

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
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ОСОБЕННОСТИ ФУНКЦИОНИРОВАНИЯ СОВРЕМЕННОГО АНГЛИЙСКОГО ЯЗЫКА В СФЕРЕ РЕКЛАМЫ И PR

Рекомендовано редакционно-издательским советом федерального государственного автономного образовательного учреждения высшего образования «Самарский национальный исследовательский университет имени академика С.П. Королева» в качестве учебно-методического пособия для обучающихся по основной образовательной программе высшего образования по направлению подготовки 42.03.01 Реклама и связи с общественностью

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Предназначено для обучающихся по направлению подготовки «Реклама и связи с общественностью», и ориентировано на организацию аудиторной и самостоятельной работы бакалавров по дисциплинам «Иностранный язык (английский)» и «Углубленный курс английского языка».

Пособие охватывает фонетический, лексический и грамматический аспекты англоязычных коммуникативных практик в рекламе и PR. Представленная в разделах информация об особенностях функционирования современного английского языка в сфере рекламы и PR сопровождается заданиями, направленными на развитие коммуникативных умений и речевых навыков, а также навыков перевода. В разделах присутствуют задания, направленные на развитие творческих способностей обучающихся, на активизацию их фоновых знаний о культуре и традициях стран изучаемого языка.

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ОГЛАВЛЕНИЕ

Введение	4
I. Фонетический курс	6
II. Основной лексический курс	13
Unit 1. My Job.....	13
Unit 2. Mass Media	19
Unit 3. British and American Press	37
Unit 4. Advertisement	53
Unit 5. Travelling	64
Unit 6. Cities of the World	78
III. Грамматический курс	100
Заключение	142
Приложение I. English-Speaking Countries	143
Приложение II. My Home Country	159

ВВЕДЕНИЕ

Учебно-методическое пособие «Особенности функционирования современного английского языка в сфере рекламы и PR» нацелено на всестороннее формирование и развитие у студентов навыков устной и письменной коммуникации на английском языке в профессиональной сфере деятельности. В пособие включены тексты, диалоги и упражнения, направленные на отработку фонетических и произносительных навыков, усвоение активного вокабуляра и грамматического материала. Отбор материала проводился с учетом требований учебной дисциплины.

Структура пособия включает фонетический, лексический и грамматический блоки, а также приложение. Теоретический материал представляет не только учебную, но и общекультурную ценность; упражнения способствуют последовательному и прочному усвоению материала.

Первый раздел пособия посвящен формированию и развитию фонетических и интонационных навыков.

Во втором разделе содержатся тексты и задания, направленные на формирование фоновых знаний о профессиональной сфере использования современного английского языка, освоение новой лексики.

В третьем разделе содержится комментарий к изучаемым грамматическим явлениям и упражнения для формирования и развития грамматических навыков.

Приложение содержит информацию о странах изучаемого языка и о родной стране, что позволяет глубже понять культурно-

обусловленную специфику коммуникации в профессиональной сфере деятельности при ее осуществлении на английском языке.

Теоретический материал сопровождается упражнениями разного уровня сложности, что обеспечивает возможность как аудиторной, так и самостоятельной работы для обучающихся с разным уровнем языковой подготовки. Предусмотрено продолжение работы с пройденным материалом, что способствует прочности полученных ранее знаний и наработке автоматизмов в следовании фонетическим, речевым и грамматическим нормам современного английского языка.

I. ФОНЕТИЧЕСКИЙ КУРС

1. Listen and repeat after the speaker:

Big Mouth John Brown

- Who did you see? – I saw John.
John who? – John Brown.
I can't hear you! – I said John Brown. I said John Brown.
I can't hear you! – I said John Brown. I said John Brown.
John Brown. John Brown.
What did he say? – Who?
John Brown. – John Brown?
Yes, what did he say? – He didn't say anything.
Nothing? – Not a word.
I don't believe it! I don't believe it!
Big Mouth John Brown didn't say a word? – Not a word.
I don't believe it! I don't believe it!
Big Mouth John Brown didn't say a word? – Big Mouth John Brown
didn't say a word.

Rain

- It was raining, raining, raining hard.
It was falling on my head. – It was falling on the stars.
It was falling on the sun. – It was falling on my shoes.
I got soaking wet. – I got soaking wet.
But I stayed outside. – I stayed outside.
The rain was sweet. – The rain was warm.
The rain was soft.
It reminded me of home.

It was raining, raining, raining hard.

– It was falling, falling, falling on the stars.

It was falling, falling, falling on the stars.

Soft rain.

– Raining, raining ...

Sweet rain.

– Raining, raining ...

Warm rain.

– Raining, raining ...

Sweet, soft ...

– Raining, raining ...

Warm rain ...

– Raining, raining ...

Sweet, soft ...

– Raining, raining ...

Warm rain ...

– Raining, raining ...

Friends

Well, I've known Jack for fourteen years, he's a pretty good friend of mine.

– She's known Jack for fourteen years, he's a pretty good friend of hers.

And I've known Bill for thirteen years, he's a pretty good friend of mine.

– She's known Bill for thirteen years, he's a pretty good friend of hers.

I've known them both for quite a long time, they are pretty good friends of mine.

– She's known them both for quite a long time, they are pretty good friends of hers.

I've known Jim for a long time, he's an old, old friend of mine.

– She's known Jim for a long time, he's an old, old friend of hers.

We're old friends, old friends, he's a dear old friend of mine.

– How long have known your old friend Sue?

How long have you known dear Claude and Sue?

Well, I met them just before I met you.

They're my closest friends dear Claude and Sue.

The Beaches of Mexico

Have you ever seen the beaches of Mexico?

Have you ever walked the streets of San Juan?

Have you ever been to Haiti? Have you ever been to Spain?

Have you ever walked barefoot in a heavy rain?

Have you ever been in trouble?

Have you ever been in pain?

Have you ever been in love?

Would you do it all again?

Well, I've never seen the beaches of Mexico.

I've never walked the streets of San Juan.

I've never been to Haiti. I've never been to Spain.

I've never walked barefoot in a heavy rain.

But I've sure been in trouble. I've sure been in pain.

I've sure been in love. I'd do it all again.

2. Practise the following mini-texts and dialogues.

Jobs and Problems You Come Across

My father's job involves travelling. We have to move quite often. We've lived in five different places in the last seven years. I love it. I've got friends I can visit in all five places. But my mother hates moving. She hates leaving her friends. She says she leaves part of herself behind, every time she moves.

I work in an office in the capital, but live in a village. Well, just outside the village, in fact. In an old farmhouse. I grow flowers and vegetables. I like the fresh air, and the people are very friendly. I love the country. But the travelling is difficult. The traffic is awful. I often leave home before seven, and don't arrive at the office till half past eight.

Discuss your feelings about moving house frequently; living in a city or living in a village; living near your work or travelling to work.

Office Life

- A: Which is the most useful machine in your office?
- B: The personal computer. I can put facts and figures into the computer, and find them again fast. Before we had the computer, I could never find the right piece of paper.
- C: The photocopier. I can type a draft, correct it, then make copies on the photocopier. Before we had the photocopier, it was awfully difficult to make perfect copies.
- D: The coffee machine. I can have a cup of coffee whenever I feel like it. Before we had the coffee machine, I had to fetch coffee from the café next door.
- B: I preferred it when you had to go to the café. Now there are coffee cups all over the office.
- C: And yesterday I had just made forty-four perfect copies, and you poured a cup of coffee all over them.

Which of the machines do the following people need?

Frank wants four copies of a paper. Felicity wants facts and figures fast. Fred is thirsty.

Newspaper Survey

Only ten percent of Kensington Express readers take regular exercise. In a recent survey, readers answered questions about diet and exercise. Ten per cent felt that they were healthy or very healthy. Seventy per cent said that exercise is important for good health. But only ten per cent took regular exercise – twice a week or more. Twenty per cent said that they felt they got enough exercise. The rest admitted that they should take more exercise.

Interviewing a Witness

A: I'm a reporter from the Hendon Standard. Were you present when the accident happened?

B: Yes, I was standing at the end of Elm Avenue, by the park.

A: What happened?

B: There was a red van travelling west, and several cars and vans behind it.

A: Was the red van going fast?

B: No. The driver kept glancing at a map on his lap. Then a black taxi started to pass the red van.

A: Was that the cause of the accident?

B: It wasn't the taxi that caused the accident. It was the red van. The van driver suddenly turned, and crashed into the taxi.

A: What happened then?

B: The taxi smashed into a lamppost. The taxi driver wasn't badly hurt, but he was very angry.

Job Interview

A: Why do you want a job with the Northern Record?

B: I'd like to become a sports reporter. I always read the Northern Record. I saw your job advertisement. So I filled in an application form.

A: What other jobs have you done?

B: I've got a job in a sports shop, at the moment. Last August, I was a hotel porter. It was a holiday job, in a seaside resort.

A: Are you interested in sport?

B: Yes, I like watching football; I always watch my local football team when they play at the Sports Centre. I also watch sport on television quite often. And I go jogging every morning.

A: Right. Now, I'll tell you what this job involves...

Buying a Ticket

- A: I'd like to reserve a seat on the ten thirty flight to Birmingham, on Thursday. My name is Vernon.
- B: Thursday May 21st? Certainly, sir. There's a seat in the third row.
- A: That's fine. And I'm returning on May 23^d.
- B: The first flight leaves Birmingham at eight thirty.
- A: That's a bit early.
- B: Or there's twelve thirty flight, or four thirty.
- A: Four thirty's too late. Twelve thirty, please.
- B: On the twelve thirty flight on May 23^d, there's only a seat free in row thirteen.
- A: Row thirteen? No, thanks. I'll go at eight thirty.

At a Hotel Reception Desk

- A: Good evening. My name is Bridget Rees. I've got a room reserved.
- B: Oh Ms Rees. We thought you were coming tomorrow. We have reserved a room for you tomorrow night.
- A: Tomorrow night? But I wrote to you. I made the arrangements by phone. Then I wrote and confirmed the reservation.
- B: Don't worry. I'm sure there is a room free tonight... Yes, Room 3 is free. Would you sign the register, and I'll ring for the porter. He'll carry your cases to your room.

In a Travel Agent's

- A: Good morning. I'd like to book a cheap spring holiday. What package holidays are available?
- B: There's a splendid holiday in Paris.
- A: I expect Paris is expensive!

B: There is a cheap period between November and February. You can compare our prices with other companies. Ours are cheaper.

A: But I don't want to go in February. I'd prefer April.

B: Well, April in Paris is beautiful. But it's very popular. Most package tours in April are fully booked.

A: Yes, I remember my neighbor went to Paris in April. She belongs to a travel club. It was beautiful. But the airport was very busy. What other places are available in April?

B: Here's a brochure, with all the places and prices.

A: Right, I'll probably be back tomorrow. Goodbye.

Booking a Cruise

A: Good morning. Welcome to Supervacation Travel Agency. Can I help you?

B: Yes, I hope so. I'm interested in a short holiday soon. I'd like some information.

A: Yes, certainly. What sort of holiday interests you?

B: Somewhere with some sunshine.

A: What about a luxury cruise?

B: What exactly happens on a luxury cruise?

