was buried or even what he looked like. Almost all the information about Gutenberg comes from legal and financial papers, and these indicate that the printing of his Bibles was a particularly bustling affair. According to one 1455 document, Gutenberg's business partner Johann Fust sued him for the return of a large sum of money loaned to help in the production of his Bibles. Gutenberg lost the lawsuit, and the final ruling stipulated that he had to turn his printing equipment and half the completed Bibles over to Fust. Gutenberg was driven into financial ruin. He later started a second print shop, but it's unlikely that he ever turned a profit off his most famous work.

3. The print run was surprisingly small. By studying the size of Gutenberg's paper supply, historians have estimated that he produced around 180 copies of his Bible during the early 1450s. That may seem miniscule, but at the time there were probably only around 30,000 books in all of Europe. The splash that Gutenberg's Bibles made is evident in a letter the future Pope Pius II wrote to Cardinal Carvajal in Rome. In it, he raves that the Bibles are "exceedingly clean and correct in their script, and without error, such as Your Excellency could read effortlessly without glasses". Thanks to their obvious quality, the Bibles all sold

before Gutenberg and Fust had even finished printing them. Some copies supposedly went for around 30 Florins – an enormous sum at the time.

4. There are several different variations of the Gutenberg Bible. Most Gutenberg Bibles contained 1,286 pages bound in two volumes, yet almost no two are exactly alike. Of the 180 copies, some 135 were printed on paper, while the rest were made using vellum, a parchment made from calfskin. Due to the volumes' considerable heft, it has been estimated that some 170 calfskins were needed to produce just one Gutenberg Bible from vellum. The books also vary in their typography and degree of decoration. Gutenberg originally used red ink to print title headings, or rubrics, before each of the books of the Bible. When this process proved too time consuming, he abandoned it in favor of simply leaving a blank space in the margins. Professional scribes later added unique title and chapter headings by hand, and many owners also hired artists to add lavish illustrations and written characters into their copies.

5. The Soviet Red Army stole two copies from Germany during WWII. During the Soviet occupation of Germany at the end of World War II, the Red Army organized "Trophy Brigades" to seize priceless cultural artifacts from museums and libraries, and they eventually confiscated millions of book and works of art. Chief among the booty were two copies of the Gutenberg Bible, which were taken from the German Book and Script Museum and the University of Leipzig. When it was revealed that they were being held in libraries in Moscow, the German government has made several unsuccessful attempts to secure their return. In 2009, the Russian government agent stole one of the looted Bibles and tried to unload it on the black market for \$1.5 million. The man was later captured, however, and Russian authorities recovered both volumes.

6. A thief once tried to steal a Gutenberg Bible from Harvard University's library. In 1969, a man named Vido Aras hid in a bathroom in Harvard's Widener Library until after the building had closed. He then slinked to the roof and used a rope to climb into the window of the room where the University kept its copy of the Gutenberg Bible. Aras succeeded in hiding them in his backpack, but when he tried to climb back up the rope, he lost his grip and dropped six stories to the ground below, where he was found the next morning. The Gutenberg Bible was recovered with only minor damage. Aras, on the other hand, suffered a fractured skull.

7. Only 49 copies have survived till today. Out of some 180 original printed copies of the Gutenberg Bible, 49 still exist in library, university and museum collections. Less than half are complete, and some only consist of a single volume or even a few scattered pages. Germany stakes the claim to the most Gutenberg Bibles with 14, while the United States has 10, three of which are owned by the Morgan Library and Museum in Manhattan. The last sale of a complete Gutenberg Bible took place in 1978, when a copy went for a cool \$2.2 million. A lone volume later sold for \$5.4 million in 1987, and experts now estimate a complete copy could fetch upwards of \$35 million at auction.

ANCIENT WRITING MATERIALS

SPEAKING

Exercise 1. Think about the development of paper industry nowadays. Discuss these questions.

1. Is China a highly developed country today?
2. Why did the Chinese closely guard the secret of paper manufacture?

READING & VOCABULARY

Exercise 2. Read the text and find the English equivalents.

Клинопись, глиняный, шумеры, сердцевина, болото, стебель, пучок, связка, вдоль, влажный, сливаться, свиток, рулон, треугольный, тростник, благоприятствовать, пергамент, заостренная камышовая палочка, писарь, в маленьком масштабе, тонкий пергамент, тряпье, тутовое дерево, волокна, кора, толочь, ксилография (печать на дереве), ротанг, рисовая солома, водоросли, устранить, исключить, обеспечить монополию, захватить, заключенные (пленники), крестовые походы, принимать что-то как должное, чудо, изобретательность.

Who Invented the First Form of Paper?

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.

Exercise 3. 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.

Exercise 4. 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 the 15th century AD Johann Gutenberg invented the printing press. The first paper industry in the North America was built in Philadelphia in 1690.

Exercise 5. Give English equivalents of the following words and word expressions.

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

Exercise 6. Comprehension questions.

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?

GRAMMAR

Exercise 7. Fill in the correct form of the verbs in brackets: active or passive.

Today, paper ... (*use*) for hundreds of things – not only books and newspapers, but also money, stamps, bags and even clothes.

In ancient times, before the invention of paper, people ... (*write*) on animal skins, bones and stones. In 2700 BC the Egyptians ... (*start*)

to make papyrus, which was similar to paper. But the first real form of paper ... (*invent*) in 105 AD by a Chinese government official. It ... (*make*) from a mixture of plants and clothes. The Chinese ... (*keep*) their new discovery a secret for many centuries.

Finally, in the 10th century, paper ... (*bring*) to Europe by the Arabs. The first European paper mill ... (*build*) in Spain in 1150. Since the 18th century, most paper ... (*make*) out of wood, because it is much stronger than cloth. Today, each person ... (*use*) about 300 kg of paper every year. It has become a material that we cannot do without.

SPEAKING EXTRA

Exercise 8. Article: creating a story & expressing their thoughts on a world without paper. How would our lives be affected if we didn't have paper?

TS'AI LUN

SPEAKING

Exercise 1. You are going to tell your partner about the impact of printing on our life. Think about ancient writing materials and early forms of paper. Chinese contribution to the development of civilization.

READING & VOCABULARY

Exercise 2. Read and translate the text. Do the exercises below.

Bark, printing on silk, composition, marvel, Emperor, mulberry tree, bamboo, take something for granted, chapter.

Exercise 3. Read the text and say a few words about Ts'ai Lun's contribution to printing.

Ts'ai Lun

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 paper-making 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.

Exercise 4. Give English equivalents to the following words and expressions.

Император, тутовое дерево, бамбук, принимать что-то как должное, глава, наша эра, кора, печать на шелке, состав, чудо.

Exercise 5. 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 до 37×22 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 – 2169 человек. В настоящее время сохранилось 200 томов.

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

Exercise 6. Video. Watch the cartoon about the history of paper making.

Exercise 7. Give Russian equivalents to the following words and expressions.

Water-powered paper mills, the first evidence, rag picker, bamboo fibers, flat woven cloth, keep something out of reach, keep the secret of paper making, light weight, let the wet mixture dry up, eventually.

Exercise 8. Discuss the process of making paper using new words.

READING EXTRA

Exercise 9. Read the following history about the origin of paper and do the exercise below.

Paper Origin and History

Paper has a rich, colourful history which has spanned the world's geography and its cultures. To trace its development offers us insight into humanity's relentless imagination and creativity.

Thanks to the wonderful creation of paper many descriptions of our world have been stored so that we may share and learn from them. Paper has been used for many purposes, not just literature, but for war plans, the creation of the dollar bill, and of course, to give the ability to people at home of producing their own writing in physical form for hundreds of years. Paper is vital to the organization of modern business and economy, and for entertainment purposes such as magazines and newspapers.

When we think of the origins of paper, our minds might wander back over 5,000 years ago to the Nile river valley in Egypt. It was there that a marsh grass called *Papyrus* flourished. It is from *papyrus* that the word paper comes from.

But the father of true paper is T'sai Lun. Paper as we know it today comes from another source – China. Excavations of tombs of the former Han Dynasty (207 BC – 9 AD) have revealed silk cloth bearing some texts. In 105 AD, Ts'ai Lun experimented with a wide variety of materials and refined the process of macerating the fibre of plants until each filament was completely separate. When dried, the thin layer of intertwined fiber became what today we call paper and Ts'ai Lun became revered as the patron saint of papermaking.

It wasn't until the 3rd century that the secret art of papermaking began to creep out of China, first to Vietnam and then Tibet. It was introduced in Korea in the 4th century and spread to Japan in 6th.

Papermaking spread slowly throughout Asia to Nepal and later to India. It made its true push westward in 751AD when the T'ang Dynasty was at war with the Islamic world. During a battle, Islamic warriors captured a Chinese caravan which happened to include several papermakers. They spirited them away to Samarkand, which soon became a great centre for paper production. Gradually papermakers made their way further west through the Muslim world – Baghdad, Damascus and Cairo. Finally, papermaking entered Europe in the 12th century.

In Europe, the use of papyrus dropped out in the 9th century. The preferred medium for the artists and literati of the time was the smooth and lustrous parchment. However, parchment – made from animal skin – was extremely expensive. In fact, it has been estimated that a single Bible hand written on parchment required the skins of 300 sheep. The notion of paper being used as a practical everyday item did not occur until the 15th century. When Johann Gutenberg perfected movable type and printed his famous Bible in 1456, he not only spread the word of Christianity, but also sparked a revolution in mass communication. The birth of the modern paper and printing industry is commonly marked from this date.

Exercise 10. Change the emphasis in these sentences by starting *It is / It was ...*

A marsh grass called papyrus was grown in Egypt 5000 years ago. –
It was in Egypt that a marsh grass papyrus was grown 5000 years ago.

1. The word paper comes from papyrus.
2. Ts'ai Lun became revered as the patron saint of papermaking.
3. The Tang Dynasty was at war with the Islamic world in 751 AD.
4. In Europe, the use of papyrus dropped out in the 9th century.
5. Johann Gutenberg perfected movable type and printed his famous Bible in 1456.

BOOKS IN THE EARLY CHRISTIAN ERA

SPEAKING

Exercise 1. Tell your partner about the materials used for drawing and writing in ancient times.

READING & VOCABULARY

Exercise 2. Read and memorize the following words and expressions.

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; cave – пещера; divest – лишить; pumice – пемза; rivalry – соперничество; durable – прочный; stitch – стежок; alignment – выравнивание; brittle – хрупкий; quires – печатные листы; contemporary – современный; columnar – столбчатый.

Exercise 3. Read the text. State the main idea in English.

Books in the Early Christian Era

The Codex. The substitution of the codex for the roll was a revolutionary change in the form of the book. Instead of having leaves fastened 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 rerolling, 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 & 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.

Exercise 4. 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”.

Exercise 5. Reproduce the text in English.

WRITING MATERIALS OF ANTIQUITY

READING EXTRA

Exercise 1. You are going to read an article about other materials used for writing.

Writing Materials of Antiquity

We live in a time when writing notes, typing letters, and printing books is very easy to do. If you want to write a note to someone, all you have to do is take a piece of paper from a notebook or pad, use an ink pen, pencil, or magic marker, and write until your hand hurts. Everything you need to write is at your fingertips. But how did people write letters or papers before pens, pencils, typewriters, or computers were invented? And what did they write on before paper was invented?

Rock. Can you imagine a schoolteacher asking her class to take out a clean piece of stone in order to take a spelling test? Yet, as silly as that sounds to us, flat slabs of rock probably were some of the first

things used as “paper”. To write on these rock slabs, people used sharp pieces of metal or a hard stone. They would cut or engrave the words deep into the tablets of stone. Writing on stone was a way to ensure that the words were preserved for many generations.

Clay. Another material ancient writers used. Clay had many qualities that made it a good writing material. For one, it was common and inexpensive. Also, it was easy to write on. When clay is moist, it is soft and can be engraved easily using a stone or stick. Once the clay dries, the words engraved in it become permanently set. And many clay tablets – thousands of years old – have been found buried in the ground.

Papyrus. Near shallow lakes and rivers grew a tall reed called papyrus. It especially grew by the Nile River in Egypt. The ancient people would harvest this hollow reed, slit it down the middle, and roll it out flat. Then they would take these reeds and glue them together. After gluing many of the reeds together, a rock was used to smooth the surface of the papyrus so that people could write on it just like paper. Papyrus was one of the most popular ways to write and send messages. The sheets were glued into long pieces that were rolled into scrolls. The apostles and other New Testament writers probably used papyrus to write their original books.

Many other materials were used to write, record, and document the past. Wood, leather, bone, and shells are a few. But the ones mentioned in this article were some of the most popular forms of writing materials. The next time we pick up a sheet of paper and ballpoint pen, or sit down to type on a computer, let’s be thankful for the great progress that our ancestors made in the area of writing.

Bamboo & Silk. Around 600 BC in the far east of China, bamboo stalks that were cut in half and woven together with string began to be used for written record keeping. According to some sources, bamboo slips were used as early as 1250 BC. By 400 BC, China began transitioning from bamboo slips to silk sheets as their main medium for writing. Silk was much more expensive than bamboo and more important documents were first written upon bamboo and then rewritten onto the silk. Both of these media were in great demand in the western countries, and so began the Silk Route connecting the East to the West.

Exercise 2. Guess the answers to the following questions.

- a) What things were used to write on stones?
- b) What were the advantages of clay?

- c) Where was papyrus grown?
- d) What is the process of writing like?
- e) What other materials were used to write on?
- f) What did the Silk Route connect?

Exercise 3. Complete the sentences with the following words:
printing press, hieroglyphs, wrapping, symbols, millennium, pictures, clay tablets, literate, percent, slowed down, temples.

1. For thousands of years, long before the invention of the true written word, people used ... to keep essential records. 2. In Mesopotamia people wrote on durable ... that survive in huge numbers, so the progression of their earliest writing can be traced. 3. In the early stages, writing was made up of ... of the things it records. 4. Cultures in the 3rd and 2nd millennia BC were not really ... societies. 5. It is thought that only one ... of Egyptians were literate. 6. Assyrian kings buried inscriptions in the foundations of ... , so that future kings rebuilding those temples would read them. 7. The first alphabetic writing, with each sign representing a consonant but with no vowels, appeared in the 2nd ... BC, using adapted Egyptian 8. The spread of written material was ... by the need to copy by hand. 9. But with the invention of the Gutenberg ... in 1454, it now became possible to produce books quickly and cheaply on a large scale. 10. Paper was originally used for ... items before people realized that the material was more durable than bamboo slips or silk.

SPEAKING EXTRA

Exercise 4. Discuss the following questions.

- 1. What were the earliest materials did ancient people use to write on?
- 2. From the earliest cutting and scratching to the quill pen of the middle ages, how did we come to get the diverse range of tools to produce writing we know today?

THE AGE OF EARLY PRINTING: 1450–1550

SPEAKING

Exercise 1. Tell your partner about the materials used for drawing and writing in antiquity.

READING & VOCABULARY

Exercise 2. Translate and memorize the following words and expressions.

Manuscript, impact, rapidity, vulnerability, incunabula, cradle, restless, editor, bookbinding, goldsmith, contribution, credited with, collection, proceedings, bring against somebody, bring out, compress, vernacular, scale, medieval, maturity, encourage, decisive, typeface, tales, rely on, a native, a keen interest, defeat, on premises, set up, reign, prayers, eventual, luxury flux, evident, volume dignity, lay market.

Exercise 3. Read and translate the text with a dictionary.

The Age of Early Printing: 1450–1550

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 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.

Exercise 4. 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?

Exercise 5. 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 bookprinting 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____.

Exercise 6. Talking points. Sum up the information about the early printing centers.

THE MEDIEVAL BOOK

SPEAKING

Exercise 1. Tell about the places for rewriting books. Who could perform this work?

READING & VOCABULARY

Exercise 2. 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.

Exercise 3. 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.

Exercise 4. Express your agreement or disagreement 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.

Exercise 5. Ask 8 questions covering essential information of the text.

Exercise 6. Write the summary of the text.

READING EXTRA

Exercise 7. Read the following text and express the main idea in 7–8 sentences.

Books Before Printing

Nowadays it's almost impossible to imagine our life without books. Perhaps, there are more books on our planet than men alive. Long before the invention of printing people valued books as treasure troves of the human knowledge and experience. Hand-written manuscripts took months of writing and were collected by and kept in monasteries with utmost care.

Sometime around 1450, the western world developed a printing press with movable type. This technology upended medieval civilization and accelerated Europe's transition to the modern world.

Before the printing press, medieval books were written out and assembled by hand. Books were expensive. They were one-of-a-kind luxury items commissioned as pieces of informational artwork. Every element, from the parchment pages to the ink lettering, was handmade by artisans. The manuscript had to be copied, illuminated, and bound. The process of crafting and creating medieval manuscripts gives us a window into the pace of medieval life. It was a time when a handwritten book could take months or years to produce.

Imagine the time and cost to create something as simple as this post. And how long it would take to make thousands of copies to distribute to others. All we have to do today is type on a keyboard and press "enter", to share ideas with millions of people. The printing press dramatically lowered the cost and increased the speed of sharing information in the late medieval world.

Knowledge is power, as the saying goes, and the invention of the mechanical movable type printing press helped disseminate knowledge wider and faster than ever before. The English philosopher Francis Bacon, who's credited with developing the scientific method, wrote in 1620 that "the three inventions that forever changed the world were gunpowder, the nautical compass and the printing press".

UNIT II

THE COMPUTER

SPEAKING

Exercise 1. Speak about the computer. What interesting facts do you know about the computer? When did its history start?

READING & VOCABULARY

Exercise 2. Find in texts (p. 37–38) the English equivalents of the following words and expressions.

Обрабатывать миллионы единиц информации, оперировать большим количеством фактов и цифр, решать сложные задачи с большой скоростью, для самых разнообразных целей, финансовые ведомости (банковские счета клиентов), обеспечивать развлечение, запрограммировать компьютер, часто проверять работу компьютера, значительно отличаться по размеру, самые маленькие компьютеры могут помещаться в руке человека, вводить инструкции и данные, независимо от размера, устройство ввода-вывода, высокоскоростные принтеры, напоминать телевизионные экраны, обучающие машины, хранить информацию пока она не понадобится, клавиатура, разрешение, клавиши, аппаратное обеспечение, программное обеспечение, курсор, в соответствии с последовательностью инструкций, твердотельные устройства, дифференциальные уравнения, огромные возможности памяти, интегральная схема, делать вклад.

Exercise 3. Translate into Russian. Remember the meaning of new words.

1. My friend is a specialist in computer hardware. 2. The computer is on the desk, but the keyboard hasn't been unpacked yet. 3. Thanks to computers we can process information millions times quicker. 4. How many letter keys are there on this computer keyboard? 5. You can buy computer and the necessary software as well. 6. You can move the pointer on the screen with the help of the mouse. 7. Press the button to switch on the device. 8. Resolution is one of the characteristics of the monitor. 9. It took operator some time to find the necessary file. 10. You type instructions and commands for the computer and the information to be processed and stored. 11. The monitor allows you to see the results of the work.

Exercise 4. Read the following text and answer the questions.

1. What machine is called a computer? 2. What are the fastest computers able to do? 3. What can the computer process? 4. Where are computers used? 5. Do computers differ in size? 6. What are the basic parts of the computer?

The Computer

Computer is an electronic device that performs calculations and processes information. It can handle vast amounts of facts and figures

and solve complicated problems at high speeds. The fastest computers are able to process millions of pieces of information in seconds.

A computer can process many kinds of information, from book titles and customer account numbers to chemical formulas and words from ancient Greek texts. It handles all such data in the form of numbers. A computer is able to solve problems involving words by changing them into problems dealing with numbers.

The ability of a computer to do so many tasks makes it useful for a wide variety of purposes. Industrial plants use computers to control machines that produce chemicals, steel products and numerous other items. They enable scientists to analyze data returned by space probes. Computers can be used as teaching machines, and even provide entertainment in the form of computerized games.

Although a computer can do many things it cannot think. A human operator has to instruct the computer exactly what to do with the data it receives. Such instructions are called a program. Also the operator must frequently check the performance of the computer and in many cases interpret the results of the performance.

Computers differ greatly in size. The biggest ones known as mainframes have enough equipment to fill a large room. The smallest computers can be held in a person's hand. No matter what their size is, however, all computers have certain basic parts.

The typical computer has an input device, such as an electronic keyboard, through which the operator enters instructions and data. A storage unit, also called a memory, receives this information from the input device and holds it until it is needed. A control unit selects the instructions from the memory in the proper sequence. Arithmetic unit processes the data by means of mathematical calculations. An output device then translates the processed data into a form meaning to the operator. Typical output equipment includes typewriters, high-speed printers and displays that resemble television screens.

Exercise 5. Read the text. Name the people who contributed to the development of Computer.

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 advanced 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.

Exercise 6. Find in the text the Russian equivalents of the following words and expressions.

Important role in society, industrially developed countries, make important decisions, perform the enormous number of calculations, advanced technological problems, tracking the vehicles, with relative ease, tremendous help, a major role, information science, information is collected, processed and transmitted, rely on computers, check sensitive laboratory instruments, provide an efficient means of storing and locating scientific research data, quick access, for reference purposes, creativity in the work.

Uses of the Computer

1. Computers play an increasingly important role in society, particularly in industrially developed countries. Numerous factories use computers to control machines that make products. A computer turns the machines on and off and adjust their operations when necessary. In most major industries computers help researchers and executives make important decisions.

2. Without computers it would be impossible for engineers to perform the enormous number of calculations needed to solve many advanced technological problems. Computers help in the building of spacecraft, and they assist flight engineers in launching, controlling and tracking the vehicles. Computers are also used to develop equipment for exploring the moon and planets. They enable architects and civil engineers to design complicated bridges and other structural units with relative ease.

3. Computers have been of tremendous help to researchers in the biological, physical and social sciences. They also have a major role in the field of information science. Information science deals with how information is collected, processed and transmitted. It brings together knowledge from many fields of study.

4. In many scientific fields, researchers use computers to construct mathematical models of devices, systems and theories. The models consist of equations that describe the possible relations between the parts or processes of a subject.

5. Chemists and physicists rely on computers to control and check sensitive laboratory instruments and to analyze experimental data. Astronomers are to use computers to guide telescopes and to process photographic images of planets and other subjects in space.

6. Computers provide an efficient means of storing and locating scientific research data for reference purposes. Their storing records of thousands of articles and reports gives specialists quick access to the latest development in their field.

7. Computers can be used to compose music, write poems, and produce drawings and paintings. A work generated by a computer may resemble that of a certain artist in both style and form, or it may appear abstract or random. In either case, however, any creativity in the work is basically that of a person who programmed the computer.

Exercise 7. Find in text 4 the English equivalents of the following words and expressions.

Отправлять и получать сообщения по электронной почте; охватывать миллионы пользователей во всем мире; вывести из строя; специалисты по компьютерному дизайну; заключать сделки через интернет; оставаться во взаимодействии друг с другом; военный эксперимент; безопасность; перехватить и изменить данные; выжить в войне; их количество можно сосчитать довольно точно; ежемесячная и почасовая оплата; направлять данные к месту назначения; улучшить и доработать; технические проблемы, для решения которых потребуется время; проводные и беспроводные станции; обеспечить бизнесменов надежной альтернативой; информация просто обойдет их; с остальным миром; экономия денег; коммерческая польза сети значительно возрастет; иметь доступ в интернет.

Exercise 8. Read the text and say what new information for you is in the text.

Internet

The Internet is a global computer network which embraces millions of users all over the world began in the United States in 1961 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Owing to this technology if some computers on the network are knocked out (by nuclear explosion, for example) information will just route around them. One packet-switching network already survived a war. It was the Iraqi computer network that was not knocked out during the Gulf War.

Most of the Internet host computers (more than 50%) are in the United States while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately nobody knows exactly how many people use the Internet, there are millions and their number is growing by thousands each month worldwide.

The most popular Internet service is e-mail. Most of the people who have access to the Internet use the network only for sending and receiving e-mail messages. However, other popular services are available on the Internet: USENET News using the WWW – World-Wide Web telnet and some others.

In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunication systems of these countries. Commercial users can communicate over the Internet with the rest of the world and can do it very cheaply. When they send e-mail messages they only have to pay for phone calls to their local service providers not for calls across their countries or around the world. But who actually pays for sending e-mail messages over the Internet long distances around the world? The answer is very simple: a user pays his/her service provider a monthly or hourly fee. Part of this fee goes toward its costs to connect to a larger service provider. And part of the fee got by the larger provider goes to cover its cost of running a worldwide network of wires and wireless stations.

But saving money is only the first step. If people see that they can make money from the Internet, commercial use of this network will drastically increase. For example, some Western architecture companies and garment centers already transmit their basic designs and concepts over the Internet into China where they are reworked and refined by skilled but inexpensive Chinese computer-aided-design specialists.

However, some problems remain. Security is the most important. When you send e-mail message to somebody this message can travel through many different networks and computers. The data are constantly being directed towards its destination by special computers called routers. Because of this it is possible to get into any of computers along the route intercept and even change the data being sent over the Internet. In spite of the fact that there are many strong encoding programs available, nearly all the information being sent over the Internet is transmitted without any form of decoding, i.e. “in the clear”. But when it becomes necessary to send important information over the network these encoding programs may be useful. Some American banks and companies even conduct transactions over the Internet. However, there are still both commercial and technical problems which will take time to be resolved.

Exercise 9. Retell the text.

NETIQUETTE

SPEAKING

Exercise 1. Look at the definition of etiquette. What do you think Netiquette is?

Etiquette – formal rules of correct and polite behavior in society or among members of a profession. There are certain netiquette rules you should follow if you want to use chat rooms and other communication environments correctly. Next time you enter a chat room, keep them in mind.

READING & VOCABULARY

Exercise 2. Read the text about Netiquette and check your answer to the previous question. Then write the headings (a–d) above the correct paragraphs (1–4):

- | | |
|-------------------------------|----------------------------|
| a) rules for talking on-line; | c) the Golden Rule; |
| b) invading privacy; | d) culture and netiquette. |

1. ... People in the West usually shake hands when they first meet. Good friends in Middle Eastern cultures kiss each other three times on the cheeks. The Japanese bow their heads to show respect and the Thais bring their hands together in front of their face. The online community, too, has its own culture and customs. Good Internet behavior is called Netiquette.

2. ... The Internet is an international of communication where you can talk to people on-line. Asking questions is fun but making jokes about people from other cultures can lead to misunderstanding and bad feelings. Sending hurtful or insulting messages, or flames, to people is bad behavior. Bad language is not cool. Everyone is happy when people are friendly.

3. ... Netiquette includes more than good spelling and grammar. Typing in all upper case is bad as it is the same as SHOUTING. Not starting your sentences with capital letters is lazy. Sending e-mails with “Hello” and “Thank you” is nice. The Golden Rule is “Treat others in the same way that you like to be treated”. Remember, real people read what you type!