A: Well, a cruise is a holiday on a ship. The ship itself is very luxurious; it's like staying in a luxury hotel. The ship sails to various places. Passengers get off and see the sights.

B: I'm not sure. What other holidays can you suggest?

A: Here's a Supervacation brochure. It gives information about lots of holidays. See what suits you best. Then we'll fix it.

B: Thanks for the information. I expect I'll see you soon.

What sort of holiday do you enjoy best? Have you ever been on a luxury cruise? Who has had the longest, the shortest holidays? Which are the cheapest places to stay?

II. ОСНОВНОЙ ЛЕКСИЧЕСКИЙ КУРС

Unit 1. My Job

Part I My Job

I've worked for my company for 3 years already and I like my job very much though it isn't easy **to fulfill all my duties**.

The office opens at 8 o'clock in the morning but I can come a little later as we've got **flexible working hours**. However, **I'm supposed to be at work** at 10:15. I have to work with a lot of clients so sometimes I **am under a lot of stress**. I also have **to meet deadlines** when doing some paper work. On the other hand, my **colleagues** are really friendly. They **are** always **eager to help** and we spend a lot of time off work together. We can go out for a drink or **have some friends around for dinner**.

Actually, we are allowed **to work from home** but, as for me, I don't like it. I think I will be able neither to work nor to relax in such a situation. I never take work home. I prefer to **work long hours**. By the way, our company is supposed to pay for our **working overtime**. We also have **a paid holiday** and we can take two weeks off in summer and the other two weeks any other time.

I think **my working conditions** are quite good. So I really enjoy doing my job.

Exercise 1. Find the English equivalents from the text.

условия труда; ожидается, что я буду на рабочем месте; выполнять работу в срок; работать дистанционно; работать сверхурочно; работать допоздна; коллеги; приглашать друзей в гости; выполнять обязанности; работать в стрессовых условиях; нефиксированный рабочий график; оплачиваемый отпуск

Exercise 2. Fill in the gaps with: off; long; working conditions; colleagues; under; flexible working hours; duties; meet; be eager; around; take; overtime; paid

1. It isn't always easy to fulfill all my _____.
2. The office opens at 8 o'clock in the morning but I can come a little later as we've got _____.
3. I have to work with a lot of clients so sometimes I am _____ a lot of stress.
4. I also have to _____ deadlines when doing some paper work.
5. On the other hand, my _____ are really friendly.
6. They _____ always _____ to help and we spend a lot of time _____ work together.
7. We can go out for a drink or have some friends _____ for dinner.
8. I never _____ work home, as I prefer to work _____ hours.
9. By the way, our company is supposed to pay for our working _____.
10. We also have a _____ holiday and we can take two weeks off in summer and the other two weeks any other time. I think my _____ are quite good. So I really enjoy doing my job.

*Exercise 3. What do you do? Learn the differences between **job**, **work** and **career** in English.*

JOB (always Noun, countable) the regular work that a person does to earn money (**salary**) Syn: **position, occupation**

a full-time job (for the whole of the normal working week; 40 hours a week) / *a part-time job* (for less than 25 hours a week)

I found a part-time job. – Я нашел работу с неполной занятостью.

Do you need help finding a full-time job? – Вам нужна помощь в поиске работы на полный рабочий день? It's very difficult trying to bring up three children while doing a full-time job.

a temporary job (finishes after a fixed period) / *a permanent (steady) job* (does not finish after a fixed period)

You can *find/get/apply for/do/give up/lose a job as a ... out of a job* = *without a job*

WORK (Noun) 1. an activity that a person uses physical or mental effort to do, usually for money

If you *have work*, you *have a job*.

to start/finish work

the work around the house

2. the place where you do your job *работа, место работы*

go to work/leave for work

get to work/ arrive at work

be at work/off work

WORK (Verb) to do a job, especially the job you do to earn money *работать*

work for/at a company / work as a waiter / work long hours

CAREER the job or series of jobs that you do during your working life, especially if you continue to get better jobs and earn more money (весь профессиональный опыт человека и занимаемые им должности на протяжении всей жизни)

a successful career in marketing

her acting career

a promising career

career prospects

to switch careers (*менять профессии*)

career takes off – *стремительно взлетать* (*о карьере*)

ruin one's career – *погубить свою карьеру*

at the peak of one's career – *на пике карьеры*

Exercise 4. Translate into English.

1. Когда студенты заканчивают университет, они стараются найти постоянную хорошо оплачиваемую работу.

2. Он бросил постоянную работу в банке, чтобы стать художником.
3. Сотни людей могут потерять работу из-за кризиса.
4. Она нашла работу библиотекаря.
5. Я сейчас без работы.
6. С такими навыками ты никогда не будешь без работы!
7. Я приезжаю на работу около 9.
8. Обычно я на работе до 6 вечера.
9. У меня очень много работы по дому.
10. Во сколько ты начинаешь / заканчиваешь работать?
11. Хелен работает на IT-компанию.
12. Мой папа работает допоздна (очень долго).
13. Она работает официанткой в итальянском ресторане.
14. Я работаю на Дженерал Моторс.
15. Мне нельзя заходить в VK, когда я на работе.
16. Для него карьера важнее семьи.
17. Он сделал успешную карьеру в журналистике.
18. Он меняет профессии очень часто.
19. На пике актерской карьеры он все бросил.

Exercise 5. Describe the details of and the daily routine at your dream job. What working conditions would you like to have? What traits of character would your colleagues have? What responsibilities would suit you?

Part II

Choosing a Career

Work is one of the **essential** things that we must do **through our lifetime**. There are many reasons for people to work: salary, social status, job satisfaction, social interaction and achievement.

Definitely, money is one of the **factors** which make people **go out for a job**. However, it is not the only or the main reason why people enjoy working all day. Social interaction and achievement are the other **primary** reasons that make people work.

First of all, social interaction and social status go hand in hand. Working can help people win respect from others. No one would like a healthy person to depend on their family or society, **to be supported for a lifetime**. In society, everyone needs to **work for the family, for the community and for the country**. Otherwise, an adult feels useless. For example, a **housewife** needs to take care of the house and the kids, and as a housewife and a mother, she **gains respect** from husband and kids. An **employee**, after **fulfilling his or her job**, **receives compliments** from the boss. A **military man** defends his country, and he deserves the **rewards** from the nation. In this sense, working helps people recognize their **value** and win a certain social status.

Secondly, achievement seems to be the other main reason for people to work. We can **learn and develop through working**. To begin with, when we work, we usually meet other people and **co-operate with** each other. At this point, we sometimes become a supporter of someone. This can help people to get through the strict life. We also learn how to work together effectively and can **adapt to** the modern world more easily by doing work together. We work in order to know how to **get through the harsh life** with other people, **get honour from** other people, and **feel achievement through our work**. **Workplace** is very important for us **to make friends**. While working, we learn from one another. We can share the information and experience with our **workmates**, ask for advice from our colleagues. In this way, we learn faster than we learn alone **due to** our limited energy. **Compared to** staying at home alone, working makes us have more friends and more skills. So when we **face difficulties**, we have more ability and courage, we feel stronger **to overcome** them. Besides, to a

certain extent, working can **be viewed** as one kind of exercises in our life – keeping working prevents us from being lazy.

In conclusion, there are a lot of reasons for people to work. Different people have different **motivation**. People work because they know how to work together **fluently**, they want to get respect and honour from other people, and they want to feel achievement. Some companies really value their employees and see them as the company's main asset.

Exercise 1. Give the English equivalents.

в течение жизни; начинать работать; социальное взаимодействие / общение; поддерживать кого-то (материально) в течение всей жизни; домохозяйка; сотрудник / работодатель / нанимать на службу; заработать определенный социальный статус; сотрудничать с; приспособливаться к современному миру; сталкиваться с трудностями; делиться информацией / просить совета; преодолевать; рассматриваться в качестве

Exercise 2. Which of the jobs are the least and which are the most prestigious? Give your reasons. Choose from the list: secretary; hairdresser; photographer; singer; boss; model; actor; farmer; policeman; teacher; computer programmer; pilot; driver; salesman; homemaker; police officer.

Exercise 3. Translate the sentences into Russian.

1. Работа жизненно необходима нам на протяжении всей жизни.
2. Когда мы сталкиваемся с трудностями, мы всегда готовы их преодолеть.
3. Деньги, конечно, являются важным фактором, который заставляет людей работать.
4. Во время совместной работы мы учимся взаимодействовать друг с другом.

5. У людей может быть разная мотивация для работы.
6. Во время работы мы занимаемся саморазвитием.
7. На рабочем месте мы заводим друзей.
8. Каждый взрослый человек должен работать, иначе он чувствует себя бесполезным.
9. Хорошо выполненная работа приносит нам чувство удовлетворения.
10. В команде мы работаем быстрее.

Exercise 4. What jobs, do you think, are the most prestigious ones in this country these days? What is your dream job?

Unit 2. Mass Media

Part I

The Role of Mass Media in the Modern World

The importance of the media today is immense. Never before in mankind's history have the media had such a significant impact on our lives and behavior. In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the Internet.

We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, travelling and anything else that we have to do.

A common person in the city usually wakes up, checks social media updates, breaking news stories, latest tweets, watches the TV news or reads a newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the

information that he has either from their co-workers, news, TV, friends, family, financial reports, etc. We have the fear of missing out (FOMO). What we need is to be aware that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do are based on our experience and studies, however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education.

However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works. Of all the media distribution channels the most influential has been the television, we are constantly exposed to thousands of images of violence, advertising, sex, celebrities and much more, in fact it is known that a child is exposed to about 40,000 ads a year. The media makes billions of dollars with the advertising they sell and that we are exposed to. We buy what we are told to be good, after seeing thousands of advertisements we make our buying decisions based on what we saw on TV, newspapers or magazines to be a product we can trust and also based on what everyone else that we know is buying and their decision are also based on the media. Media play many different roles. For the audiences, it is a source of entertainment and information while for media workers it is an industry that offers jobs and therefore income, prestige and professional identity. For the owners, the media is a source of profit and a source of political power. For society at large, the media can be a way to transmit information and values.

Nowadays the majority of the journalists are involved with politics and their reports are in some way influenced by it. In such a way every kind of newspapers and others media is running under a political control. So where there is a political control there must be some of false and fabricated news will be published. Even though a newspaper or a

TV channel, for instance, positions itself as being independent, a reader/viewer can feel that it belongs to a certain political spectrum. So it's up to a person to decide who to adhere to.

Although a sizable portion of mass media offerings – particularly news, commentaries, documentaries, and other informational programmes – deal with highly controversial subjects, the major portion of mass media offerings are designed to serve an entertainment function. These programmes tend to avoid controversial issues and reflect beliefs and values promoted by mass audience. By reflecting the life of the mass society the media is promoting mass culture with its false values and believes, turning both generations (young and older) into consumers of the consumer society products. At the same time mass media is the source of getting information that helps not to lose the touch of reality and be well aware of the current affairs in the world.