4. ... It is also bad Netiquette to send people spam. This kind of e-mail means people have to cancel something that they did not ask for in the first place. When you use Cc: instead of Bcc: you send other people's e-mail addresses without their permission. This is an invasion of their privacy and breaks the Golden Rule.

Exercise 3. Work in groups. Think of 5 rules to follow when communicating on the Net. Look through the commandments to enlarge your list. Rank them in order of importance.

1. Be polite. You're speaking to a human being not to a machine.
2. Don't use CAPITAL LETTERS! This is considered as shouting.
3. Have a look at the tone of the conversation in the room before you take part. You may not like that channel.
4. Ignore those people who don't follow these rules.
5. Don't believe all the things people might tell you. Some people lie just for fun.
6. Don't give personal information (your real name, address, password, etc.).
7. Protect your computer. Use a firewall and antivirus programs.
8. Don't accept files from people you don't know. They might be or contain Trojans.
9. In short, follow the same rules as in real life.
10. Enjoy your chat and have fun!

Exercise 4. Define the notions. Enumerate the examples of correct and incorrect behavior.

- | | |
|---------------|--|
| 1. Newbies | a) It is considered bad netiquette to make jokes that would be deemed as inappropriate by others, especially when replying to a thread of messages or comments on an existing post. Making jokes that could offend others or placing a joke on an existing thread that has upsetting or distressing content would be considered inappropriate. |
| 2. Catfishing | b) We were all once new to social media, gaming online, emails, messaging and forums – so always try and help someone new who is making mistakes. |

3. Do you get it? c) It is considered bad netiquette to pretend to be someone else by using photos of another person or lying about your identity to others. This action can cause serious psychological harm to the victim and can potentially destroy any relationships or friendships that have been made.
4. Not proof reading d) Jokes, dark humor and sarcasm are often difficult to convey over the internet. So to avoid potential misunderstandings, always indicate the humorous nature of your comment. You could do this by using emoticons, putting “lol” (laugh out loud) at the end of the message or by starting with a phrase like, “On a lighter note...”.
5. Include context e) If someone asks you directly for help online, it would be deemed bad netiquette to ignore their request for help. Even if you can’t assist them directly with their problem, you could try and find some information or support groups that are able to help them with their situation.
6. Inappropriate jokes f) By not reading what you have wrote before pressing “post” or “send”, you could be saying something you didn’t intend to say! One typo or auto-correct is all it takes to change the entire sentiment of a message. This can potentially cause unnecessary distress or offense to the recipient.
7. Ignoring people who need help g) When commenting on a message or conversation thread it is good netiquette to include a relevant quote from the original message to give context to your comment.

Exercise 5. Work in pairs. Match the emoticons with the meanings and descriptions. Do you know any others?

- | | | | |
|---------------|---------------------------|-------------|-------------|
| 1. :(| 2. :((| 3. :D | 4. :) |
| 5. >:(| 6. B) | 7. : | 8. :O |
| a) shouting | b) I don’t care! | c) sad | d) very sad |
| e) very angry | f) cool sunglasses smiley | g) laughing | h) happy |

Exercise 6. Explain the way netiquette is violated. Suggest the alternatives.

<p>Netiquette Violation Example #1</p> <p>“eye no what we need 2 do hear. we need more 4ll bcause people will lol if u dont xplain things”</p>	<p>Netiquette Violation Example #2</p> <p>“Bob--Your comment about instructional technology is the stupedest thing I have ever read. DO YOU HAVE A BRAIN? If so, please use it.”</p>
<p>Netiquette Violation Example #3</p> <p>“Suzie--Your post reminds me of a joke I heard about a lawyer, a Protestant, and a blonde...”</p>	<p>Netiquette Violation Example #4</p> <p>“Henrietta--I think you expressed yourself beautifully. Speaking of beautiful, I bet that you could be a Playboy model.”</p>
<p>Netiquette Violation Example #5</p> <p>“Ralph--Did you read what Billy put in his DQ2 post? I can't believe anyone would put that in print. He's such a jackass.”</p>	

Exercise 7. We often use abbreviations in on-line chats and Instant Messaging. Match the most common abbreviations with their meanings.

ASAP	Laughing out loud	ur	I love you
IMO	Face to face	2	Message
BBS	Are	u	I see
LOL	See	ILU	In other words
F2F	In my opinion	B	As soon as possible
GL	Hug and kiss	C	Be back soon
H &K	For	R	Thanks in advance
BFN	You	IC	Bye for now
BTW	Good luck	4	Your/you're
TIA	Be	IOW	To
msg	By the way		

Exercise 8. Rewrite this IM chat using abbreviations.

Paulo: By the way, are you free on Saturday?

Emma: Sure – it would be good to meet face to face. Shall we go for a coffee?

Paulo: Good plan. Cafe Moka makes the best coffee, in my opinion.

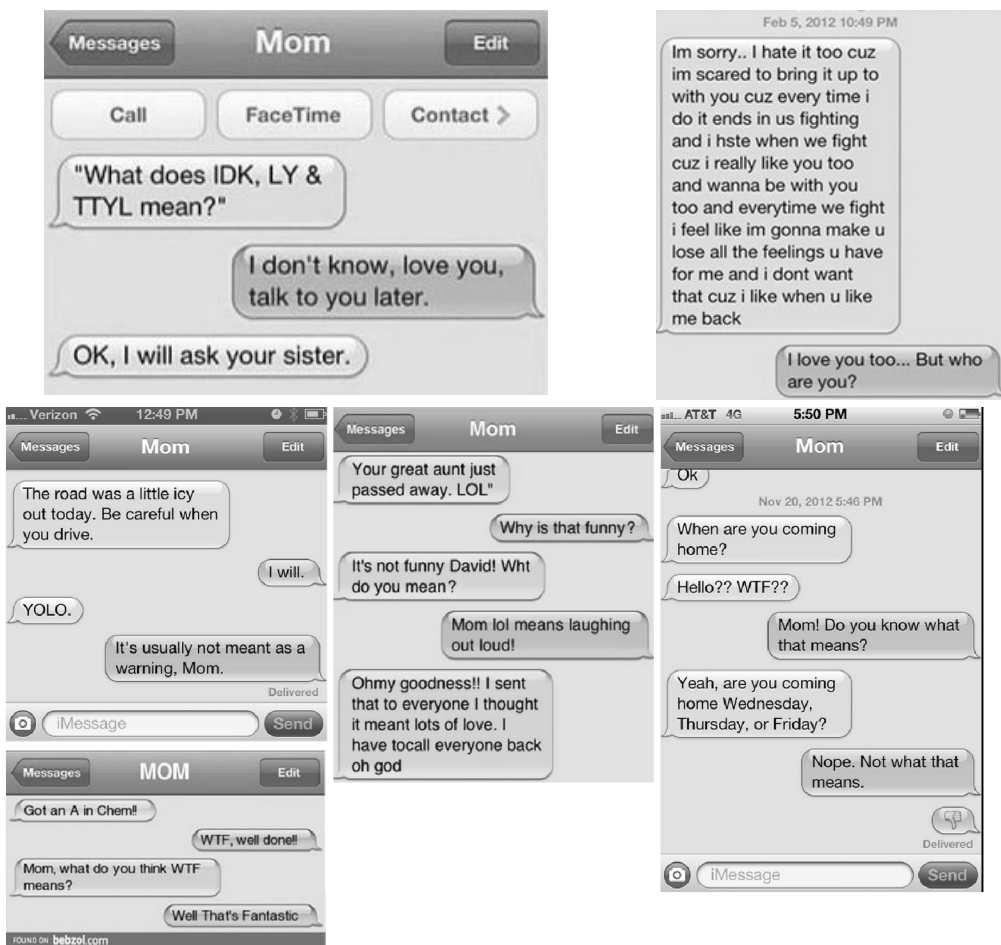
Emma: It's the closest to your house in other words!

Paulo: Laughing out loud! Yes, you're right! But the coffee really is good.

Emma: See you at 4?

Paulo: Great. Bye for now.

Exercise 9. Decode the abbreviations. Explain the meaning of the messages and misunderstanding.



Exercise 10. Are you a pro in abbreviations? Follow the link and do the quiz.

<https://www.theguardian.com/technology/quiz/2014/aug/07/quiz-internet-slang-bae-how-well-yolo-tbt-mean>

UNIT III

FAMOUS PRINTERS AND PUBLISHERS

SPEAKING

Exercise 1. You are going to tell your partner about the development of Belarus in the 15th century. Discuss these questions. Do you know who published the Bible in Belarus? The spread of literacy in different countries.

READING & VOCABULARY

Exercise 2. Read the text and give the Russian equivalents to the following words.

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.

Exercise 3. Practise the useful words and phrases from exercise.

Exercise 4. Answer the comprehension questions about the history of printing.

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?

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.

Exercise 5. 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

Exercise 6. Make the outline of the text and speak on the topic “Skaryna, the genius from Belarus”.

ALDUS MANUTIUS

READING & VOCABULARY

Exercise 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 – переплестать); 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.

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

Aldus Manutius

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).

Exercise 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?

Exercise 4. Reproduce the text in English.

WILLIAM CAXTON

READING & VOCABULARY

Exercise 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.

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

William Caxton

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 Bruges (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 Bruges. This important position 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 Bruges. 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.

Exercise 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.

Exercise 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.

Exercise 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?

Exercise 6. Speak on the Topic “William Caxton – the First British printer”.

IVAN FEDOROV

Exercise 1. Memorize the words.

Cannon – канон; hereditary – наследственные; patronymics – отчества; nickname – прозвище; origin – происхождение; sign – под-

писывать; 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; vermilion – алый.

Exercise 2. Read and translate the text.

Ivan Fedorov

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 (Θεοδώρουσιός), 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 Zabłudow, where they published *Yevangeliiye uchitelnoye* (Didactic Gospel, 1569; Zabłudow Gospel) and *Psal-tir’* (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.

Exercise 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. Mstislavetst 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?

Exercise 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.

Exercise 5. Talking points.

1. Printing in Belarus.
2. Ivan ' contribution to the development of Eastern Slavonic printing.
3. The first British printer.

UNIT IV

THE PRINTED MEDIA

SPEAKING

Exercise 1. You are going to tell your partner about the role of newspapers in society. Think about what to say and how to say it. Discuss these questions:

1. Do you buy newspapers?
2. What newspapers do you read?
3. What kind of magazines do you like to read?
4. Are magazines expensive in your country?
5. What kinds of information can you get from the newspaper?
6. Do you think it's important to read the newspaper and know what is going on in the world?
7. Do you read newspapers in other languages?
8. Will newspapers disappear in the future?

READING & VOCABULARY

Exercise 2. Read the text and find the correct collocations which mean.

- | | |
|-------------------------|---|
| a) publication | 1. текущие события |
| b) public opinion | 2. раздел, рубрика |
| c) current events | 3. выпуск |
| d) section | 4. общественное мнение |
| e) issue | 5. предоставлять |
| f) title | 6. публикация, издание |
| g) weekly | 7. ежедневный |
| h) daily | 8. эссе, очерк |
| i) to provide | 9. брошюра |
| j) essay | 10. широкоформатная газета |
| k) pamphlet | 11. редактор |
| l) broadsheet newspaper | 12. сконцентрироваться на |
| m) to focus on | 13. заглавие, название |
| n) editor | 14. еженедельник |
| o) quarterly journal | 15. ежеквартальный журнал |
| p) fiction | 16. беллетристика, художественная литература, вымысел |

Exercise 3. Read and translate the text using the media terms from the previous exercise.

Newspapers versus (vs) Magazines

Newspaper is a publication that presents and comments on the news. Newspapers play an important role in shaping public opinion and informing people on current events. The first newspapers were probably handwritten newsheets posted in public places. The first printed newspaper was Chinese publication called *Diabo* (Ti-pao) started in AD 700. It was printed on carved wooden blocks. The first regularly published newspapers in Europe was *Zeitung*, started in Germany in 1609.

Magazine is also one of the major media. Magazine is a collection of articles and stories, which also contains illustrations. The earliest magazine developed from newspapers and booksellers catalogues. Such catalogues first appeared during the 1600's in France. In the 1700's pamphlets published at regular intervals appeared in England and America. They were literary publications. One of the first British magazines *The Gen-*

tleman's Magazine was published from 1731 to 1914. The first American magazine was called *American Magazine* or *A Monthly View*.

Magazines provide information on a wide range of topics such as business, culture, hobbies, medicine, religion, science, and sports. Some magazines sections entertain their readers with fiction, poetry, photography or articles about TV, or movie stars. Magazines are designed to be kept for a longer time in comparison to newspapers, and that is why they are printed on better paper and have covers. There are specialized magazines intended for special business, industrial and professional groups, and consumer magazines intended for general public.

Magazines focus on major national and international events of the preceding week. But they do not focus on daily, rapidly changing events. Newspaper focuses on local news as well and provides information and comment faster than magazine can do. Newspapers also have certain advantages over other mass media – magazines, TV and radio. Newspaper can cover more news and in much detail than TV or radio newscast can do. But it appears that both newspapers and magazines are so filled with advertising that it often seems that they are words wrapped around advertisements.

Exercise 4. Answer the questions in writing.

1. What is a newspaper?
2. What are the names of the first newspapers?
3. What is a magazine?
4. What did magazines develop from?
5. What is the name of the first US and British magazine?
6. What kinds of information do magazine provide?
7. What kinds of magazines are there?
8. What is the difference in contents between a magazine and a newspaper?
9. What are the advantages of newspapers over the other mass media?

GRAMMAR

Exercise 5. Open the brackets and analyze the grammar forms.

1. The event just ... (to report) by the newspaper.
2. The publication ... (to do) at 6 o'clock tomorrow.
3. Don't open the door. The reporter ... (to conduct) an interview.
4. The chief of staff was not in the room when I ... (to report) the proceedings of Parliament.
5. A journalist ... (to deal) with people every day.
6. The nature of news ... (to be) a favorite subject of discussion among media men.
7. In two years he ... (to become) an experienced editor.
8. While I ... (to look through) illustrated magazine I found many pictures of celebrities.

Exercise 6. Study the general information about newspapers, magazines, and do the activities that follow it.

Newspapers and Magazines

Background

Most newspapers in Great Britain and the USA are *daily* (they *come out/are published* every day). Some are national, some are local. Magazines are *weekly* or *monthly* (published every week/month). Some newspapers are *tabloids* (small in size). These are usually the *popular press* (short articles and lots of pictures), and they often have a large *circulation* (number of readers). The most serious newspapers are bigger in size. They are broadsheets. People often refer to newspapers as *the press*.

Contents

Reports – pieces of writing about news, e.g. *a report in* The Times.

Articles – pieces of writing about an important subject, e.g. *an article about* drugs.

Headlines – titles in large letters above the report/article, e.g. *a front-page headline*.

Reviews – articles giving an opinion of news, films, books, etc., e.g. *a review of*

Adverts (advertisements, ads) – words and pictures about a product, to make people buy it, e.g. *an ad for*

People

Editor – a person in control of the daily production.

Reporters/journalists – people who report news and write articles.

Photographers – people who take the pictures for newspapers, magazines.

«It said in the newspaper that...»

When we refer to something written in a newspaper we use these phrases: *It said in* The Times that they've found the missing girl. *According to* The Guardian, the missing girl was found last night.

Exercise 7. Fill the gaps with a suitable preposition.

1. There was a report ... The Independent ... this new law. 2. Have you read any reviews ... his new film? 3. It's an advert ... a type of mobile phone, I think. 4. I read it ... the paper. 5. High unemployment won't last according ... the paper.

Exercise 8. Complete the text with the words from the list below and translate it in writing: a) organizations; b) newspaper; c) interests; d) professional; e) daily; f) magazines.

Although in the USA (1) ... sales have been declining through the years, most weekly, monthly and quarterly magazines, periodicals and journals have prospered. Weekly (2) ... , e.g. Newsweek, Time, US News and World Report give news in greater depth than (3) ... newspapers. Monthlies appeal to special interests groups, i.g., women, photographers, computer users and those with particular (4) ... like home decorating, etc. Quarterly journals are published by many (5) ... organizations to inform colleagues about current work and research. Universities issue bulletins describing their courses. Many (6) ... publish flyers, brochures, pamphlets describing their products or services.

Exercise 9. Study the information about an editor and the glossary that follows it.

Life As an Editor

Meet Ben Davis, who has spent his whole working life in journalism. He's now the editor of The Evening Star, a local daily paper published in Birmingham. He's been a news reporter on several national papers, a sport editor, and a headline writer. The Star covers current affairs, sports, crime, and so on, but one section of the paper is about culture. It's a good paper, but newspaper sales generally are declining because of TV and the internet. It's not good time for the press.

Glossary

whole – complete, with no parts missing; *syn.* **entire**

journalism – the profession of collecting and writing about news in newspapers, on TV, etc.

editor – the person in charge of a newspaper, magazine, etc.; **edit** (*v*)

daily – you can get a daily (newspaper) every day, except Sunday

several – more than two, but not many

national – connected with all of a country

international – involving two or more countries

current affairs – important political or social events happening now

section – one of the parts into which a periodical is divided

culture – activities involving art, literature, music, etc.; **cultural** (*adj*)

decline – become weaker or smaller; **decline** (*n*)

the press – newspapers and the journalists who work for them
publish smth – prepare and print a book, etc.; **publishing** (*adj*)

Exercise 10. Identify the given words and their parts of speech.

INTERNATIONAL WHOLEPRESS DECLINEDAILY SECTIONE
DITJOURNALISM ENTIRE CULTURE NATIONAIIONAL CULTURAL

Exercise 11. Is the meaning the same or different? Write S or D.

Model: She edits the newspaper. – She's an editor. S

1. I didn't understand the article. – I didn't understand the headline.
2. Which section do you read first? – Which part of the paper do you read first?
3. I'm interested in current affairs. – I'm interested in cultural events.
4. The number of journalists has declined. – The number of journalists has gone up.
5. She read the entire paper. – She read the whole paper.
6. She's worked there for several years. – She's worked there for some years.

READING EXTRA

Exercise 12. Read the text and do the activities that follow it. Memorize the basic terminology.

Newspaper Reporting

Journalism is a report of events as they appear at the moment of writing, not definite study of a situation. Historically the journalist carries out two main functions: reporting the news and offering interpretation and opinion based on news.

It is no secret that different newspaper publications differently influence the reader. It depends on the level of the skill of the journalist himself or the type of the topic being covered.

One can often hear some reporters who have just started their career in journalism asking this question: how *to conduct an interview*. There are hardly any rules because each *interviewee* is different. In most instances, the journalist's problem is how to get the interviewee to start talking. The opening questions are of special importance. The reporter should not ask questions that call for only yes or no response. Another problem is how to keep on talking. Some *interviewers* take large notes, others trust their memory and take notes only about the exact names, places and figures.

Newspapers and magazines publish a great deal of stories, not only news items or political stories, but stories of humorous or some other type. Such essay-type articles may be called human interest stories. *Human interest stories* are often written in the form of an interview, or as some journalists say, a “*profile*” is given. *Profile-type* stories may be characterized as “*personality sketches*” from which one learns a lot about interesting aspects of somebody’s life. Other everyday topics covered by newspapers are stories on crime, medicine and law. Besides, newspapers carry many items on sports, celebrities, as well as stories on science, art and technology, conduct an interview.

Vocabulary

Conduct an interview – брать интервью; interviewee – человек, у которого берут интервью; interviewer – человек, который берет интервью; essay – эссе, очерк, сочинение; human interest story – статья для всех; profile-type story – история профильного типа; personality sketch – эскиз личности, зарисовка.

NOTE that the ending *-or* or *-er* indicates one who grants; *-ee* indicates one who receives. Words using these endings also include: **employer** (работодатель) – **employee** (работник).

Exercise 13. Discuss the following questions with your partner.

1. What is journalism? 2. What functions does a journalist carry out? 3. What are the main steps in conducting an interview? 4. What articles may be called human interest stories? 5. In what form are human interest stories often written? 6. What reports and every day topics are rather popular?

UNIT V

PUBLISHING HOUSE. THE DEPARTMENTS

READING & VOCABULARY

Exercise 1. Translate the following words with a dictionary.

Schedule, term, encompass, editor, flow, publicity, promotion, subsidiary, pursue, track, allocate, simultaneously, anticipate, reward, out-

going, drum up, negotiate, lucrative, fiction, crucial, zealously, tough, dedicated to, movable type, to fire, traffic controller, prospect.

Exercise 2. Read the text and speak on the entering the profession.

A Day in the Life of a Book Publishing Professional

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.

Exercise 3. Match the words with their definitions.

- | | |
|---------------|---|
| 1. schedule | a) to find or employ measures to obtain or accomplish; to engage in |
| 2. encompass | b) a procedural plan that indicates the time and sequence of each operation |
| 3. fiction | c) of, relating to, or constituting a subsidy |
| 4. pursue | d) include, comprehend; bring about, accomplish |
| 5. subsidiary | e) something that is awaited or expected |
| 6. term | f) something invented by the imagination or feigned |
| 7. prospect | g) a limited or definite extent of time |

Exercise 4. Choose an odd word.

- 1) clever, creative, gifted, imaginative, inspired, pedantic, talented;
- 2) approving, conflicted, like-minded, sympathetic, supportive;

3) to chase, to follow, to ignore, to monitor, to observe, to pursue, to track;

4) crucial, determining, fundamental, key, nominal, pivotal, significant.

Exercise 5. Say whether the statements are true or false. Correct the false ones.

1. The most high-profile job is that of newsreaders. 2. Those who want to pursue a career in this industry should examine hard skills in light of the variety of opportunities available for lazy and ignorant individuals who find the prospect of working with books thought-provoking. 3. The managing editor needs to be attentive to detail and be able to anticipate problems as they occur. 4. Successful professionals in this industry utilize their soft skills to draw consumer interest and encourage sales by bookstores. 5. Contacts are crucial. 6. Publishing is perfect for those who are dedicated to books and who want to spend their days with like-minded people. 7. Publishing as an industry widened its horizons in the mid-1400s.

Exercise 6. Answer the questions.

1. What makes a person out of business?
2. What occupations are critical to the successful functioning of a publishing house?
3. Does the managing editor need to be attentive?
4. What is the role of interpersonal skills in publishing?
5. What functions do sub-rights people perform?
6. What made publishing as an industry widen its horizons?
7. The most recent advance in the industry is the development of desktop publishing, isn't it?
8. Is publishing an industry very responsive to the bottom line?

Exercise 7. Complete the statements.

1. People who ... the profession have no illusions that what they do is merely artistic in nature. 2. You've got to keep things on 3. Many other positions are ... for those interested in the industry. 4. Those who want to ... a career in this industry should ... their own skills in light of the variety of opportunities. 5. Managing editors are the ... of the publishing industry. 6. Successful professionals in this in-

dustry utilize their interpersonal skills to ... consumer interest and encourage sales by bookstores. 7. A large publishing house can have hundreds of projects running

SPEAKING

Exercise 8. Work in groups. Look through the list of professions and skills. Choose the ones required in book publishing. Prove their importance.

managing editors	accountant
tour guides	publicity managers
subsidiary rights managers	senior programmer
promotion specialists	newsreader
production managers	designer
creative	outgoing
detached	like-minded
attentive to detail	rude
able to anticipate	reserved
awkward	sociable

Exercise 9. Summarize the text using the active vocabulary.

HOW DO I GET A JOB IN PUBLISHING?

READING & VOCABULARY

Exercise 1. Translate the text into Russian.

How Do I Get a Job in Publishing?

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.

Exercise 2. Match the words with the definitions.

- | | |
|------------------|--|
| 1. available | a) write (something) on a typewriter or computer by |
| 2. command | pressing the keys |
| 3. guarantee | b) to make sure, certain, or safe |
| 4. purveyor | c) a social gathering |
| 5. reception | d) possible to get |
| 6. qualification | e) a skill, an ability, or knowledge that makes a person |
| 7. type | able to do a particular job |
| | f) a highly developed skill in or knowledge of something |
| | g) a person or business that sells or provides something |

Exercise 3. Fill in the right prepositions or particles.

1. There are always more people wanting jobs ... the industry than there are jobs available. 2. Most publishers now expect graduates to have some sort ... “work experience” ... having volunteered their services ... free to a publishing house ... their summer vacation or immediately after graduating. 3. “Work experience” discriminates ... those who do not have the funding to do this. 4. “Work experience” does not rule you 5. If your command of written Russian/Belarusian is not scratch then it is unlikely, even if you are successful ... getting a job, that you will hold ... it for long. 6. It is highly important that you have an error free CV written ... good Russian/Belarusian. 7. It is fundamental to be flexible, willing ... work and co-operative.

Exercise 4. Match, make word combinations and sentences.

1. Common, entry level, elusive, available over-subscribed, be sure of, extra.
2. Question, chances, foot, qualifications, jobs, area.

Exercise 5. Explain the difference between:

- a) to understand and to realize;
- b) looking, looking for and looking up;
- c) high flying and a high-flyer;
- d) publicity and public;
- e) a graduate and MA in book publishing;

- f) employer and employee;
- g) spelling and grammar.

Exercise 6. Say whether the statements are true or false. Correct the false data.

1. Everyone is sure about the career choice in the final year at University. 2. Book publishing is hardly over-subscribed. 3. A degree is now seen as the maximum entry level requirement. 4. A degree guarantees you extra chances of employment and extra salary. 5. It is a must to continue your education. 6. All experience that you can gather doesn't matter. 7. You should make sure you can use a linotype and that the spelling and grammar you use is exemplary.

Exercise 7. Answer the questions.

1. Is book publishing in demand?
2. Does a degree mean much?
3. What do most publishers expect graduates to have?
4. Is work experience an aid or an obstacle in getting a job?
5. How can you gather valuable experience?
6. What other areas of publishing can be highly beneficial for your job in editorial?
7. If your command of written Russian/Belarusian leaves much to be desired are you likely to be successful in getting a job?

Exercise 8. Complete the ideas.

1. It is a common question if you are in your final year at University
2. What you may not be sure of
3. It is a personal choice
4. Before you start looking
5. To get your first job in book publishing
6. Make sure

SPEAKING

Exercise 9. Talking points.

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

THE PUBLISHING HOUSE AND ITS DEPARTMENTS

READING & VOCABULARY

Exercise 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.

Exercise 2. Read and translate the text.

The Publishing House and its Departments

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.

Exercise 3. Match the words with the definitions.

- | | |
|------------------|---|
| 1. acquire | a) a record of goods sold or services performed together with the costs due |
| 2. advent | b) dispersion, dissipation, scattering |
| 3. dissemination | c) an area over which activity, capacity, or influence extends |
| 4. distribution | d) expression, word |
| 5. invoice | e) appearance, arrival |
| 6. scope | f) the act or process of giving out something to each member of a group |
| 7. term | g) to receive as return for effort |

Exercise 4. Choose an odd word.