One cannot deny the fact, that today's world abounds in information and even one and the same fact can be treated differently at various angles. On the one hand it's bad, but on the other hand one can reconstruct the real flow of the events or situation. In such a way personal attitudes are formed. Of course, it all depends on the fact what information a person concentrates on: whether it is sex and scandal or serious matters like politics. The media also influences the teenagers, but the effect may be both positive and negative. For example, if there is a sport that is getting a lot of attention by the media and gains popularity among your friends and society, you will more likely want to practice the sport and be cool with all your friends. The result is that you will have fun with your friends and be healthier because of the exercise you are doing. However, a negative influence in teenagers is the use of cigars by celebrity movie stars, the constant exposure of sex images, the excessive images of violence and exposure to thousands of junk food ads. Young people are in a stage of life where they want to be accepted by their peers, they want to be loved and be successful. The media creates the ideal image of a beautiful men and women and tells

you the characteristics of a successful person, you can see it in movies and TV. It's a way to tell you subconsciously that if you are not like them you are not cool yet so it's time to buy the stuff they buy and look like they look.

Another negative influence in teenagers that has grown over the last years are anorexia and obesity. There are millions of adolescents fighting obesity, but at the same time they are exposed to thousands of advertisements of junk food, while the ideal image of a successful person is told to be thin and wealthy. Also more women are obsessive with losing weight even when they are not obese, there are many thin women that want to look like the super models and thin celebrities so they engage in eating disorders which leads to severe health issues and even death.

When we watch TV or a movie we usually see many images of violence and people hurting others. The problem with this is that it can become traumatic especially in our children as we see it more and more. Our kids that are starting to grow and are shaping their personality values and beliefs can become aggressive or they can lose a sense of reality and fiction of what they are seeing.

Mass media is a significant force in modern culture that reflects and creates the culture. Still whether we like it or not we have to face it that the media occupies a great part of our life. It is something that helps us to keep up with this hectic world, to have a kind of entertainment, to obtain the needed information, to broaden our outlook, etc.

Phrases to help:

to have a significant impact – иметь значительное влияние

to have grown exponentially – расти в геометрической прогрессии

to keep moving in the right direction – продолжать двигаться в правильном направлении

health care – здравоохранение, медицинская помощь, медицинский уход

personal relationships – личные отношения

hectic world – беспокойный мир
the media distribution channels – каналы распространения информации
exposure – воздействие, разоблачение
adolescents – подростки
billions of dollars – миллиарды долларов
a source of entertainment – источник развлечений
professional identity – профессиональная идентичность
society at large – общество в целом
to transmit – передавать
subconsciously – подсознательно
false and fabricated news – лживые и сфабрикованные новости
to adhere to – придерживаться
a sizeable portion – значительная часть
to avoid controversial issues – избегать спорных вопросов
to reconstruct the real flow of the events – воссоздать настоящий ход событий

Exercise 1. Transcribe the following adjectives, translate them, make up sentences with each of them.

controversial; fabricated; false; current; immense; sizeable; professional; personal; influential; obsessive; aggressive; various.

Exercise 2. Give the four forms of these irregular verbs.
keep, do, wake, go, make, put, buy, get, sell, grow, lose.

Exercise 3. Give the English equivalents.

важность СМИ огромна; с развитием технологий; общество, которое зависит от информации и коммуникации; выполнять повседневную работу; слушать новости и просматривать газеты; то, что нам приходится делать основано на опыте и учебе;

полагаться на СМИ; образы насилия; СМИ зарабатывают миллиарды на рекламе; источник развлечений и информации; предлагать работу (рабочие места); источник прибыли; источник политической власти; независимая позиция; принадлежать к определенному политическому кругу; спорные вопросы; продвигаемые верования и ценности; текущие новости; реклама вредной пищи, анорексия и ожирение; известные люди в шоу бизнесе; отражать и создавать культуру; расширить мировоззрение.

Exercise 4. Insert the correct prepositions.

1. The importance ___ the media today is immense.
2. In the last 50 years the media influence has grown exponentially ___ the advance of technology.
3. In our work we usually know what we have to do are based ___ our experience and studies.
4. ___ our daily lives we rely ___ the media to get the current news and facts ___ what is important and we should be aware ___.
5. We have to put ___ our trust on the media as an authority.
6. We are constantly exposed ___ thousands ___ images ___ violence, advertising, sex.
7. The media makes billions ___ dollars ___ the advertising they sell.
8. Their decision is also based ___ the media.
9. ___ the owners, the media is a source ___ profit and a source ___ political power.
10. The majority ___ the journalists are involved ___ politics and their reports are ___ some way influenced ___ it.
11. A sizable portion ___ mass media offerings ___ news, commentaries, documentaries deal ___ highly controversial subjects.
12. The programmes tend ___ avoid controversial issues and reflect beliefs and values promoted ___ mass audience.

Exercise 5. Comprehension check. Find evidence in the text to support the following statements.

1. We live in a society that depends on information and communication to keep moving in the right direction.
2. We have put our trust on the media as an authority to give us news, entertainment and education.
3. Media play many different roles.
4. Mass media is the source of getting information that helps not to lose the touch of reality and be well aware of the current affairs in the world.
5. The media also influence the teenagers.

Exercise 6. Answer the following questions.

1. Why is the role of mass media so important nowadays?
2. In what way does a modern society depend on mass media?
3. What is the most influential media distribution channel?
4. How do the media influence the audience?
5. How are mass media involved with politics?
6. What are positive and negative sides of modern mass media?
7. What about modern media influence on teenagers? Comment on positive and negative features.
8. Can we call mass media a significant force in modern life?

Part II

Mass Media in the Modern World

There is every reason to believe that mass media play a great role in modern society. Their positive aspects are obvious. They give us useful and interesting information and news and also help to have an enjoyable free time. Young people and adults seek information about weather, sporting events, and available entertainment, local, national and international news. People need

information in order to conduct their lives intelligently, for professional and academic purposes.

The term of mass media was specially coined to call all possible means of obtaining information from such sources as radio and television, printed materials such as newspapers and magazines, and more recently, from computer network, such as the Internet.

There are thousands of newspapers printed in the world. They remain a popular source of information. They range from thick daily newspapers both quality and tabloids, which are read by millions of people across the world, to small, local weekly papers, which offer news. There are a lot of magazines to all tastes. Both newspapers and magazines are sold in the streets all around the city, but you can also subscribe to any of them at the post office. My family doesn't subscribe to any newspapers; we usually buy them at newsagent's.

Radio is another source of information. There are dozens of radio stations in Russia. Most of them broadcast music but of different styles. You can also listen to weather forecast, sports news, talk shows, news, and daily horoscopes. You can take part in different quizzes and win a prize. Television has become an important source of information. In its popularity television overtook radio and newspapers. No doubt that television started to produce great influence on people. It combines all the advantages of other media and satisfies different tastes. Many programs keep people informed of current events in politics, sports, economics and so on. Besides news programs, you can watch a lot of entertainment. They let people relax; help to forget about problems at work. The variety of modern TV channels and TV programs satisfies all tastes. You can watch all types of films, music concerts, talk shows, TV games, and so on. However, nowadays many programs and films show too much violence and blood, they can damage our image of the world we live

in. Another negative influence of TV is that it doesn't stimulate creative thinking and makes people dependent on the views expressed by others.

The Internet is the newest kind of mass media. Information is becoming even more available because of advances of the Internet. On the Net people can find nearly all information they need, get the latest news and do the shopping without leaving home. Email communication has become one of the most popular ways of keeping in touch with people all over the world.

On the whole, it is hard to imagine modern society without mass media. That is why it is often called information society.

Exercise 1. Transcribe and pronounce the given words, practice their pronunciation, make up sentences with each of them.

enjoyable, adult, available, coin, source (of), thick, quality, tabloid, dozen (of), broadcast, weather forecast, horoscope, current, damage, image, stimulate.

Exercise 2. Match the words on the left with their definition on the right.

- | | |
|------------------|--|
| 1. obvious | a. доступный, имеющийся в распоряжении |
| 2. to seek | b. творческий, созидательный, креативный |
| 3. entertainment | c. викторина, опрос, телевикторина |
| 4. intelligently | d. подписываться, подписаться |
| 5. obtain | e. искать, разыскивать, поискать |
| 6. range(v) | f. получать, приобретать, добывать |
| 7. subscribe | g. развлечение, веселье |
| 8. quiz | h. разумно, осмысленно, благоразумно |
| 9. creative | i. очевидный, явный, несомненный |
| 10. available | j. варьироваться, колебаться |

Exercise 3. Give all the possible derivatives of the following words. Consult a dictionary if necessary.

advantage

inform

produce

damage

depend

subscribe

Exercise 4. Give the English equivalents.

вести жизнь благоразумно; искать информацию; доступные развлечения; национальные и международные новости; для профессиональных и научных целей; газеты, издающиеся в мире; оставаться популярным источником информации; подписаться на; газетный киоск; передавать музыку по радио и ТВ; прогноз погоды; оказывать огромное влияние на; текущие события; достижения Интернета.

Exercise 5. Match the words to make phrases. Translate the phrases into Russian, make your own sentences with them.

- | | |
|---------------------|---------------------------------|
| 1. <i>remain</i> | a. to a newspaper or a magazine |
| 2. <i>obvious</i> | b. a popular source of |
| 3. <i>enjoyable</i> | c. aspects |
| 4. <i>available</i> | d. free time |
| 5. <i>stimulate</i> | e. creative thinking |
| 6. <i>means of</i> | f. entertainment |
| 7. <i>subscribe</i> | g. obtaining information |
| 8. <i>combine</i> | h. the advantages of the media |

Exercise 6. Complete the following sentences, use the given words and phrases: seek information, news, available entertainment, source, no doubt, range, tabloids, quality, subscribe, dozens, produce, influence

1. Young people and adults _____ about weather ,sport events and _____ , local, national and international _____.
2. They _____ from thick daily newspapers both _____and _____,which are read by millions of people.
3. You can also _____ to any newspaper or magazine at the post office.
4. Radio is another _____ of information. There are _____ of radio stations in the world.
5. _____ that television started to _____ great _____ on people.

Exercise 7. Answer the following questions.

1. What are positive aspects of mass media?
2. Why was the term “mass media” coined?
3. Why do newspapers in the world remain a popular source of information?
4. What types of newspapers can you name?
5. What are other popular sources of information in the modern world?
6. How does TV produce a great influence on people?
7. Why is the Internet so popular? Can you explain the reasons?
8. What are the advances of the Internet?

Part III

Television in Modern Life

How do people usually answer questions like “What are you going to do tonight?” or “What are you doing at the weekend?” In other words, how do people spend their free time? Some twenty or thirty years ago the usual answers used to be:

“We’re going to the theatre (or to the cinema)” or “We’re going to a party” or “We’re having some friends round”. Now you very often hear “We’re going to stay at home and watch the telly!” A first-rate colour TV set has become an ordinary thing in the household today.

Modern television offers the viewers several programmes on different channels. In addition to regular newscasts you can see plays and films, operas and ballets, and watch all kinds of contests, quizzes, and sporting events. You can also get a lot of useful information on the educational channel. A good serial (perhaps, a detective story or a screen version of a classical novel) can keep the whole family in front of the telly for days, and don't we spend hours and hours watching our favourite football or hockey team in an important international event? Television most definitely plays a very important part in people's lives. But is this a good thing or a bad one? Haven't we become lazier because of television? Don't we go out less often than we used to? Don't we read less?

TV...could you be without it?

Ninety-eight per cent of us in Britain have a TV set in our homes and, according to the experts, we rarely turn it off. In fact, the average viewer watches as much as 25/4 hours a week. Yet television still provokes controversy. TV does undoubtedly have its bad side. Whilst any links between on and off screen violence have yet to be proved, few could deny that seeing too much fictional brutality can desensitize us to real-life horrors.

Furthermore, even when programmes contain neither sex nor violence, it's not really a good thing for so many families to spend whole evenings glued to the box. Some primary school teachers are complaining of youngsters' inability to concentrate and their need to be constantly entertained. It would seem that too much TV is to blame.

Of course, it's not only children whose happiness can be affected by television, It can lead to the "lodger" syndrome, where some husbands come home, flop down in front of the TV and simply don't communicate with their families at all. In some homes, soap operas have become a substitute for real life.

Yet there is another side to the picture. For the lonely, elderly or housebound, television can be a blessing, being a cheap and convenient form of entertainment and a “friendly face” in the house. It can be an ideal way to relax, without necessarily turning you into a square-eyed addict.

Television doesn't just entertain, of course. There are times when it can be informative and can provide a source of good family conversation. There is no evidence that other hobbies and interests have lost out, either. In fact, it seems that television has helped to popularize some games, like snooker and darts. And a final point. Over the past few years, television has played a crucial role in disaster relief. During the Ethiopian famine in 1984, the huge fund-raising efforts of Band Aid might have had little impact without the heart-rending pictures we saw on our screens. Informative, useful, entertaining and relaxing – and yes, banal and boring – television is all of these. But if we're not selective, surely we have only ourselves to blame. TV can be part of family life, but when it becomes all of it, maybe that's the time to reach for the “off” switch.

Phrases to help:

controversy – разногласия, спорный вопрос

desensitize – десенсибилизировать

to glue to TV – прилипнуть, приклеиться к

housebound – привязанный к дому, не имеющий возможность выйти из дома

to popularize – популяризировать

link up – соединение

donate – жертвовать, дарить, передать в дар

off switch – выключатель

telly – телевизор

Exercise 1. Match the words with their definitions.

undoubtedly a. a strong impression or effect on smb/smth

links b. to direct one's attention, effort intensely on smth

inability	c. to put or use smb/smth instead of smb/smth else
concentrate	d. without any doubt or questions
flop down	e. to sit or lie down heavily and awkwardly
substitute for	f. a person or thing that connects two or more others
impact	g. lack of power, skill or ability

Exercise 2. Translate the adverbs into Russian. Explain which suffix is necessary to derive the given adverbs.

rarely, really, undoubtedly, necessarily, surely.

Exercise 3. Give the English equivalents.

провоцировать спор, регулярные выпуски новостей, синдром квартиранта, замена реальной жизни, удобная форма развлечения, играть важную (решающую) роль, душераздирающая картина, быть избирательным, находиться под воздействием ТВ.

Exercise 4. Translate the following word combinations into Russian.

average viewer, to have good(bad)side, any links between on and off screen violence, real-life horrors, a square-eyed addict, play a crucial role in disaster relief.

Exercise 5. Answer the following questions.

1. What kind of films and programmes does modern TV usually offer?
2. What role does TV play in our everyday life? Express your point of view.
3. Does TV have its negative side? Comment on it.
4. Why is the "lodger syndrome" harmful? Can it lead to the split in the family?
5. Do you agree that television can be called a blessing?

Exercise 6. Agree or disagree. Give your grounds.

1. Television most definitely plays a very important part in people's lives.

2. TV does undoubtedly have its bad side.
3. TV can be an ideal way to relax.
4. TV just entertains, nothing more.
5. TV can become a friendly face in one's house.
6. Modern TV is full of violence.
7. TV is a source of reliable information.
8. Young people enjoy watching TV.
9. There is a variety of shows on TV.

Part IV

The Internet and its Transformative Role in our World

It almost goes without saying that the world wide web left its mark on the 20th century. It is difficult to find a historical invention as important as the internet. This does not require much effort to prove: the internet has taken over our lives and has had sweeping effects, both positive and negative, on the economy, politics, security, education and culture. It has also played a significant role in reformulating several concepts and roles that had been fixed for decades, whether for individuals, communities or institutions.

In 1996, there were approximately 40 million users worldwide, while in 2013 there were more than 2.5 billion users. Surveys by the United Nations indicate that this number increased to 3.2 billion by the end of 2015 and it is expected to reach 3.5 billion by the end of 2016 – approximately 47 per cent of the world's population.

From my perspective, the most important impact of the internet is that it allows the average person, anywhere in the world, access to limitless knowledge, ideas and information with ease and speed. Moreover, the internet enables interactive engagement, instead of acting merely as a recipient as was the case in the past. The abundant flow of information has not only enriched lives but also increased the average person's impact on political, economic and social life.

Moreover, the internet has facilitated ways to obtain information, to influence and mobilise people over an idea or a goal, and to impact the local and global surroundings – previously, traditional institutions such as political parties, organisations and parliaments had played this role. One of the most important features of the internet is that we get equal opportunities in the virtual world.

On the security level, the internet plays a role in the emergence of threats such as “cyberwars”. Cyberwars are no less dangerous than direct military confrontation. In fact, they may be more effective than conventional warfare considering their strong ability to damage or even destroy the opponent.

The internet has also changed the concept, content and criteria of power. The American computer scientist, Jaron Lanier, expressed this best in his 2014 book, *Who Owns the Future?* “Whoever has the most powerful computer will be the most powerful person, whether they planned it or not.”

Like many other inventions, the internet is a loyal servant to the user who can steer it in any direction, employing it for the good or bad. It is truly a double-edged sword, maybe even sharper than anything that has preceded it – especially with its ability to transcend time and space boundaries to achieve goals where other tools have failed.

In addition, the Internet is unique not only in that it is capable of attracting and captivating millions of users, but also because it provides a framework on which to build relationships and interactions. Hence, the way the Internet is employed and the goals for using it are in fact a process linked with the cultural and political criteria of the users themselves, not the internet.

Despite the fact that the Internet has an enormous influence, it is, at the end of the day, a neutral channel that can be influential only by the user content injected into it. Governments must set stronger regulation and legislative frameworks to address cybercrimes, terrorist

recruitment, unscrupulous use of social networks, and rumour dissemination.

Phrases to help:

world wide web – всемирная компьютерная сеть

sweeping effect – всеохватывающее воздействие

access to – доступ к

interactive engagement – интерактивное взаимодействие

abundant flow of information – обильный поток информации

emergence of threats – возникновение, появление угроз

transcend – превосходить

rumour dissemination – распространение слухов

Exercise 1. Match each word in the left column with its meaning.

- | | |
|------------------|---|
| 1. require | a. angry disagreement or opposition |
| 2. significant | b. covering or affecting the whole world |
| 3. survey | c. important, considerable |
| 4. recipient | d. an investigation of the opinions or behavior |
| 5. virtual world | e. a person who receives smth |
| 6. confrontation | f. to order or demand smth |
| 7. global | g. a system in which images that look like
real objects are created by computers |

Exercise 2. Give the English equivalents.

всемирная сеть; требовать множества усилий, чтобы доказать; играть значительную роль; пользователи по всему миру; влияние интернета; опросы показывают; доступ к знаниям, идеям, информации; интернет допускает интерактивное взаимодействие; обильный поток информации; интернет упрощает способы получить информацию; появление (возникновение) угроз; неразборчивое использование соцсетей; распространение слухов

Exercise 3. Give Russian equivalents of the following expressions.
criteria of power; access to limitless power; the internet has facilitated the ways; to impact the local and global surroundings; to build relationships and interactions; to address cybercrimes

Exercise 4. Give synonyms and antonyms of the following adjectives.

local (*ant.*)

global (*ant.*)

interactive (*syn.*)

significant (*syn.*)

equal (*syn.*)

effective (*syn., ant.*)

conventional (*syn., ant.*)

Exercise 5. Fill in the gaps using the given words and phrases:
increase, surveys, impact, Internet, access, limitless knowledge, enable, interactive engagement, recipient, facilitate, obtain information, unique, capable of attracting, captivating, provide a framework, build relationships, interactions.

1. _____ by the United Nations indicate that this number _____ to 3.2 billion by the end of 2015.

2. The most important _____ of the _____ is that it allows the average person _____, ideas and information with ease and speed.

3. The Internet _____, instead of acting merely as a _____.

4. Moreover, the Internet has _____ ways to _____, to influence and mobilize people over an idea or a goal.

5. The Internet has made the individual an _____ and _____ part of what I call the “proactive public”.

6. One of the most important, features of the internet is that we get equal opportunities in the _____.

7. The Internet has also changed the concept, ____ and ____ of ____.
8. The Internet is ____ not only in that it is ____ of ____ and ____ millions of users, but also because it ____ a ____ on which to ____ and ____.

Exercise 6. Answer the following questions.

1. What mark did the world wide web leave on the 20th century?
2. What can you say about sweeping effects on various fields of life?
3. Comment on the number of Internet-users in the world.
4. What is the most important impact of the Internet?
5. Have we got equal opportunities in the virtual world?
6. Do you agree with the idea that Internet is a double-edged sword?
7. Why is the Internet unique? Give arguments.

Unit 3. British and American Press

Part I Press in the UK

More **daily newspapers are sold** in Britain than in most other countries of the world even though there are online papers available these days. In Britain daily newspapers used to be **delivered at the door**, before breakfast. There are about 135 daily papers and Sunday papers. A lot of people buy a **morning paper**, an **evening paper** and a **Sunday paper**.

National newspapers had a circulation of 15.8 million copies on weekdays and 17.9 million copies on Sundays at the beginning of the century. National newspapers are papers which are sold in all parts of Britain. Nearly all the national newspapers are in London. In the XX century most British national newspapers operated from Fleet Street. Now some former newspaper buildings **are listed** and **have been**

preserved. Cheaper **manufacturing premises** appeared in East London. The term “Fleet street” remains a metonym for the British national press.

The newspapers are divided into two main groups: **quality papers** and **popular papers**. Quality newspapers are: “The Times”, “The Guardian”, “The Daily Telegraph”, “The Independent”, “The Financial Times”, “The Observer”, “The Sunday Times” and “The Sunday Telegraph”. They **report national and international news** very **thoroughly**. They also **publish articles on** many **general subjects**.

The popular papers publish sensational news. The popular papers are “The News of the World”, “The Sun”, “The Daily Mirror” and others. They publish “**personal articles**” which **shock** the reader. Many articles deal with the **private lives of people**.

Newspapers do not **depend financially on** political parties but many of them **support a political party unofficially**. For example, **during the general elections** many **editors write open letters** to the readers. They are called “leaders” (UK) or “editorials” (US) and they ask their readers **to vote for** this or that party.

Most newspapers in Britain **belong to financial groups**. They do not belong to the Government or political parties.

Exercise 1. Give the English equivalents.