- 1) boundless, enduring, laconic, lasting, long, vast;
- 2) complicated, complex, detailed, tangled, elementary;
- 3) eager, inclined, prepared, reluctant, willing, zealous;
- 4) financially rewarding, fruitful, loss-making, lucrative, profitable;
- 5) aim, futility, goal, intention, objective, pie in the sky;
- 6) barely, frequently, naturally, often, steadily, typically.

Exercise 5. Choose the right option.

1. Shipping department is concerned with ... :
 - a) paying bills for work done;
 - b) making and collecting invoices for books sold;
 - c) the preparation and manufacturing of a book;

- d) doing everything possible to see that any given book is promoted and sold;
 - e) books reaching their destination.
2. Finance department is concerned with ... :
- a) paying bills for work done;
 - b) making and collecting invoices for books sold;
 - c) the preparation and manufacturing of a book;
 - d) doing everything possible to see that any given book is promoted and sold;
 - e) books reaching their destination.
3. The editorial department is concerned with ... :
- a) paying bills for work done;
 - b) making and collecting invoices for books sold;
 - c) the preparation and manufacturing of a book;
 - d) doing everything possible to see that any given book is promoted and sold;
 - e) books reaching their destination.
4. Sales and advertising department is concerned with ... :
- a) paying bills for work done;
 - b) making and collecting invoices for books sold;
 - c) the preparation and manufacturing of a book;
 - d) doing everything possible to see that any given book is promoted and sold;
 - e) books reaching their destination.

Exercise 6. 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?

Exercise 7. Watch the video “Copy Cove La Jolla Print Shop”. Name the items mentioned in it.



Business card



Letterheads



Flyers



Envelope



Postcard

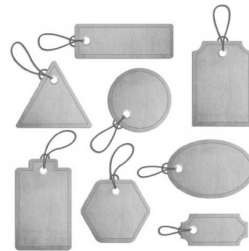


Brochure

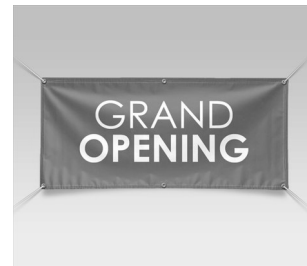


Newsletters

(информационные
бюллетени)



Labels



Banner

Exercise 8. Watch the video “Copy Cove La Jolla Print Shop”. Say whether the statements are true or false. Correct the wrong data.

1. Copy Cove La Jolla Print Shop was started in 1970.
2. Copy Cove offers a range of services from design to typesetting.
3. There are two digital offset presses.
4. Copy Cova print shop doesn't use traditional offset printers.
5. Many clients make their orders online.
6. The print shop's business is eco-friendly. Products are recycled.

**Exercise 9. Watch the video “Copy Cove La Jolla Print Shop”.
Answer the questions.**

1. How long has the man been working in Copy Cove?
2. What services does the print shop offer?
3. What kinds of stationery do they print?
4. Do they bind documents?
5. Why don't workers see the clients?
6. Do you think the print shop is popular among clients?

SPEAKING EXTRA

**Exercise 10. What publishing houses are there in your country?
Make a project.**

THE DECISION TO PUBLISH

READING & VOCABULARY

Exercise 1. Read the following text with a dictionary.

The Decision to Publish

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.

Exercise 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.

Exercise 3. Find pairs of synonyms.

- | | |
|-----------------------|--|
| 1. to select | a) differ |
| 2. necessity | b) enough |
| 3. to vary | c) to choose |
| 4. sufficient amount | d) obligation |
| 5. to make available | e) superior |
| 6. to be carried away | f) to be keen on |
| 7. merits | g) values |
| 8. extraordinary | h) to submit something for consideration |

Exercise 4. Replace a word (word combination) with a synonym.

1. 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. 2. It is most often a very *difficult* decision. 3. Book publishing is a uniquely *complex* field. 4. The beauty of the music *carried him away*. 5. Some books would not be *financially profitable* in the beginning. 6. Many families could not afford the bare *requirements* of life.

Exercise 5. Fill in the right prepositions.

1. The publisher is often torn ... the obligation to publish works of literary merit and the necessity to sell enough copies ... any given book to make enough money to continue to publish more books. 2. Publishing is a business, and must be run as a business ... order to survive. 3. Publishing differs ... most businesses. 4. The decision whether or not to publish a book is made ... many different ways, depending ... the size of the publishing house and many other factors. 5. James Joyce and William Faulkner knew that their books would not be financially profitable ... the beginning. 6. An editorial board can consist of several editors, each ... whom has read the manuscript, might discuss the pros and cons ... an editorial meeting and then reach ... a decision.

Exercise 6. 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?

SPEAKING

Exercise 7. Work in groups. Range the following questions in the order of importance. Comment on 3 most and 3 least important criteria.

1. Is the book well-written?
2. Is the book accessible to our target audience?
3. Is the book the right fit for our niche in the marketplace?
4. Have we already published something like it?
5. What does it need to stand out against (and outsell) the competition?

6. Is the material accurate, up to date, and aligned with current educational standards?
7. Are difficult concepts clearly explained with graphics, tables, photos, and illustrations?
8. Is the book a better learning tool than others already out there?
9. Is the vocabulary clearly explained and defined?
10. Does the book include summaries and real-world examples that engage the learner?
11. Will the book enhance a student's performance on the test?
12. Does the book contain enough questions of sufficient degrees of difficulty for varied learners?
13. What kind of support package comes with the book?
14. Is the book most important for the electronic age?
15. Which electronic devices can the book be used on?
16. What interactive features does it offer?

Exercise 8. Discuss the problems “Publishing is a business” and “Why it differs from most businesses”.

THE PRODUCTION SUPERVISOR

READING & VOCABULARY

Exercise 1. Read the text with a dictionary.

The Production Supervisor

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 in 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.

Exercise 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.

Exercise 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.

Exercise 4. Look through the list of responsibilities of production supervisors. Suggest what production supervisors should be like.

1. Leads and mentors team members.

2. Interfaces with printers, logistics providers, staffing agencies and other vendors via email and phone.

3. Aggregates and maintains the schedules and production details for over 3,000 publications per year.

4. Confirms production specs and schedules for new products.
5. Conducts and manages routine style updates and product redesigns.
6. Assists with new product design concepts as needed.
7. Provides occasional art direction.
8. Maintains national and international distribution details for publications.
9. Maintains production data and performs routine reports and analysis.
10. Works closely with department leadership to develop and improve processes.
11. Delegates tasks to staff and balances workloads using data analysis.
12. Manages both the performance and process of the team.

GRAMMAR

Exercise 5. Copy out all the sentences from ex. 1 with the Participles and state their functions.

Exercise 6. 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?

SPEAKING

Exercise 7. Speak on the topic, using your plan.

BOOK PRODUCTION COSTS

READING & VOCABULARY

Exercise 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.

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

Book Production Costs

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 supplies), 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 manufacturing 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.

Exercise 3. Match the words with their definitions.

- | | |
|-----------|--|
| 1. die | a) the profit made on a product or service |
| 2. galley | b) the regular and necessary costs, such as rent, heat, electricity, and telephone, involved in operating a business |

3. margin c) a company that provides a product, or the materials to make a product
4. nonrecurring d) a shaped piece or mould (= hollow container) made of metal or other hard material, used to shape or put a pattern on metal or plastic
5. overhead e) the process or business of sending or transporting goods
6. publicity f) a long tray holding a column of type
7. shipping g) the activity of making certain that someone or something attracts a lot of interest or attention from many people, or the attention received as a result of this activity
8. supplier h) used to describe charges that do not happen regularly

Exercise 4. Complete the sentences with a suitable word in the right form.

delivery	department	disastrous	margin
overhead	publicity	shipping	supplier

1. I'll contact the ... and see if I can get the paint you want by Friday.
 2. There's been a big increase in online 3. Her first novel was published last year in a blaze of (= with a lot of) 4. One way of increasing profit ... is to cut ... costs. 5. Officials discussed the issue of ... imports, such as the 10 airplanes Malaysia Airlines took delivery on this year. 6. His decision will have a ... impact on foreign policy. 7. The sales ... are having a Christmas party this week.

GRAMMAR

Exercise 5. Copy out all the sentences with the Gerund.

Exercise 6. Put 10 questions to the text.

Exercise 7. Retell the text.

SPEAKING EXTRA

Exercise 8. Work with a partner. Talk over the following questions.

1. What is the difference between a self-published book and a traditionally published book?

2. Will nonfiction books, historical fiction, science fiction/fantasy, children's books, comic books cost more or less than the average book? Why?

READING EXTRA

Exercise 9. Skim the extracts and check your ideas.

1. Self-published books are published by the indie authors themselves. The author covers editing, formatting, proofreading, and cover design fees.

Traditionally published books are published by legacy publishing companies, traditional publishing services, or smaller imprints. The company covers editing, formatting, proofreading, and cover design fees. Although they do help with retailer distribution, they do very little to help with marketing.

2. Nonfiction books: Once you factor in indexing costs and higher editing fees due to increased fact-checking, we can figure that nonfiction books cost more than the average novel.

Historical fiction: This genre of fiction usually requires more fact-checking, so editing rates increase. Historical fiction novels cost more than other novels.

Science fiction/fantasy: These genres tend to run double the length of a typical novel. 120,000-word novels can cost double to edit, format, and proofread, ultimately increasing the publishing costs.

Children's books: Because children's books have a much lower word count, editing rates tend to skyrocket per word. Also, illustrators can cost thousands of dollars and take half the royalties for very young children's books. Although publishing a children's book may only cost slightly more than the average novel, an author's royalties (profit) are likely to be split with the illustrator, so it takes longer to recoup your initial investment.

Comic books: The average comic book will greatly reduce editing costs overall. However, illustrators cost a lot of money and split the royalties. Similar to children's books, comic books may cost less to edit, but profits are divided between authors and illustrators.

HOW TO RUN A SMALL BOOK PUBLISHING COMPANY

SPEAKING

Exercise 1. Work in groups and say:

1. What are the advantages of running a book publishing company?
2. What steps would you take to start your own book publishing company?
3. If you were to run a book publishing company what specialists would you hire?
4. What skills and qualities should they have?

Exercise 2. Suggest the idea of starting a book publishing company putting the steps in the right order.

1. Advertise your services to the public.
2. Make sure you have contracts with wholesalers and distributors to sell your books.
3. Hire some writers to create the manuscripts.
4. Buy the equipment you need.
5. Decide whether you want to have your book publishing company at home or if you want to rent an office space.
6. Proofread and edit the writers' manuscripts, layout and design the text, and design the front and back covers using publishing software.
7. Build your business plan.

READING & VOCABULARY

Exercise 3. 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 be 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.

Exercise 4. Look through the text (exercise 3) again and find the words meaning:

- 1) a plan of action designed to achieve a long-term or overall aim;
- 2) a machine for making photocopies;
- 3) employ (someone) for wages;
- 4) to pay someone for the use of (something, typically property, land, or a car);
- 5) a book, document, or piece of music written by hand rather than typed or printed;
- 6) make (a quality or fact) known;
- 7) a device or implement, especially one held in the hand, used to carry out a particular;
- 8) a person or company that sells goods in large quantities at low prices, typically to retailers;
- 9) ability to be defended with logic or justification; validity; function.

READING EXTRA

Exercise 5. Read and translate the text.

Benefits of Starting Your Own Publishing Company

There are 5 excellent benefits to starting your own publishing company: tax benefits, write-offs, and more; liability protection; increased credibility; ability to expand your brand; co-writing and licensing.

1. Tax Benefits, Write-Offs, & Wealth Building. Undoubtedly, there are tax benefits to having your own book publishing company. A company helps you differentiate between your personal income and business income. All those business write-offs may save you a lot of money during tax season.

The most common tax-deductible business expenses include salaries, wages, and contract labor; most insurance policies; vehicle expenses, travel, office internet, supplies and office expenses, business meals, advertising and marketing, accounting fees, interest on the business-related debt, conferences, rented office space, home office, utilities, property purchased for business use, depreciation on that property.

Saving money on taxes isn't just about short-term gain. The benefits of establishing a publishing company allow you to see this business as an opportunity to build wealth and plan for retirement.

2. Liability Protection. Starting your own publishing company gives you a certain level of liability protection. If someone sues you for writing-related reasons and you have a limited liability company, they cannot attack your personal assets – only the company's assets. There are some cases of copyright infringement though, where the author would be held liable for their actions, but in total there is much more protection for such things.

If you don't have a company and your book, product, or service gets sued, then your personal finances and a public record will be absolute fair game.

Starting a company gives you legal liability protection and distinguishes between the business's finances and your personal finances. The courts, or collection agencies, would not be allowed to come after you – only your company's assets.

3. Increased Credibility. When you start your own publishing company, it gives you increased credibility. Even though self-published authors are legitimate, having your own LLC sounds more legit and offers you and collaborators more legal protection.

Sharing that you're a self-published author can be intimidating – you might have a fear that others will hear that you self-publish and assume you couldn't get published by a “real agency”.

But sharing that you have your own publishing company, through which you publish your books, gives you a sense of legitimacy.

Credibility isn't just important for your sense of accomplishment, though. Collaborators, authors, and business partners may also be more likely to work with an established publishing company.

4. Ability to Expand Your Brand. Starting your own publishing business improves your ability to expand your author brand. Author branding is convincing someone to read your book over anyone else's. This involves establishing credibility, proving your creativity, and maintaining a professional image that doesn't distract from those books you worked so hard on.

Also, having a publishing company can make it easier to collaborate with other authors. Each author has access to each other's audiences, expanding both author brands.

Having a publishing company not only adds legitimacy to your career but also allows you to maintain control over your book marketing and lets you expand your author brand in so many other little ways.