ежедневная газета; продаваться; когда-то, раньше (повторяющееся действие в прошлом); доставляться к дверям дома; утренняя газета; вечерняя газета; воскресная газета; общенациональная газета; иметь тираж; экземпляр; быть внесенным в список охраняемых объектов; быть сохранным; производственные помещения; серьезная газета; популярная газета, бульварная пресса; освещать внутренние и международные новости; подробно, тщательно; опубликовать статью по (какой-либо теме); общая тема; статья на частные темы; шокировать кого-либо; частная жизнь людей; зависеть в финансовом отношении от кого-

либо, чего-либо; неофициально поддерживать политическую партию; во время всеобщих выборов; редактор; написать открытое письмо кому-либо; голосовать за кого-либо; принадлежать финансовым группам

Exercise 2. Answer the questions.

1. What proves that the British are a reading nation?
2. What is a national newspaper?
3. What groups are newspapers in the United Kingdom subdivided into?
4. What kind of articles does each type of newspapers publish?
5. Do newspapers in Britain support any political party?
6. Who do newspapers in Great Britain belong to?
7. Where are newspaper buildings situated now?
8. What is Fleet Street famous for? Why does the term "Fleet Street" refer to the British press?

Exercise 3. Translate into English.

1. Утренние газеты в Великобритании доставляются на дом (to people's homes).
2. Общенациональные газеты издаются тиражами в миллионы экземпляров и продаются во всех частях страны.
3. В Лондоне издаются все общенациональные газеты.
4. Серьезные газеты публикуют статьи по внутренним и международным проблемам, а также статьи общего характера.
5. Желтая пресса публикует статьи о частной жизни людей и пытаются шокировать читателя.
6. Во время выборов редакторы газет просят своих читателей голосовать за ту или иную партию.
7. Газеты в Великобритании часто принадлежат не правительству или политическим партиям, а финансовым группам.

Part II

Press in the United Kingdom

The daily circulation of papers in Britain is over 10 million copies, which is about 2-3 papers for every 4 households. A lot of British people these days **opt for** online papers, which explains the decrease in the number of papers. All British papers can **be classified into two major groups: quality and popular papers.**

A quality paper is a serious national paper that **aims at the educated reader.** Quality papers **contain detailed news coverage and comment, authoritative editorials,** a wide range of **topical features** written by experts in their field, **arts and literary reviews** and much **professional advertising.** The quality papers are “The Times”, “The Guardian”, “The Independent”, “The Daily Telegraph” and “The Financial Times”.

A popular paper is a newspaper whose **format and content is designed for the undemanding reader.** Most popular papers are **tabloids,** i.e. papers with small-size pages (conventionally about 30 cm by 40 cm). They have brief and direct news reports and a large number of photographs. **Emphasis is put on** personal stories (especially when **sensational,** or involving a **figure in the public eye** such as a member of the royal family), and **importance is also given to** sports and to **entertaining features** such as **cartoons and contests.**

Newspapers in Britain **are mostly owned by individuals** or by big **publishing companies** called the “empires”, not by the government or political parties. The **editors** of the newspapers are usually **allowed considerable freedom of expression.** This is not to say that newspapers are **without political bias.** The **political tendency** of quality papers varies from **conservative** (“The Daily Telegraph”) or **independent** (“The Times” and “The Financial Times”) to **centre** (“The Independent”) and **liberal** (“The Guardian”). Popular tabloids

like “The Daily Express”, “The Daily Star” and “The Sun”, for example, usually **reflect** conservative **opinion** in their comment and reporting, while “The Daily Mirror” has a more left-wing bias.

In addition to national daily newspapers there are nine national papers published on Sundays. Most of “**Sundays**” contain more **reading matter** than daily papers, and several of them include “**colour supplements**” – separate colour magazines which contain photographically-illustrated feature articles. There is also quite a number of **regional papers** – usually evening papers or **weeklies**.

Phrases to help:

the daily circulation – ежедневный тираж

opt for – предпочитать

to be classified into two groups – разделить на две группы

a quality paper – серьезная газета

a popular paper – популярная газета

to aim at the educated reader – быть рассчитанным на образованного читателя

to contain – содержать

detailed news coverage and comment – подробный обзор новостей и комментарии

an authoritative editorial – авторитетная передовица

a topical feature – тематическая статья

an arts and literary review – обзор искусства и литературы

professional advertising – профессиональная реклама

format and content – формат и содержание

to be designed for the undemanding reader – предназначаться нетребовательному читателю

a tabloid – газета небольшого формата

to put emphasis on smth – придавать основное значение чему-либо

sensational – сенсационный

a figure in the public eye – популярная личность

to give importance to smth – придавать значение чему-либо
an entertaining feature – развлекательный материал
a cartoon – рисунок, карикатура
a contest – конкурс
to be owned by individuals – принадлежать частным лицам
a publishing company – издательство
an editor – редактор
to allow smb considerable freedom of expression – предоставлять кому-либо значительную свободу в выражении
without political bias – без политической ориентации
the political tendency – политическая принадлежность
conservative – консервативный
independent – независимый
centre – центристский
liberal – либеральный
to reflect opinion – отражать мнение
a “Sunday” – воскресная газета
reading matter – материал для чтения
a colour supplement – цветное приложение
a regional paper – местная газета
a weekly – еженедельная газета

Exercise 1. Answer the questions.

1. What major groups can British newspapers be subdivided into?
2. What kind of reader does each type aim at?
3. What do quality papers usually contain?
4. What is a “tabloid”?
5. Who are newspapers in Great Britain owned by?
6. What political opinion do newspapers in Great Britain reflect?
7. What other types of newspapers except daily newspapers are there?

Exercise 2. Translate into English.

1. Ежедневный тираж газет в Англии – более 14 миллионов экземпляров.
2. Газеты в Великобритании можно подразделить на серьезные, рассчитанные на образованного читателя, и популярные, предназначенные для нетребовательного читателя.
3. Серьезные газеты содержат подробный обзор новостей, передовицы, обзор искусства и литературы.
4. Формат популярной газеты – обычно около 30х40 см.
5. В популярных газетах особое внимание уделяется сенсационным событиям, особенно если они касаются какой-либо известной личности.
6. Популярные газеты содержат также развлекательный материал и спортивные обзоры.
7. Газеты в Великобритании принадлежат не правительству и политическим партиям, а крупным издательским фирмам или частным лицам.
8. Газеты обычно имеют определенную политическую ориентацию, которая может быть консервативной, независимой, центристской или либеральной.
9. Газетам предоставляется значительная свобода в отражении тех или иных политических взглядов.
10. Воскресные газеты содержат много материала для чтения. Они часто имеют цветные приложения, содержащие иллюстрированные статьи.

Part III
Press in the USA

In the USA **daily newspapers are published** in more than thirty different languages. The daily newspapers are of two kinds: **quality** and **popular**. A quality paper is a serious newspaper which **publishes**

articles and commentaries on politics. A popular paper **contains** many **photographs**; its articles are often **sensational** and mostly **deal with private life of** celebrities.

“The New York Times”, “USA Today” and “The Wall Street Journal” are sold **throughout** the United States. They **cover national and international news.** “The New York Times”, “The Wall Street Journal” and “The Washington Post” are often referred to as the United States’ **“newspaper of record”**. This term is used to denote a major national newspaper with large **circulation** whose editorial and new-gathering functions are considered authoritative and independent.

One can say that there is no national paper in the USA. Most papers **are distributed locally.** But in another sense there is a national press in the USA. Some of the largest newspapers not only **print**, but **collect** and sell news, **news features** and photographs. “The New York Times”, “The Washington Post”, “The Los Angeles Times” are the best **news services** in the country. There are also newspapers in the USA which **are famous** all over the world **for their quality.** “The New York Times” is **“the world’s top daily”**.

Phrases to help:

a daily newspaper – ежедневная газета

to be published – публиковаться

a quality paper – серьезная газета

a popular paper – популярная газета, желтая пресса

to publish articles and commentaries on politics – публиковать статьи и комментарии на политические темы

to contain photographs – содержать фотографии

to deal with private life of smb – касаться частной жизни кого-либо

throughout – повсеместно, на всей территории

to cover national and international news – отражать внутренние и международные новости

newspaper of record – крупная газета, с большим тиражом, независимое и авторитетное издание

circulation – тираж

to be distributed locally – распространяться по местному принципу

to print smth – печатать что-либо

to collect smth – собирать что-либо

a news feature – статья, содержащая новости

a news service – агентство новостей

to be famous for quality – быть известным своим качеством

the world's top daily – лучшая ежедневная газета в мире

Exercise 1. Answer the questions.

1. What are the two kinds of daily newspapers in the USA?
2. What are the most important quality papers in the USA?
3. In what sense is it correct to say that there is no national press in the USA?
4. What newspapers are called “newspapers of record”? Give examples.
5. Can newspapers collect and sell news?

Exercise 2. Translate into English.

1. Ежедневные газеты в США подразделяются на серьезные и популярные.
2. Серьезная газета освещает внутренние и международные новости; в ней публикуются политические статьи и комментарии.
3. Популярная газета печатает сенсационные статьи о частной жизни знаменитостей.
4. Наиболее известные серьезные ежедневные газеты в США – «Уолл Стрит Джорнал» и «Вашингтон Пост».
5. Издательства некоторых газет не просто публикуют новости, но осуществляют сбор информации, становятся информационными агентствами.

Part IV

Newspapers and Magazines in the United States

There are many newspapers and magazines printed and distributed in the United States. As of 2018, the United States had **a total of 1,279** daily newspapers.

Most **daily papers** in the USA are **of the “quality”** rather than the **“popular” variety**. Among the 20 newspapers with the largest **circulation** only two or three regularly **feature crime, sex and scandal**. The papers with the largest circulation, “USA Today” and “The Wall Street Journal”, are very serious papers indeed.

It is often said that there is no **“national press”** in the United States as there is in Great Britain, for instance. In one sense this is true. There are no **official or government-owned newspapers** in the USA. There is no **state censorship**, that is, court or judges cannot stop a story from **being printed** or published. Most daily newspapers **are distributed locally, or regionally**. People buy one of the big city newspapers in addition to small **local** ones.

In another sense, however, there is a national press, which can produce a certain **influence** on the reader and can help **share the news**. Some of the largest newspapers, such as “The New York Times”, “The Washington Post” and “The Los Angeles Times” are at the same time **news-gathering businesses, or news services**. They do not only print newspapers. They also **collect and sell news, news features and photographs** to hundreds of other papers in the USA and abroad. These newspapers **have great national and international influence, spreading far beyond** their own readers.

In addition, these newspapers and others, such as “The Christian Science Monitor”, “International New York Times”, “Epoch Times” are frequently mentioned among **papers of international excellence**. In a large **international survey of newspaper editors**, “USA Today”,

“The Wall Street Journal” and “The New York Times” **were ranked** by most as **“the world’s top dailies”**.

American newspapers get much of their news from the same source as all newspapers in the world – **the two world’s largest news agencies** – AP (the Associated Press) and UPI (United Press International). Neither of them **is owned, controlled or operated by the government**. They have thousands of **subscribers** – newspapers, radio and television stations and other agencies which **pay to receive and use the news and photographs** in more than 100 countries of the world.

Phrases to help:

a total of... – в количестве ...

a daily newspaper – ежедневная газета

a Sunday newspaper – воскресная газета

a weekly newspaper – еженедельная газета

to be published – быть опубликованным

a paper of the “quality” variety – серьезная газета

a paper of the “popular” variety – популярная газета

circulation – тираж

to feature crime, sex and scandal – публиковать статьи о преступлениях, сексе и скандалах

national press – национальная пресса

an official newspaper – официальная газета

a government-owned newspaper – газета, принадлежащая правительству

state censorship – государственная цензура

to be printed – быть напечатанным

to be distributed locally or regionally – распространяться в определенной местности или районе

to share the news – распространять новости

a news-gathering business – сбор новостей
a news service – агентство новостей
to collect and sell news, news features and photographs – собирать и продавать новости, статьи и фотографии
to have great national and international influence – пользоваться большим влиянием внутри страны и за ее пределами
to spread far beyond smth – выходить далеко за пределы
a paper of international excellence – газета международного класса
an international survey – международный обзор
a newspaper editor – редактор газеты
to be ranked as smth определяться, квалифицироваться как
the world's top daily – лучшая газета в мире
the world's largest news agency – крупнейшее в мире агентство новостей
to be owned, controlled or operated by the government – принадлежать правительству, контролироваться или управляться правительством
a subscriber – подписчик
to pay to receive and use the news and photographs – платить за получение и использование новостей и фотографий

Exercise 1. Answer the questions.

1. What is press in the USA characterized by?
2. What are the two major kinds of daily newspapers in the USA?
3. Why do we say that there is no national press in the USA?
4. Why can we say that there is a national press in the USA?
5. What are the American newspapers of international excellence?
6. What sources do many American newspapers get their news from?

Exercise 2. Translate into English.

1. В Америке нет правительственных или официальных газет; нет также и официальной цензуры.

2. Большая часть ежедневных газет – серьезные, а не популярные газеты.
3. Поскольку большинство газет распространяется в определенных регионах, говорят, что в Америке нет общенациональной прессы.
4. “The New York Times” и “The Washington Post” – это не просто газеты, а целые компании, собирающие и продающие новости.
5. Влияние таких газет распространяется за пределы круга их собственных читателей.
6. Некоторые американские газеты считаются лучшими ежедневными газетами мира.
7. Агентства новостей UPI и AP не принадлежат правительству и не управляются им.
8. Их подписчики покупают и используют новости, статьи и фотографии.

Part V

Classification of Newspapers

There are different types of classification of newspapers. We will have a look at some of them.

First, the newspapers may be classified as **daily** and **weekly**. A **daily newspaper** is issued every day, sometimes with the exception of Sundays and some national holidays. Most daily newspapers have their sister Sunday issue. They tend to be larger, include more specialized sections and advertising inserts, and cost more. *The Sunday Times*, for example, has a circulation of over a million and is known for its excellent reporting in eight separate sections: a main news section and others devoted to sport news review, business, the arts, jobs advertisements, fashion and travel as well as a book review. Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers.

Weekly newspapers are common and tend to be smaller than daily papers. The *Observer* is the oldest Sunday newspaper in Britain. It was founded in 1791 and today has circulation of around half a million. In some cases, there are also newspapers that are published twice or three times a week. In the United States, such newspapers are generally still classified as weeklies.

Second, we can speak about **national**, **regional** and local **newspapers**. Most nations have at least one newspaper that circulates throughout the whole country: a **national newspaper**, as contrasted with a **local newspaper** serving a city or region. In the United Kingdom, there are numerous national newspapers, including *The Independent*, *The Times*, *The Daily Telegraph*, *The Guardian*, *The Observer*, *The Daily Mail*, *The Sun*, *The Daily Express* and *The Daily Mirror*. In the United States and Canada, there are few truly national newspapers, with the notable exceptions *The Wall Street Journal* and *USA Today* in the US and *The Globe and Mail* and *The National Post* in Canada. Large metropolitan newspapers with expanded distribution networks such as *The New York Times* and *The Washington Post* can fill the role of de facto national newspapers.

Third, and one of the most important classifications of newspapers is into **broadsheet** and **tabloid**. Traditionally it is about the size of the page – there is the large-format and aptly-named broadsheet and the more compact tabloid format. But for convenience of reading many traditional broadsheets have switched to a more compact-sized format, originally used by tabloids. The Berliner format which is closer to the format of German newspapers is used by the *Guardian* nowadays. So the matter now is rather about the content and form of presenting material than about the size of page.

The quality or serious newspapers (usually referred to as **broadsheets**) also known as “heavies” deal with home and overseas news, detailed and extensive coverage of sports and cultural events.

Besides they also carry financial reports, travel news and book and film reviews. The **tabloid** or popular press is also known as “red top” offer news for people less interested in daily detailed news reports. They are characterized by large headlines, carry a lot of big photographs, concentrate on personal aspect of news, with reports of the recent sensational and juicy bits of events. Tabloids also tend to be more irreverent and slangy in their writing style than their more serious broadsheet brothers. For example, in a crime story, a broadsheet refers to a police officer, while the tabloid calls him a cop. And while a broadsheet might spend dozens of column inches on “serious” news – say, a major bill being debated in Parliament or in Congress – a tabloid is more likely to zero in on a heinous sensational crime story or celebrity gossip.

And **forth**, there is also a small group of newspapers which may be characterized as **international newspapers**. Some, such as *Christian Science Monitor* and the *International Herald Tribune*, have always had that focus, while others are repackaged national newspapers or “international editions” of national-scale or large metropolitan newspapers (the *Financial Times*, the *Wall Street Journal*).

Phrases to help:

daily newspaper – ежедневная газета

weekly newspaper – еженедельная газета

local newspaper – местная газета

national newspaper – общенациональная газета

broadsheet newspaper – широкоформатная газета

tabloid – бульварная газета

Berliner format – формат газетной бумаги размером 315*470 мм

celebrity gossip – колонка светской хроники (сплетни о знаменитостях)

Exercise 1. Transcribe and pronounce the following words. Translate them. Make up your own sentences.

advertising; celebrity; irreverent; slangy; metropolitan; dozen; broadsheet; tabloid; format; heinous; sensational; gossip; metropolitan.

Exercise 2. Study the given nouns, make sure you know what they mean and explain which suffix helped to derive these nouns.

classification; circulation; advertisement; commuter; distribution; edition; worker.

Exercise 3. Match the words with their definitions.

A

1. a circulation
2. reporting
3. commuter
4. numerous
5. metropolitan
6. expanded
7. format
8. compact
9. extensive
10. coverage
11. concentrate on

B

- a. сосредоточиться, сконцентрироваться на
- b. компактный, малогабаритный
- c. освещение, охват, масштаб
- d. сообщение, репортаж
- e. обширный, широкий, масштабный
- f. житель пригорода, работающий в городе
- g. циркуляция, тираж
- h. широкий, распространенный
- i. многочисленный, обширный
- j. столичный, городской
- k. вид, форма, формат

Exercise 4. Give the English equivalents.

специализированные разделы; рекламные вставки; отличный репортаж; объявление о приеме на работу; важное исключение; обширная сеть распространения; уместно названный; компактный по размеру; «лакомые» куски событий; стиль таблоидов традиционно не уважителен; ужасные истории о преступлении.

Exercise 5. Answer the following questions.

1. How can the newspapers be classified? What about daily newspapers?
2. What is the main difference between daily and weekly newspapers?
3. How do we call a newspaper that circulates throughout the whole country?
4. Where does a local newspaper circulate?
5. Can you name any national newspapers in Great Britain? What about Russian national newspapers?
6. What are the main characteristics of broadsheet newspapers?
7. How can you describe popular press or tabloids?
8. What information does the quality newspaper contain?

Exercise 6. Agree or disagree with the statements, explain your choice.

1. A daily newspaper is issued every day, including Sundays and national holidays.
2. Weekly newspapers are not common and tend to be bigger than daily papers.
3. In the United Kingdom there are few national newspapers.
4. Broadsheet and tabloid newspapers are about the size of the page.
5. Tabloids are characterized by short headlines do not carry big photographs, concentrate on general information about events.

Unit 4. Advertisement

Part I Advertising

Advertising is a marketing communication that employs an openly sponsored, non-personal message (that is, not directed to a particular individual) to promote or sell a product, service or idea. Sponsors of

advertising are typically businesses wishing to promote their products or services. Advertising is communicated through various mass media. These may include traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail. New media are also largely employed, such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, advert or ad for short.

Commercial advertisements often seek to generate increased consumption of their products or services through “branding”, which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Enhanced advertising revenues was one effect of the Industrial Revolution in Britain. Thanks to the revolution and the consumers it created, by the mid-19th century biscuits and chocolate became products for the masses, and British biscuit manufacturers were among the first to introduce branding to distinguish grocery products. In June 1836, French newspaper “La Presse” was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. In 1842 Palmer established the roots of the modern day advertising agency when he bought large amounts of space in various newspapers at a discounted rate and then resold the space at higher rates to advertisers. The actual ad – the copy, layout, and artwork – was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed when the first full-service advertising agency was founded in Philadelphia: Ayer & Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. During the XX century there was a rise in audio-visual and digital advertising at the expense of print

media. Advertising increased dramatically in the United States as industrialization expanded the supply of manufactured products.

The rise of mass media communications allowed manufacturers of branded goods to bypass retailers by advertising directly to consumers. This was a major paradigm shift which forced manufacturers to focus on the brand and stimulated the need for superior insights into consumption and usage behavior, consumer purchasing power, their needs, wants and aspirations. With the advent of the ad server, online advertising grew, contributing to the “dot-com” boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the XXI century, some websites, including the search engine Google, changed online advertising by personalizing ads based on web browsing behavior. This has led to other similar efforts and an increase in interactive advertising.

Guerrilla marketing involves unusual approaches such as staged encounters in public places, giveaways of products, and interactive advertising where the viewer can respond to become part of the advertising message. This type of advertising is unpredictable, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and “embedded” ads, such as via product placement.

Exercise 1. Give the English equivalents.

реклама (2 термина); поисковый запрос; социальные сети; газеты; журналы; смс; прямая почтовая рассылка; наружная реклама; разнообразный; средство массовой информации; за счет уменьшения доли печатных источников; ассоциировать; продвижение торговой марки; качества; вызвать (реакцию); потребитель; прямой отклик; увеличение дохода от рекламы; снизить цену; увеличить доход; расширить читательскую

аудиторию; купить со скидкой (по сниженному тарифу); основать рекламное агентство; значительно; покупательская способность, потребительское поведение; поисковая система; на рубеже XX-XXI веков; малобюджетные способы рекламы и маркетинга (партизанский маркетинг); непредсказуемый; посредством.

Exercise 2. Answer the following questions.

1. What is advertising?
2. Why is the message in marketing communication called non-personal?
3. What is the difference between the terms “advertising” and “advertisement”?
4. Name traditional media. What new media are employed for advertising?
5. What are the important events in the history of advertising?
6. How did manufacturers of branded goods manage to bypass retailers?
7. What studies became necessary for advertising to develop?
8. What were the reasons for “dot-com” boom of the 1990s?

Exercise 3. Translate into English.