5. Co-writing & Licensing. Starting your own publishing company lets you co-write with another person or license another individual's work while maintaining legal protection, liability protection, and legitimacy.

Going through a publishing company is the preferred method of contracting with others to bind with legitimate operating agreements legally. So it's good to have your own company.

Having a publishing business becomes your platform for licensing and contracting future opportunities, such as co-writing or publishing someone else's work.

Keep this in mind for later when we discuss naming your company.

DESKTOP PUBLISHING

SPEAKING

Exercise 1. Before you read the passage, answer these questions.

1. What do you know about desktop publishing?
2. What skills are needed in publishing?

READING & VOCABULARY

Exercise 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.

Exercise 3. What can you infer from this advertisement?

1. The job pays very well.
2. This is a managerial position.
3. The company is hiring from within.
4. 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@gldprairiepublishing.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.

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

1. Many books are available on Desktop publishing specialists assemble (electronic pages / electronic paper).

2. If you need an extra picture use That looks complete (page layout / clip art).

3. is all done with machines. uses oil and water to transfer ink (electrostatic printing / offset lithography).

Exercise 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 |

SPEAKING EXTRA

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

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

Student A: You are an interviewer. Ask Student B questions to learn about his or her: <ul style="list-style-type: none">• educational level• job experience• publishing skills	Student B: You are being interviewed. Answer Student A's questions
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ELECTRONIC PUBLISHING

SPEAKING

Exercise 1. Before you read the passage, discuss these questions.

1. Why do people buy e-books?
2. How will electronic publishing change the publishing business?

Exercise 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.

Exercise 3. What can you infer about Word Wise Publishing's e-books?

- 1. Some feature color illustrations.
- 2. The number of available books is increasing.
- 3. They are less expensive than paperback books.
- 4. 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 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.

READING & VOCABULARY

Exercise 4. 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 |

Exercise 5. Write a word that is similar in meaning to the underlined 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 _ _ _ .

SPEAKING EXTRA

Exercise 6. Speaking with a partner, act out the roles below. Then, switch the roles.

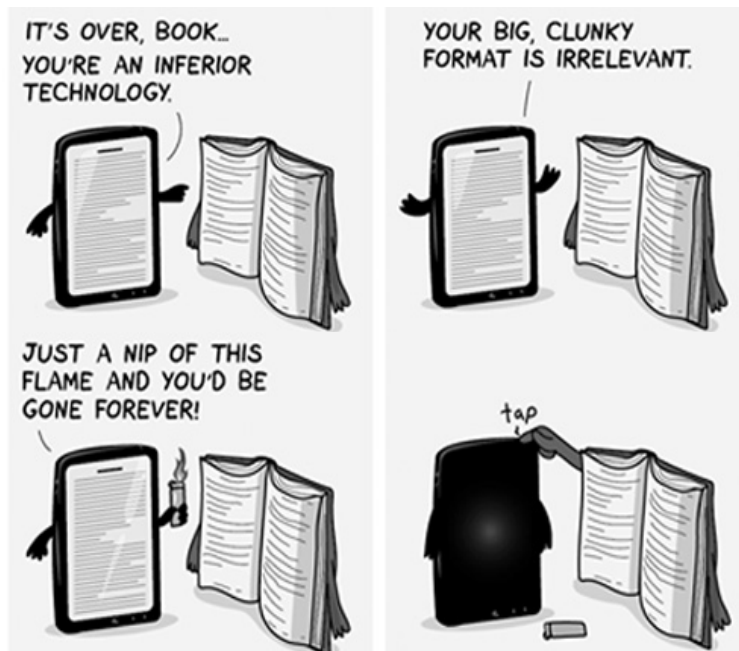
Use language such as: *I have some questions about your e-Reader. You can zoom in to Are children's books available, too?*

<p>Student A: You want to buy an e-Reader. Ask Student B about:</p> <ul style="list-style-type: none"> • print size / quality • e-book selection • picture clarity 	<p>Student B: You are an e-Reader salesperson. Answer Student A's questions</p>
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E-Books

SPEAKING

Exercise 1. Which do you prefer: a printed book or an e-book? Are printed books a relic of the past?



READING & VOCABULARY

Exercise 2. Translate the text with a dictionary. State the main idea of it in English.

E-Books

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.

SPEAKING EXTRA

Exercise 3. Work in groups. Enumerate the advantages and disadvantages of a) printed books, b) e-books.

UNIT VI

EDITING. COPY-EDITING. PROOFREADING

READING & VOCABULARY

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

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 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 absorb 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 and extend the story.

Exercise 2. Give English equivalents.

Быть порученным кому-л., приобретать, посредник, запрашивать, оценивать, искать что-л., выпитывать, доброжелательный, сочувственный, не иметь чего-л., предшествующий публикации, психоаналитик, загубить, 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.

Exercise 3. Explain the terms.

1. accuracy a) someone who carries messages between people who are unwilling or unable to meet

- 2. completeness b) the quality of always behaving or performing in a similar way, or of always happening in a similar way
- 3. consistency c) the forming of words with the letters in the correct order, or the way in which a word is formed
- 4. convenience d) the fact of being exact or correct
- 5. improvement e) the process of making something better or of getting better
- 6. intermediary f) the quality of being whole or perfect and having nothing missing
- 7. spelling g) the fact that something is suitable for your purposes and causes no difficulty for your schedule or plans

Exercise 4. 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.

Exercise. 5. 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?

SPEAKING

Exercise 6. Make the outline of the text and retell it.

THE DUTIES OF AN EDITOR

READING & VOCABULARY

Exercise 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.

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

The Duties of an Editor

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.

Exercise 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.

Exercise 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?

SPEAKING

Exercise 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.

THE COPY EDITOR

READING & VOCABULARY

Exercise 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.

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

The Copy Editor

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.

WRITING

Exercise 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; ускользнуть от внимания автора и редактора; компетентность автора.

Exercise 4. Make up your own sentences with the words from exercise 1.

GRAMMAR

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

Exercise 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

Exercise 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? What for is the designer? 8. What does a style sheet reflect?

WRITING

Exercise 8. Translate the text into Russian in writing.

Copy Editing

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.

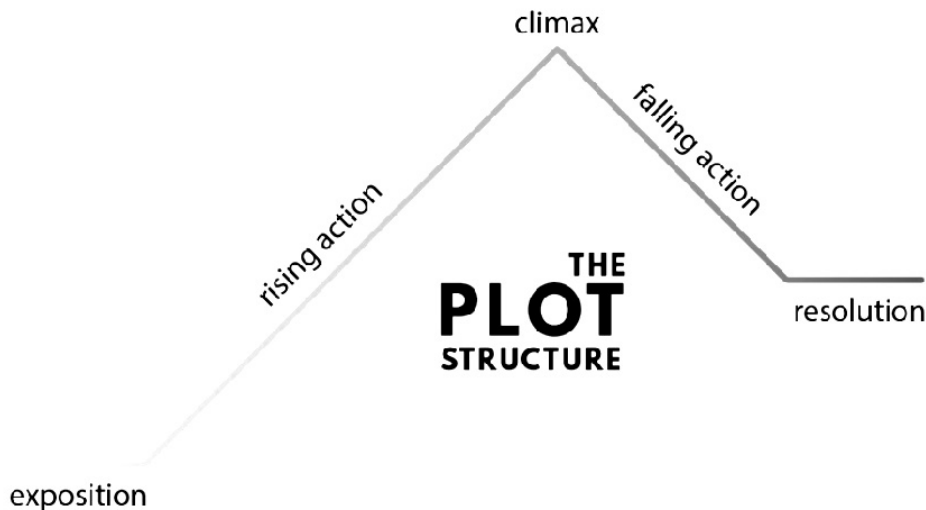
Exercise 9. Answer the questions:

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?

A BOOK STRUCTURE

SPEAKING

Exercise 1. Look at the scheme. What do you think its aim is?



READING & VOCABULARY

Exercise 2. 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.

Exercise 3. Read the text, translate it with a dictionary.

A Book Structure

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* 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.

Exercise 4. Match the words with their definitions.

- | | |
|---------------|---|
| 1. afterword | a) an alphabetical list, with meanings, of the words or phrases in a text that are difficult to understand |
| 2. appendix | b) a statement on the entire narrative |
| 3. conclusion | c) an introduction at the beginning of a book explaining its purpose, thanking people who helped the author |
| 4. glossary | d) a separate part at the end of a book or magazine that gives extra information |
| 5. index | e) an alphabetical list, such as one printed at the back of a book showing which page a subject, name, etc. |
| 6. preface | f) the last part of something |

Exercise 5. Agree or disagree with the following statements.

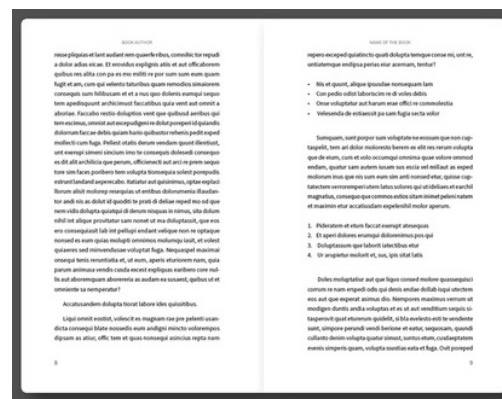
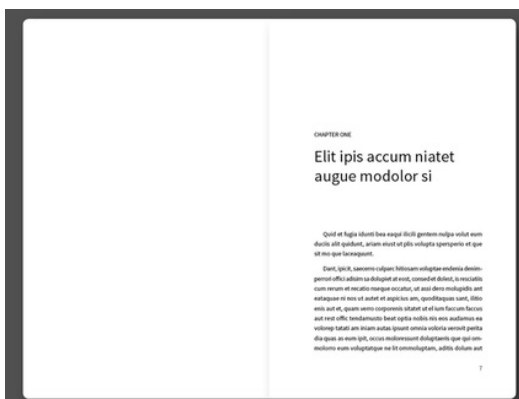
1. Front matter is the second section of a book.
2. A title page contains only the author's name.
3. An introduction is a beginning section which states the purpose and goals of the following writing.
4. An afterword

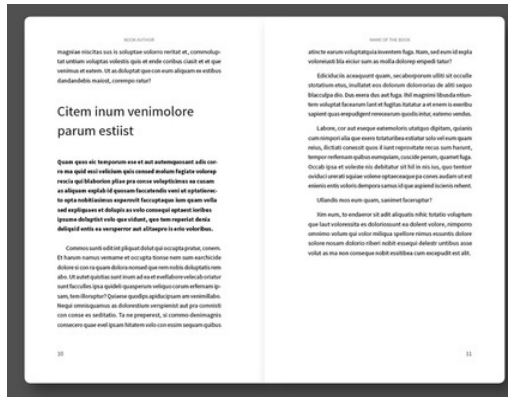
includes a supplemental addition to a given main work. 5. A bibliography consists of a set of definitions of words of importance to the work. They are normally alphabetized. 6. An index is a brief description usually located at the end of a book, describing production notes relevant to the edition and may include a printer's mark or logotype.

Exercise 6. Name the part of the book that ...

1. ... consists of a set of definitions of words of importance to the work. They are normally alphabetized. They may consist of places and characters, which is common for longer works of fiction.
2. ... may correct errors, explain inconsistencies or otherwise detail or update the information found in the main work.
3. ... contains references, often page numbers, to where the terms can be found in the text. Most common in non-fiction books.
4. ... describes production notes relevant to the edition, such as typeface used, and may include a printer's mark or logotype.
5. ... is considered the opposite of the intro.

Exercise 7. Look through the parts of a book. Name each part.






Exercise 8. Make an outline of the text. Reproduce the text using your outline.

TRANSMITTAL FORM

SPEAKING

Exercise 1. Look through the form. What do you think is the aim of the document?



MANUSCRIPT TRANSMITTAL FORM

*** A signed Copyright Transfer Statement should be supplied with the manuscript ***

Journal Title:
Abbreviation:

Manuscript Nr:
Authors:

Send proofs to:

MS received on:
MS revised on:
MS accepted on:

Manuscript Title:
Author:
Affiliation:

Contact information for proofreading and communication:

Postal address:
Telephone:
Fax:
E-mail:

Manuscript comprises:	
Pages	
Tables	
Line figures	
B&W photos	
Colour photos	
Special Issue: <input type="checkbox"/> No <input type="checkbox"/> Yes:	Guest-editor:
	Postal address:
	E-mail:
	Proofs to guest-editor: <input type="checkbox"/> Yes <input type="checkbox"/> No
Remarks for desk editor/typesetter:	

READING & VOCABULARY

Exercise 2. 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, заголовком; 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.

Exercise 3. Read the text, translate it with a dictionary.

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.

Exercise 4. Match the words with their definitions.

- | | |
|-----------------|--|
| 1. caption | a) to add to something in order to make it bigger or longer |
| 2. exception | b) a short piece of text under a picture in a book or article that describes the picture or explains what the people in it are doing or saying |
| 3. extend | c) a cover to protect something |
| 4. frontispiece | d) a picture that shows how two sets of information or variables (= amounts that can change) are related, usually by lines or curves |
| 5. graph | e) something that is not included in a rule, group, or list or that does not behave in the expected way |
| 6. jacket | f) the picture facing the page with the title on |

Exercise 5. Agree or disagree with the following statements.

1. Before the front and the back matter have been completed, the manuscript should be almost ready to be turned into a book. 2. During the final stages of production and design, the manuscript must be carefully worked on by a copy editor. 3. 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 neither to the copy editor, nor to the designer. 4. 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. 5. The editor provides a list of what makes up the front matter and what makes up the back matter. 6. There is no list of special matter to be included that is not part of the text. 7. Running heads are double lines on the top of pages which run throughout the book as an aid to the reader.