1. Коммерческая реклама стремится к увеличению спроса на товары.
2. Реклама, которая стремится увеличить продажи быстро, предполагает моментальный отклик у потребителей.
3. Первое рекламное агентство было основано в 1869 году.
4. Появление новых средств массовой информации сделало возможным переход к новой парадигме в рекламном деле.
5. В начале XXI века поисковые системы позволили сделать рекламу более персонализированной.
6. Появились новые подходы к рекламе товаров и услуг.
7. Интерактивная реклама более эффективно заставляет потребителей покупать товары и услуги.

Exercise 4. Prepare a report about one of the “Fathers” of advertising. You may choose from the list below.

1. Late 1700s, Benjamin Franklin (1706–1790) – “father of advertising in America”
2. Late 1800s, Thomas J. Barratt (1841–1914) of London – called “the father of modern advertising”
3. Early 1900s, J. Henry (“Slogan”) Smythe, Jr of Philadelphia – “world’s best known slogan writer”
4. Early 1900s, Albert Lasker (1880–1952) – the “father of modern advertising”; defined advertising as “salesmanship in print, driven by a reason why”
5. Mid-1900s, David Ogilvy (1911–1999) – advertising tycoon, known as the “father of advertising”

Part II

Classification of Advertising

Advertising may be categorized in a variety of ways, including by style, target audience, geographic scope, medium, or purpose. For example, in print advertising, classification by style can include display advertising (ads with design elements sold by size) versus classified advertising (ads without design elements sold by the word or line). Advertising may be local, national or global. An ad campaign may be directed toward consumers or to businesses. The purpose of an ad may be to raise awareness (brand advertising), or to elicit an immediate sale (direct response advertising).

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards and forehead

advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes (“logojets”), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Thus, any situation in which an “identified” sponsor pays to deliver their message through a medium is advertising.

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in pay per click text ads, rich media ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. A newer form of online advertising is Native Ads; they go in a website’s news feed and are supposed to improve user experience by being less intrusive. However, some people argue this practice is deceptive.

Exercise 1. Turn to the second paragraph of the text. Write out all the commercial advertising media. Translate them into Russian.

Exercise 2. Turn to the third paragraph of the text. Write out all the examples of online advertising. Translate them into Russian.

Exercise 3. Match the words with their explanations.

1. novelty advertising
2. aerial
3. billboards
4. data-driven advertising

5. celebrity endorsements

6. commercial

7. slogan

a) large structures located in public places which display advertisements to passing pedestrians and motorists (also known as hoardings in some parts of the world);

b) advertising printed on small tangible items such as coffee mugs, T-shirts, pens, bags, and such;

c) advertising in which a celebrity endorses a product or brand leverages celebrity power, fame, money, popularity to gain recognition for their products or to promote specific stores' or products;

d) using aircraft, balloons or airships to create or display advertising media – skywriting is a notable example;

e) a new advertising approach known as advanced advertising, which means using large quantities of data, precise measuring tools and precise targeting;

f) a short clever phrase used in an advertisement;

g) an advertisement on television or radio.

Part III

PR Advertising

Public relations (PR) is the practice of managing and disseminating information from an individual or an organization (such as a business, government agency, or a nonprofit organization) to the public in order to affect their public perception. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. The exposure mostly is media-based. This

differentiates it from advertising as a form of marketing communications. Public relations aims to create or obtain coverage for clients for free, also known as earned media, rather than paying for marketing or advertising also known as paid media. However, in the early XXI century, advertising is also a part of broader PR activities.

There are five basic types of public relations advertising. *Image-building advertising* is designed to convince the public that the organization is a good citizen and a desirable part of the community. *Financial advertising* may be placed to meet SEC* requirements or to convince investors that the company's management is sound and that the stock is a good investment. *Public service advertising* supplies information that helps or assists the public in some way. *Advocacy advertising* allows an organization to explain its stand on a particular issue and to try to change public opinion. *Announcement advertising* focuses on distributing important news promptly so that the public has current information.

*SEC = *Securities and Exchange Commission* – Комиссия по ценным бумагам и биржевым операциям; независимое федеральное ведомство, создано в 1934 г. с целью регулирования операций с ценными бумагами, контроля за соблюдением законов и правил деятельности биржи и финансового рынка, защиты инвесторов от мошенничества.

Key Differences between Advertising and PR

Public relations and advertising are both key promotional efforts that brands typically use to target and communicate with prospective and current customers. They both focus on cultivating a lasting relationship with customers, while still maintaining a positive brand image.

Public relations, or PR, is a communication strategy that focuses on cementing a strong, functioning and positive relationship between a company and the public. The key goal is to ensure the company

maintains a positive image and uses messaging that matches the established brand voice. This helps the organization to build a strong connection with their target audience and remain a trusted source of information.

Advertising involves using paid messaging efforts to promote and market a brand, product or service using various media outlets and channels, including print and digital advertisements, television and radio. With advertising, you can pay to market your materials and messaging to specific audience segments. This allows you to bring in a strong set of potential customers who find value from your product and are more likely to purchase it.

Public relations and advertising usually relate closely with each other, since they're similar fields. Key differences between public relations and advertising include:

1. Cost to implement

To feature advertisements on certain print or digital media outlets, you must pay for that ad space or air time. Public relations field involves getting free publicity through media exposure via press conferences, press releases or news publications.

2. Control over messaging and graphics

Since you're paying money for your advertisement, you typically have full control over what the ad says and looks like, which you can design yourself. With public relations, you provide your story to the media, who decides how, when and where to publish your story or information.

3. Length of public coverage

When you air or display an advertisement, the amount you pay typically determines how long it stays up. The story you publish through the media typically lasts for a shorter period, as it's usually a newsworthy story that journalists announce and circulate once before moving on to the next story.

4. Audiences to target

Employees usually target their advertisements toward smaller groups of their audience to relate more directly to individual consumers. Public relations employees typically share stories to publish on several different media outlets to reach a wide audience and build awareness of the company and brand.

5. Objectives of the campaign

The key objective for advertisements is to promote the brand or a product and to demonstrate the value it offers to customers. For public relations, their goals are to establish trust and build a relationship through a positive image.

Thus, advertising typically centers on brainstorming and designing or writing unique campaigns, it requires employees with the following skills: teamwork abilities; verbal and written communication; creativity; ambition; strategy building.

Most tasks within the public relations field focus more closely on building relationships and maintaining a positive image between the public and the organization. Employees typically need to be highly observant and collaborative to ensure all messaging and materials released to audiences are professional. Common skills public relations professionals typically need include: attention to detail; presentation and public speaking abilities; interpersonal skills; time-management and organization; PR and news-based writing abilities.

Those who work in advertising may complete similar tasks, while also focusing more on building strategies for engaging and creative campaigns. Some key duties of advertising professionals could include writing captivating advertisement copy, booking space for advertisements, creating attractive graphics and establishing budgets for different campaigns.

Public relations specialists establish and maintain relationships with an organization's target audience, the media, relevant trade media,

and other opinion leaders. Common responsibilities include designing communications campaigns, writing press releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organization's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity.

Exercise 1. Write out the traits of character necessary for working in the field of advertising and in the sphere of PR. Which would you prefer? Why?

Exercise 2. Discuss the differences between advertising and PR.

Exercise 3. Match the words with their definitions.

- | | |
|--------------------------------|--|
| 1. leaflet | a) a person who writes copy for advertisements |
| 2. poster | b) a person or company that advertises |
| 3. prime time | c) a person responsible for creative work in an advertising agency |
| 4. telesales/
telemarketing | d) a large advertisement placed on a building or billboard |
| 5. copywriter | e) a small sheet of paper used to advertise |
| 6. advertiser | f) time given to advertising on the radio or TV |
| 7. press relations | g) activity aimed at building good contacts with journalists |
| 8. art director | h) selling over the phone, fax and the Internet |

Unit 5. Travelling

Part I Means of Travelling

Modern life is impossible without travelling. True, we often get tired of the same surroundings and daily routine. Hence some relaxation is essential to restore our mental and physical resources, to get away from it all and to recharge our batteries. That is why the best place of relaxation, in my opinion, is the one where you have never been before. Far-away corners of the world are the magnets which draw tourists year after year. And it is by means of travelling that you get to that place.

To understand how true it is you've got to go to a railway station, a sea or a river port or an airport. There you are most likely to see hundreds of people hurrying to board a train, a ship or a plane.

To be on the safe side and to spare yourself the trouble of standing long hours in the line, you'd better book tickets in advance. All you have to do is to ring up the airport or the railway station booking office and they will send your ticket to your place. And, of course, before getting off you have to make your preparations. You should settle all your business and visit your friends and relatives. On the eve of your departure comes you call a taxi and go to the airport or the railway station.

For some time you stay in the waiting-room. If you are hungry you take some refreshments. In some time the loud speaker announces that the train or the plane is in and the passengers are invited to take their seats. If you travel by train you find your carriage, enter the corridor and find your berth. It may be a lower berth, which is more convenient or an upper one. You put your suitcase into a special box under the lower seat. Then you arrange your smaller packages on the racks. In some the train starts off. Travelling by train is slower than by plane, but it has its advantages. You can see the country you are travelling through

and enjoy the beautiful nature. On the train you have pleasure and comfort combined. It may be an express train or a passenger one. There is no doubt it's much more convenient to travel by an express train, because it does not stop at small stations and it takes you less time to get to your destination.

If you are in a hurry and want to save your time you'd better travel by plane, because it is the fastest way of travelling. After the procedure of registration you board the plane at last. You sit down in a comfortable armchair and in a few minutes you are already above the clouds. The land can be seen below between the clouds and it looks like a geographical map. After the plane gained its regular height the stewardess brings in some mineral water. You can sit and read a book or a magazine, look through the window to watch the passing clouds change their colour from white to black and enjoy the bird's view of the place

Some people prefer to travel by ship when possible. A sea voyage is very enjoyable, indeed. But to my mind the best way of travelling is by car. The advantages of this way of spending your holiday are that you don't have to buy a ticket, you can stop wherever you wish, where there is something interesting to see. And for this reason travelling by car is popular for pleasure trips while people usually take a train or a plane when they are travelling on business.

When you get tired of relaxation, you become home-sick and feel like returning home. So above the delight of travelling you get the warmest feeling of coming back home. You realize that "East or West – home is best", as the saying goes.

Exercise 1. Write out the advantages and disadvantages of the means of transport mentioned in the text.

Exercise 2. Describe your favourite method of travelling.

Exercise 3. Fill in the gaps with the words from the box.

duty-free; turbulence; give smb a lift; ferry; scanned; ticket; journey; departure lounge; public transport; passengers; cabin; check in; platform; security; queue; terminal; it was running late; in; destination; dining car; packed; trip; control; at; delayed; seasick

I've had a really exciting journey recently. It was when I decided to go to Crete. I had to change one means of travelling for the other.

Unfortunately, it all went wrong from the very beginning. My father couldn't _____ to the railway station. I had to go by _____. So I had to get the bus. There was a really long _____ at the ticket office, so I got my _____ from the ticket machine. Then I rushed to the _____ and got on to the train. Fortunately my train had been delayed, and so _____. If it had been on time, I would have missed it.