GRAMMAR

Exercise 6. 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.

Exercise 7. Put down 10 questions of different kinds on the text.

Exercise 8. In not more than 10 sentences express the main points of the text.

THE PROOFREADER

SPEAKING

Exercise 1. Look through the form. What do you think is the aim of the chart?

MARK	WHAT IT MEANS	HOW TO USE IT	THE RESULT
	Take it out (delete)	Give it it to me.	Give it to me.
	Take it out (delete)	Use a picture or school ID.	Use a picture or school ID.
	Close the gap	abo ^u t	about
	Close the gap	proof ^r read	proofread
	Capitalize	Sydney Opera <u>h</u> ouse	Sydney Opera House
	Make lowercase	the P resident's job	the president's job
	Add (insert)	"No," she said. ^	"No," she said.
	Add (insert) apostrophe	Coras painting won the contest. ✓	Cora's painting won the contest.
	Add (insert) a letter	sking i	skiing
	Add (insert) a word	When I ^{nod} my head ^	When I nod my head
	Add (insert) words	The peas ^(are ripe) today. ^	The peas are ripe today.
	Transpose	There ^{is} it again. ^	There it is again.
	Italicize	<u>The Scarlet Letter</u>	<i>The Scarlet Letter</i>
	New paragraph	They sneeze only at night. ¶ The next day,	They sneeze only at night. The next day,
	No new paragraph (connect sentences)	He builds castles. } They are made completely of sand.	He builds castles. They are made completely of sand.
	Check spelling	input ^{SP}	input
	Spell out	Gen. Ramirez	General Ramirez



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<https://writingwithsharonwatson.com/using-proofreading-marks/>

READING & VOCABULARY

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

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 not 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.

Exercise 3. Copy out 10 sentences which express the main idea of the text.

Exercise 4. 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 is the designer's main concern? 5. What corrections can improve the book? 6. What do letters PE, AA, EA stand for? 7. What do correction marks indicate? 8. Should the author read the edited work? 9. What is the reason for rereading the corrected areas? 10. What does an editorial work imply?

Exercise 5. Look through the list of responsibilities of proofreaders. Suggest what proofreaders should be like.

- Proofreading print and digital content for a wide range of clients.
- Ensure accuracy of content, spelling, and grammar for a variety of printed materials, Identify and correct spelling, grammar, and verbiage errors in complex legal documents.
- Copyedit as needed to maintain clarity and consistency in tone.
- Fact-check for the accuracy of content and product images.
- Confirm print specs and layout.
- Review of final printer's proofs for accuracy.

- Assist the Document Service team with document production and preparation as needed.
- Handle sensitive and/or confidential documents and information.

Exercise 6. Give a short summary of the text.

WRITING

Exercise 7. Analyze the proofreader's marks.

Example of Using Proofreader's Marks 42 pt.

Traditional proof reading is becoming a dying art since so many clients no longer use hardcopies to mark-up their corrections by hand. Today most clients simply write corrections in an email for you to decipher and follow up with a call, while others write them diligently in a Word document. These methods are amateur at best. They are not accurate and can lead to misinterpretation, which in turn creates even more mistakes. That is why a professional proofreader will only use the internationally recognized standard marks and symbols to indicate changes. It's a proven method to mark-up a PDF or hardcopy proof and should always be used.

Set
Email

Caps

IT'S THE DESIGNER'S RESPONSIBILITY

It's the designer's job to insist that this proofing method be adopted by the client in the course of doing business. He needs to outline the benefits of following this proven procedure which always starts by sending a PDF or hardcopy proof

Exercise 8. Correct the text using proofreader's marks.

Thanks for the chance to work with you over the past 1,5 years. We are not happy with your decision. But will respect your right to terminate the contract.

Trying to make our service better, it would be helpful to know what led to this decision. If you change your mind at a later time, please think of us.

THE INDEXER

SPEAKING

Exercise 1. Look through the form. What do you think is the aim of the page?

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READING & VOCABULARY

Exercise 2. Read the text about the indexer. Translate it with a dictionary.

The Indexer

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 it 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.

Exercise 3. 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?

Exercise 4. Look through the list of responsibilities of an indexer. Suggest what skills and qualities an indexer should have.

The Indexer/Copyeditor Contractor proofreads and fact checks all product descriptions and supporting information prior to releasing a

product to be published to Audible marketplaces (Audible stores, Amazon.com, iTunes). Key elements such as a product's price, on-sale date, territory rights, availability, provider, royalty earner, associated Amazon ASIN code, and all taxonomy elements are top priority areas of review. The Indexer/Copyeditor Contractor also provides QA for Audible style in product descriptions, data consistency, and related product linking for all product metadata. The Indexer/Copyeditor Contractor needs to meet daily copyediting quotas and complete prioritized processing requests.

Editorial: The Indexer/Copyeditor Contractor may need to research, edit, rewrite, or occasionally create descriptions for products. The Indexer/Copyeditor Contractor may need to research and assemble positive product review “blurbs” to be added to product descriptions.

Exercise 5. Summarize the text.

CHILDREN'S BOOK ILLUSTRATION

SPEAKING

Exercise 1. Look through the book covers. Are they suitable for children's books? Why (not)?



READING & VOCABULARY

Exercise 2. Study the words and word expressions.

Rewarding – стоящий; put a mark – оставить отпечаток; score 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.

Exercise 3. Fill in the gaps using the words from exercise 2.

1. Our ... for discussion is homelessness. 2. Textbook writing can be an intellectually and financially ... activity. 3. It's extraordinary how hard it is to change the ... of the public and the press. 4. These scandals will not ... the organization's reputation. 5. They used rather ... methods to impress investors. 6. Application forms vary greatly in ... and length. 7. We'll be leaving at six o'clock 8. "Can you trust him with this?" – "Yes, he's the soul of ... (= he will not tell other people)." 9. Her work has been ... to the project's success. 10. The guest lecturer took as her ... (= decided to speak about) "punishment and imprisonment in modern society".

Exercise 4. Reproduce the text in Russian.

The Power of Illustrations

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.

Exercise 5. Work in groups. What should be taken into account when creating children's book illustrations?

Exercise 6. Read the text and check your ideas.

What Makes a Kids' Book Successful?

There is endless creative possibility in the world of children's book illustration. Through the use of **rhythm**, color, texture, and emotion, professional illustrators bring simple stories to life with visuals so that children can comprehend and feel into the story.

Creating a book for children requires a lot of **empathy**. Children comprehend on a more **emotive** level, so it's important that the artist can **channel** this **through** their illustrations.

They have to be able to aptly **convey** the emotions of the characters in the story for children to be able to understand and connect with. You'll notice that **characters** in picture books are alive with definitive expressions, and illustrators spend a lot of time perfecting these emotions in their character development.

Their description of a winning book is that it provides “a visual experience”. They say that: “A picture book has a collective unity of story-line, theme, or **concept**, developed through the series of pictures”.

So, if you need some **criteria** to define what makes a successful picture book illustration, focusing on the theme, storyline and concept would be a good place to start! Having a strong visual theme throughout the illustrations is **key**.

The style of illustration really depends on the story and the artist, in the end. Like any art form, there isn't exactly a required set of standards that should be met. Not all picture books are colorful, for example. There are plenty of gorgeous **monochrome** picture books.

Exercise 7. Find the words and expressions from ex.6 that mean.

1. ... a strong pattern of sounds, words, or musical notes that is used in music, poetry, and dancing. 2. ... a principle or idea. 3. ... a person represented in a film, play, or story. 4. ... to express a thought, feeling, or idea so that it is understood by other people. 5. ... using only black, white, and grey, or using only one colour. 6. ... the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation. 7. ... very important and having a lot of influence. 8. ... a standard by which you judge, decide about, or deal with something. 9. ... to obey or to act as ordered by someone. 10. ... causing strong feelings.

Exercise 8. Say whether the information is true or false.

1. Illustrating for kids' books can be profitable and rewarding. 2. Images can play an even greater role for fiction books than for educational ones. 3. Deciding which parts of the story to depict, in what style, is obviously the least crucial element. 4. Teenagers' books may consist almost entirely of images with a few words on each page. 5. Readers won't spontaneously form their own images of particular characters or situations in a well-written book. 6. Digital media has become as much a part of book illustration as in any other field. 7. Creating a book for children requires a lot of sympathy. 8. Children comprehend on a rational level. 9. An thought-provoking plot is key. 10. The style of illustration really depends on the story and the artist.

Exercise 9. 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.

A BOOK COVER

SPEAKING

Exercise 1. Look through the book covers. Which are the most appealing to you? Which books are you likely to read? Why (not)?



READING & VOCABULARY

Exercise 2. Study the words.

Bind – переплести, 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 – гляцевый, 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.

Exercise 3. Translate the text into Russian.

A Book Cover

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.

Exercise 4. Match the words with their definitions.

- | | |
|--------------|--|
| 1. bind | a) animal skin that has been treated in order to preserve it and is used to make shoes, bags, clothes, equipment, etc. |
| 2. cloth | b) in a boring way that continues for a long time |
| 3. glossy | c) to make separate pieces of paper into a book |
| 4. jewels | d) decayed |
| 5. leather | e) a book or magazine produced on shiny and expensive paper and containing many colour pictures |
| 6. rotten | f) (a type of) woven material |
| 7. tediously | g) a precious stone that is used to decorate valuable objects |

Exercise 5. 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

Exercise 6. Summarize the text using the words from the vocabulary exercise.

**BIBLIOGRAPHY. THE NATIONAL
BIBLIOGRAPHY OF BELARUS**

SPEAKING

Exercise 1. Look through the chart. What information does it contain?

A book chapter	Greenblatt, S. (2010) "The traces of Shakespeare's life", in De Grazia, M. and Wells, S. (eds.) <i>The new Cambridge companion to Shakespeare</i> . Cambridge: Cambridge University Press, pp. 1–14.
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A translated book	Saramago, J. (1997) <i>Blindness</i> . Translated from the Portuguese by G. Gontiero. London: Vintage.
An edition of a book	Danielson, D. (ed.) (1999) <i>The Cambridge companion to Milton</i> . 2nd edn. Cambridge: Cambridge University Press.
A print journal	Maceachen, D. B. (1950) “Wilkie Collins and British law”, <i>Nineteenth-Century Fiction</i> , 5 (2), pp. 121–139.
An online journal	Adamson, P. (2019) “American history at the foreign office: Exporting the silent epic Western”, <i>Film History</i> , 31 (2), pp. 32–59. doi: 10.2979/filmhistory. 31.02.02.
A website	Google (2019) <i>Google terms of service</i> . Available at: https://policies.google.com/terms?hl=en-US (accessed: 29 April 2020).

READING & VOCABULARY

Exercise 2. 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 артефакт; imposition – наложение; exteriorics – экстериорика; edition – издание; quarterly – ежеквартальный; 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.

Exercise 3. Read the text with a dictionary. Summarize it.

Bibliography

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 number (#) 2 and 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 # ...;
- index of 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 # ...*” 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.

Exercise 4. 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 arranged? 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?

Exercise 5. 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 VII

THE PRINT SHOP. PRINTING PROCESS. POLYGRAPHIC EQUIPMENT

READING & VOCABULARY

Exercise 1. Read and translate the text.

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.

Exercise 2. Give Russian equivalents for the following words.

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.

Exercise 3. 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.

Exercise 4. 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.

Exercise 5. 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?

PRINTING IN BELARUS

READING & VOCABULARY

Exercise 1. Study the words and word expressions.

Unitary – унитарный; fabric – ткань; circulation – тираж; hard-cover – 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.

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

Printing in Belarus

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.

Exercise 3. Answer the questions.

1. What is the RUE “The 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?

Exercise 4. Talking point “Printing in Belarus”.

TYPESETTING

READING & VOCABULARY

Exercise 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.

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

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.

Exercise 3. Put 10 questions to the text.

Exercise 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 “inotype”? 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?

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

REPRODUCTION OF ILLUSTRATIONS

READING & VOCABULARY

Exercise 1. Translate the following words and word combinations into Russian. 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.

Exercise 2. Read the text with a dictionary.

Reproduction of Illustrations

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, zinc 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 zinc 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 zinc plate that could be curved made it possible to build rotary presses (the first in 1868).

Photosensitivity, gravure and rotogravure. In the 1820s Joseph-Nicéphore 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.

Exercise 3. 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 Klietrch's investigations?

SPEAKING

Exercise 4. 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.

OFFSET PRINTING

READING & VOCABULARY

Exercise 1. Study the words and word expressions.

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.

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

Offset Printing

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.

WRITING

Exercise 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.

Exercise 4. Summarize the text.

LETTERPRESS PRINTING

READING & VOCABULARY

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

Letterpress Printing

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.

Exercise 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.

Exercise 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?

SPEAKING

Exercise 4. Read the text. Comment on the advantages and disadvantages of offset, lithography and letterpress printing.

**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.

Exercise 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

READING & VOCABULARY

Exercise 2. 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 – маджента, пурпурный, фуксиновый; 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 – чернильный лоток; viscosity – вязкость; nonabsorbent – неабсорбирующий; solidify – затвердевать; doctor blade – скальпель; solvent – растворитель; coating – покрытие; cutting – резка; folding – фальцевание; binding – переплет, скрепление.

Exercise 3. Match the words with their definitions.

- | | |
|---------------------------|--|
| 1. Flexographic printing | a) Sheets of material covered with a photo-sensitive surface |
| 2. Highend graphics | b) done quickly, suddenly or immediately |
| 3. Rapid (speed) | c) a deep purplish red |
| 4. Cost-effective | d) a greenish-blue color |
| 5. Flexible-relief plates | e) is a form of printing process which utilizes a flexible relief plate |
| 6. Cyan ['saɪən] | f) the process of <i>cutting</i> shapes from plastic by pressing with a sharp knife on one or more layers of plastic |
| 7. Magenta | g) design or illustration of a high quality |
| 8. Die cutting | h) producing good results without costing a lot of money |

Exercise 4. Watch the video “Flexographic Printing: Technical Process” and mark the materials mentioned in it:



cellophane ['seləfem]



paper



plastic



foil



metallic film

Exercise 5. Watch the video “Flexographic Printing: Technical Process” again and complete the information with a right word.

food	high-end	low	metal
non-porous	printing (2)	rapid	various

– Flexographic presses are giant 1) ... machines for delivering 2) ... graphics at a 3) ... speed.

– Flexographic printing is widely used for printing on the 4) ... substrates required for 5) ... types of 6) ... packaging.

– It is also well suited for 7) ... large areas of solid colour.

– One of the advantages of flexographic printing is its 8) ... cost.

– Flexographic printing can print on any material including 9) ... foil.

Exercise 6. Say whether the information (based on the video) is true or false.

1. Flexographic printers are capable of completing large orders quickly.

2. Flexographic printers can print on a limited choice of materials.

3. Flexographic printers are sheet-fed.
4. Flexographic printers can print 350 ft. per minute which means 5 miles of printing materials per hour.
5. Flexographic printing is sometimes called “Flexo”.
6. Seven colours are used in the printing process.
7. Mixes of cyan are used for producing pink, maroon and crimson colours.
8. Water-based and ultraviolet inks dry in the air and use much ink.
9. Cutting die is the last step of flexographic printing.

Exercise 7. Put the major operations of flexographic printing into the right order:

- | | |
|----------------|----------------------|
| a) platemaking | c) printing |
| b) finishing | d) image preparation |

Exercise 8. Translate the text with a dictionary.

Flexographic Printing

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 Platemaking. 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.

Exercise 9. Write out the sentences expressing the main idea of the text.

Exercise 10. 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.

Exercise 11. 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?

Exercise 12. Speak on the topic “Flexographic Printing”.

PREPARATION OF PRINTING PLATES

SPEAKING

Exercise 1. Study the words.

Plate – пластина, печатная форма; contents – содержание; fold – фальцевать, сгибать; bind – переплестать, 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.

Exercise 2. Translate the text into Russian.

Preparation of Printing Plates

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 finished 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 an 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.

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

Exercise 4. Retell the text.

THE PRINTING PRESSES

Exercise 1. Read the text. Translate it with a dictionary.

The Printing Presses

Once the plates have been made, actual printing can begin. Printing presses are complicated machines that must perform several functions. 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 image, 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 of 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 impressions 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.

Exercise 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.

Exercise 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?

Exercise 4. Summarize the text.

THE BINDER

Exercise 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.

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

The Binder

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.

Exercise 3. Answer the questions.

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

PART II. 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 *volumen* ("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, *Supplicio 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 censorship 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 scribes, 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 Gutenberg developed European printing technology in 1440.
- Gutenberg 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 on 729 white marble 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 only by the Bible and William Shakespeare.

Poe is creepier 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, Heidel-

berg 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 presses 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 technologi-

cal 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 on. 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 important 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 through 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.

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 US 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. WORD PROCESSING

Word processing refers generally to the creation, editing, formatting, storage and output of both printed and on-line 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 19. 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 US 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 (CAIP) 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 UK 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 20 . 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.

PART III. VOCABULARY

1. USEFUL CLICHÉS TO EXPRESS YOUR OPINION

In my opinion, ...	I am of the opinion that ...
It goes without saying that ...	As far as I am concerned, ...
From my point of view, ...	I hold the view that ...
As for me / As to me, ...	In my eyes, ...
I hold the opinion that	I am under the impression that ...
It seems to me that ...	My own feeling on the subject is that ...
I would say that ...	Speaking personally, ...
I have no doubt that	I guess that ...
It is my impression that ...	My impression is that ...
I have the feeling that ...	I dare say that
I am sure / I am certain that ...	To my mind, ...
I bet that ...	I gather that ...
My view/opinion/belief/impression/conviction is that ...	
I think/consider/find/feel/believe/suppose/presume/assume that ...	

2. USEFUL CLICHÉS TO EXPRESS YOUR AGREEMENT

I agree with you/him.	I share your view.
I have come to the same conclusion.	I really think so.
He is quite right/absolutely right.	He may be right.
I have no objection.	I approve of it.
I am at one with him on that point.	It is true.
That's just it!	Fair enough!
I think so.	Quite so!
... is right.	That is right.
I hold the same opinion.	Just so!
We are of one mind / of the same mind on that question.	

3 . USEFUL CLICHÉS TO EXPRESS YOUR DISAGREEMENT

I don't agree (with ...).	I disagree.
I think otherwise.	I don't think that's quite right.
I don't agree with you/him.	I don't agree with what you say.
I take a different view.	I don't share his/her/your view.
Not at all!	Nonsense!
I don't think so.	You are /he is wrong.
This argument does not hold water.	Rubbish!
I am afraid that is not quite true.	

4 . GENERAL EXPLAINING

1. In order to

Usage: "In order to" can be used to introduce an explanation for the purpose of an argument.

Example: In order to understand X, we need first to understand Y.

2. In other words

Usage: Use "in other words" when you want to express something in a different way (more simply), to make it easier to understand, or to emphasise or expand on a point.

Example: Frogs are amphibians. In other words, they live on the land and in the water.

3. To put it another way

Usage: This phrase is another way of saying "in other words", and can be used in particularly complex points, when you feel that an alternative way of wording a problem may help the reader achieve a better understanding of its significance.

Example: Plants rely on photosynthesis. To put it another way, they will die without the sun.

4. That is to say

Usage: "That is" and "that is to say" can be used to add further detail to your explanation, or to be more precise.

Example: Whales are mammals. That is to say, they must breathe air.

5. To that end

Usage: Use “to that end” or “to this end” in a similar way to “in order to” or “so”.

Example: Zoologists have long sought to understand how animals communicate with each other. To that end, a new study has been launched that looks at elephant sounds and their possible meanings.

5 . ADDING INFORMATION TO SUPPORT A POINT

1. Moreover

Usage: Employ “moreover” at the start of a sentence to add extra information in support of a point you’re making.

Example: Moreover, the results of a recent piece of research provide compelling evidence in support of

2. Furthermore

Usage: This is also generally used at the start of a sentence, to add extra information.

Example: Furthermore, there is evidence to suggest that

3. What’s more

Usage: This is used in the same way as “moreover” and “furthermore”.

Example: What’s more, this isn’t the only evidence that supports this hypothesis.

4. Likewise

Usage: Use “likewise” when you want to talk about something that agrees with what you’ve just mentioned.

Example: Scholar A believes X. Likewise, Scholar B argues compellingly in favour of this point of view.

5. Similarly

Usage: Use “similarly” in the same way as “likewise”.

Example: Audiences at the time reacted with shock to Beethoven’s new work, because it was very different to what they were used to. Similarly, we have a tendency to react with surprise to the unfamiliar.

6. Another key thing to remember

Usage: Use the phrase “another key point to remember” or “another key fact to remember” to introduce additional facts without using the word “also”.

Example: As a Romantic, Blake was a proponent of a closer relationship between humans and nature. Another key point to remember is that Blake was writing during the Industrial Revolution, which had a major impact on the world around him.

7. As well as

Usage: Use “as well as” instead of “also” or “and”.

Example: Scholar A argued that this was due to X, as well as Y.

8. Not only ... but also

Usage: This wording is used to add an extra piece of information, often something that’s in some way more surprising or unexpected than the first piece of information.

Example: Not only did Edmund Hillary have the honour of being the first to reach the summit of Everest, but he was also appointed Knight Commander of the Order of the British Empire.

9. Coupled with

Usage: Used when considering two or more arguments at a time.

Example: Coupled with the literary evidence, the statistics paint a compelling view of

10. Firstly, secondly, thirdly...

Usage: This can be used to structure an argument, presenting facts clearly one after the other.

Example: There are many points in support of this view. Firstly, X. Secondly, Y. And thirdly, Z.

11. Not to mention/to say nothing of

Usage: “Not to mention” and “to say nothing of” can be used to add extra information with a bit of emphasis.

Example: The war caused unprecedented suffering to millions of people, not to mention its impact on the country’s economy.

6. WORDS AND PHRASES FOR DEMONSTRATING CONTRAST

1. However

Usage: Use “however” to introduce a point that disagrees with what you’ve just said.

Example: Scholar A thinks this. However, Scholar B reached a different conclusion.

2. On the other hand

Usage: Usage of this phrase includes introducing a contrasting interpretation of the same piece of evidence, a different piece of evidence that suggests something else, or an opposing opinion.

Example: The historical evidence appears to suggest a clear-cut situation. On the other hand, the archaeological evidence presents a somewhat less straightforward picture of what happened that day.

3. Having said that

Usage: Used in a similar manner to “on the other hand” or “but”.

Example: The historians are unanimous in telling us X, an agreement that suggests that this version of events must be an accurate account. Having said that, the archaeology tells a different story.

4. By contrast / in comparison

Usage: Use “by contrast” or “in comparison” when you’re comparing and contrasting pieces of evidence.

Example: Scholar A’s opinion, then, is based on insufficient evidence. By contrast, Scholar B’s opinion seems more plausible.

5. Then again

Usage: Use this to cast doubt on an assertion.

Example: Writer A asserts that this was the reason for what happened. Then again, it’s possible that he was being paid to say this.

6. That said

Usage: This is used in the same way as “then again”.

Example: The evidence ostensibly appears to point to this conclusion. That said, much of the evidence is unreliable at best.

7. Yet

Usage: Use this when you want to introduce a contrasting idea.

Example: Much of scholarship has focused on this evidence. Yet not everyone agrees that this is the most important aspect of the situation.

7. JOB DESCRIPTION SAMPLE

1. The publishing industry combines...

... acquisition;
... planning;
... (copy)editing;
... designing;
... art directing;
... production;
... management;
... distribution;
... selling;
... marketing/promoting

4. To work here one should...

... enjoy working with customers and colleagues;
... be able to work as a part of a team;
... be able to speak clearly on the phone;
... be good at languages;
... know how to use computers;
... be willing to work long or unusual hours;
... have a rounded knowledge of the industry.

2. The publishing industry gives rise to many jobs (give your own examples) in such fields as...

... editing;
... art and design;
... production;
... sales;
... advertising;
... marketing
... publicity;
... shipping;
... etc.



If it weren't for received ideas, the publishing industry wouldn't have any ideas at all.

Donald E. Westlake

5. It is crucial not to...

... be rude with clients;
... complain all the time;
... drain co-workers' time and energy;
... respond with a pessimistic reaction;
... blame others for circumstances.

3. People working in publishing can be...

... calm;
... nervous;
... (dis)organized;
... smart;
... scruffy;
... shy;
... creative;
... practical;
... flexible;
... confident;
... extrovert;
... hardworking;
... reliable;
... sociable;
... talkative;
... easy-going;
... balanced;
... well-bred;
... ill-bred;
... punctual.

6. I...

... enjoy meeting new people;
... like working independently;
... am good at dealing with people;
... can make people relax;
... am able to do more than one thing at a time;
... don't like working under pressure.

8. PLAN FOR RENDERING AN ARTICLE

1. The title of the article.

- a) The article is headlined/called ...
- b) The headline of the article I have read is ...
- c) The article under discussion is ...
- d) The headline foreshadows

2. The main idea of the article.

- a) The topic of the article is ...
- b) The main idea of the article is ...
- c) The article is about ...
- d) The article is devoted to ...
- e) The article deals with ...
- f) The article touches upon ...
- g) The purpose of the article is to give the reader some information on ...
- h) The aim of the article is to provide the reader with some facts/material/data on ...
- i) The key issue of the article is ...

3. The contents of the article: facts, names, figures.

- a) The article under discussion may be divided into several logically connected parts which are... – Статья может быть разделена на несколько логически взаимосвязанных частей, таких как ...
- b) The author starts by telling the reader that ...
At the beginning of the story the author ...
- c) The story begins (opens) with a (the) ...
... statement / introduction of / the mention of / the analysis of a summary of ... describes / depicts / touches / explains / introduces / mentions / recalls

- d) Further the author reports (says) that ... / The article goes on to say that ...
- e) In conclusion the author ...
... dwells on / points out / generalizes / reveals/ exposes / accuses / blames / mocks at
... gives a summary of – дает обзор
- f) The author comes to the conclusion that ...
- g) In conclusion the author says / makes it clear that ... / gives a warning that ...
- h) At the end of the story the author sums it all up by saying ...
- i) The author concludes by saying that ... / draws a conclusion that / comes to the conclusion that ...

4. The Author's opinion

- a) The author gives full coverage to ...
- b) The author outlines ... (описывает)
- c) The article contains the following facts ... / describes in details ...
- d) The author starts with the statement of the problem and then logically passes over to its possible solutions.
- e) Let me give an example...

5. Your opinion of/on the article.

- a) I find/found the article topical urgent (informative, of no / great value, too hard to understand ...) because ...
- b) In conclusion I'd like to...
- c) My own attitude to this article is...
- g) It is hard to predict the course of events in future, but ...

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И ИЗДАТЕЛЬСКОГО ДЕЛА**

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