The train _____ wasn't too bad, and I managed to get some sandwiches and some coffee from the _____. My train arrived _____ London. Then I had to get the underground to the airport. I went three stops along one of the lines and then changed. The _____ wasn't comfortable. The train was _____.

I arrived _____ the airport, found the right _____, and got a trolley. Then I went to _____, got a boarding card and went to gate 17. I went through _____ where my bag was _____. I went to the _____ shop, and then waited in the _____. I waited there a long time – my flight was _____ by 4 hours.

Eventually we boarded and then took off. There was a lot of _____ during the flight, and some of the other _____ got very nervous. We landed in Athens, and I went through passport _____ and customs. You can fly to Crete but it's cheaper to go by _____, so I got a taxi to the port. I couldn't afford a _____ on the ferry, so I

just got a seat. The ferry took 12 hours and I was _____. Eventually I arrived at my _____, and got off the boat.

I took a bus to the hotel. My journey was over.

Part II

Travelling

Millions of people all over the world spend their holidays travelling. They travel to see other countries and continents, modern cities and the ruins of ancient towns, they travel to enjoy picturesque places, or just for a change of scene. It's always interesting to discover new things, different ways of life, to meet different people, to try the local cuisine, to listen to different musical rhythms.

Those who live in the country like to go to a big city and spend their time visiting museums and art galleries. They can go window-shopping or eating out. City-dwellers usually prefer a quiet holiday by the sea or in the mountains, with nothing to do but walk and bathe and laze in the sun.

Most travellers and holiday-makers take a camera with them and take pictures of the sights: old churches and castles, views of the mountains, lakes, valleys, plains, waterfalls, forests; rare species of trees, flowers and plants, animals and birds. Later, perhaps years later, they will be reminded by the photos of the happy time they used to have.

People travel by train, by plane, by boat and by car. All means of travel have their advantages and disadvantages and people usually choose one according to their plans and destinations.

If we are fond of travelling, we see and learn a lot of things that we can never see or learn at home, though we may read about them in books and newspapers or watch documentaries. The best way to study geography is to travel, and the best way to get to know people, there

customs and traditions is to meet them in their own homes. Seeing is believing.

Exercise 1. Give the English equivalents.

проводить отпуск; крупные современные города; древние города; живописные места; ради смены обстановки; образ жизни; попробовать местную кухню; посетить музеи и галереи; рассматривать витрины магазинов; обедать в кафе и ресторанах; городской житель; нежиться на солнце; отдыхающий, турист; фотографировать; достопримечательность; вспоминать о чем-то, глядя на снимки; способы путешествовать; преимущества и недостатки; смотреть документальные фильмы; узнавать людей, их традиции и обычаи; Лучше один раз увидеть, чем сто раз услышать.

Exercise 2. Answer the questions:

1. Are you fond of travelling?
2. Why do people travel?
3. Why do people take a camera with them? What do they usually photograph?
4. What do we see and learn while travelling?
5. How do different people spend their holidays?
6. What means of travel do you know? What are their advantages and disadvantages?
7. What places have you visited?
8. Have you ever taken a holiday cruise along the Black Sea coast or down the Volga?
9. Some people prefer to travel on their own and hate travelling in a group. What about you?
10. What countries would you like to visit?

Exercise 3. Translate into English.

1. Миллионы людей во всем мире проводят отпуск, путешествуя.

2. Мы путешествуем, чтобы увидеть другие страны и континенты, современные города и руины древних городов.
3. Путешественники отправляются наслаждаться живописными местами или просто сменить обстановку.
4. В путешествии можно познакомиться с новыми людьми, попробовать блюда национальной кухни.
5. Те, кто живет за городом, любят ездить в большой город и проводить время, посещая музеи и художественные галереи, разглядывая витрины магазинов и обедая в экзотических ресторанах.
6. Горожанам обычно нравится спокойный отпуск на море или в горах, где ничего не остаётся делать, только гулять, купаться и бездельничать на солнце.
7. Большинство путешественников и отдыхающих берут камеру с ними и снимают все, что их интересует – достопримечательности городов, старинные церкви и замки, виды гор, озер, долин, равнин, водопадов, лесов, различные виды деревьев, цветов и растений, животных и птиц.
8. Позже, возможно годы спустя, мы будем вспоминать по фотографиям о счастливом времени, которое мы провели в горах, у водопадов, в крупных городах мира или на руинах древних городов.
9. Все средства передвижения имеют свои преимущества и недостатки. И люди выбирают их в соответствии со своими планами и направлениями.

Exercise 4. Give definitions of the words.

- a trip
- a journey
- a voyage
- a tour
- a cruise

Part III

Advertising Tourist Destinations

The Pacific Paradise Tour took us to **California**, on the west coast of the United States, and to the Hawaiian islands in the Pacific Ocean. With beautiful countrysides, exciting cities and fantastic beaches this holiday had everything.

The first place we stopped at was **San Francisco**, in northern California. This city is famous for its cable cars – and it certainly needs them because San Francisco is extremely hilly and has some very steep roads! By the sea, next to the fishing boats, there are the fish restaurants. Here we enjoyed watching the street actors and musicians as we ate delicious fresh fish. One thing we'll never forget is the Golden Gate Bridge, which is very big and beautiful.

The next city on the tour was **Los Angeles**. This city is very exciting and has some very famous attractions. The nearby beaches are long and sandy and the mountains outside the city are high and dry. We visited the beach where they were filming Baywatch. We also went to Disneyland where we saw E.T. and shook hands with Mickey Mouse. After that they took us to Hollywood to see the houses of the stars who have made a lot of films – and a lot of money!

The last place we visited in California was **San Diego**, a city with sun, sand, sea and all kinds of water sports. We went to the San Diego Zoo which is one of the world's largest zoos. We also visited Mexico, which is only a short drive away from San Diego.

Finally, we went to **Hawaii**. It's paradise! We sat on golden beaches with green palm trees and watched amazing red sunsets. We also saw colourful fish at Sea Life Park and went snorkelling in Hanauma Bay. In the evenings we enjoyed the lively clubs, bars and ice-cream parlours. Best of all, we ate fantastic Hawaiian food while watching Hawaiian people performing traditional Polynesian dances.

This holiday was fantastic. So when you have time, get on the first plane to the west coast of The United States and have the time of your life!

Exercise 1. Match two things from the list to each place:

San Francisco; Los Angeles; San Diego; Hawaii

Things to see:

cable cars; traditional dances; a zoo; Disneyland; golden beaches; a famous bridge; rich people's houses; water sports.

Exercise 2. Match the cities with the statement.

San Francisco; Los Angeles; San Diego; Hawaii

1. The city is built on hills.
2. There is a famous theme park.
3. It is very close to another country.
4. The local food is delicious.
5. Entertainers perform as you eat.
6. You can see the homes of famous people.
7. You can see interesting creatures under the sea.

Exercise 3. Read and translate the greeting letters.

Dear Tim,

Greetings from Mombasa! It's such an exotic place! We're staying at a fabulous hotel. The weather is hot and sticky here.

Yesterday, we went on a safari through Tsavo East National Park. We saw many wild animals there. While we were driving through in our jeep, a huge rhino chased us! We've been swimming at Nyali Beach almost every day and we've got great tans.

The food here is delicious. We've been eating mangoes and pineapples and we've even tried fish curry!

Love,

Barbara and John

Dear Tim,

I'm spending a week in Vienna. I've never seen such a beautiful city. I'm staying at a lovely guest-house in the town centre. Unfortunately, the weather is a bit cold and rainy.

I've seen some magnificent palaces since I came here. Yesterday morning I went to St Stephen's Cathedral. While I was taking pictures someone stole my bag. Luckily, I didn't have much money in it! In the evening I went to a concert of Strauss's music – all waltzes, of course!

I've been eating a lot ever since I arrived. The food is excellent – especially the cakes. I think I've put on weight.

Bye for now,

Janet

Dear Tim,

Hi! I'm on holiday Crete. I'm staying at a marvelous camp-site by the sea. The weather is warm and sunny.

I've seen the incredible Minoan Palace at the ancient city of Knossos. Last week I visited the Archaeological Museum. I have been exploring the gorgeous sandy beaches in the area. Yesterday while I was scuba-diving, I found an amazing underwater cave.

I have been eating a lot of traditional food. I've even tried snails. Crete is a wonderful island. I'm having so much fun!

Love,

Bob

Exercise 4. Give synonyms to the following words.

fabulous; sticky; chase; tan; guest-house; magnificent; put on weight; marvellous; incredible; ancient; explore; gorgeous; dive; cave; traditional

Exercise 5. Write a greeting letter to Tim from any place of the world. Make sure you use various tenses.

Exercise 6. Make an advertising project of one of the tourist destinations.

Additional Exercises

Travel Idioms

Exercise 1. Match the four expressions with their meanings.

- | | |
|---|--|
| 1. I had a whale of a time. | a. It was exactly what I needed. |
| 2. I recharged my batteries. | b. I like going to quiet and unusual places. |
| 3. I like places off the beaten track. | c. I had a wonderful time. |
| 4. It was just what the doctor ordered. | d. I'm ready to come back to work. |

Exercise 2. Make your own sentences with the idioms.

Exercise 3. Study the following idioms. Give their Russian equivalents.

- a) A change is as good as a rest.
- b) We had a whale of a time.
- c) We've packed everything except the kitchen sink.
- d) There's no place like home.
- e) It was like home from home.
- f) I always travel light.
- g) It was just what the doctor ordered.
- h) We're going to recharge the batteries.

Exercise 4. Fill in the situations with the dialogues below with the idioms from Ex.3.

- 1. Welcome back, Chris. You look well. Did you have a good time?
– Fantastic. Sun, sea and excellent food.....
- 2. Are you having a holiday this year, Kathy?
– I'm going to look after my brother's children for a week. It's not exactly a holiday but you know what they say –

3. Are you glad to be back?
 – Very much! We had a wonderful holiday, but you know what they say –
4. But there's nothing to do in the middle of the forest! How will you fill your days?
 – You don't go to Sweden for a wild time!
5. Would you like to borrow my suitcase or have you got one of your own?
 – It's OK, thanks. I don't need it.
6. Are you sure everything's in the cases?
 – Yes, positive.

7. You've been on a skiing holiday, haven't you? What was it like?
 -Yes, I went with some friends. It was great.
8. Did you stay in a hotel or an apartment?
 – An apartment. It had everything – fridge, microwave, colour TV, even a washing machine.....

Exercise 5. Use the following idioms in the situations below.

- a) getting away from it all
 - b) in the middle of nowhere
 - c) a short break
 - d) watching the world go by
 - e) the time of our lives
 - f) let your hair down
 - g) make a nice change
 - h) off the beaten track
1. When are you off on holiday?
 – Tomorrow. I can't wait. I'm really looking forward to
2. Did I hear you were off on holiday next week?
 – Yes, we're just havingI'm back in again on Wednesday.

3. The best thing about the town was it was so quiet. We were the only tourists.

– Yes, I'm like you. I prefer places.....

4. Why do you always go to Ibiza?

– You've never been? It's the best place to really

5. Have you been to Paris?

– Yes, I love Paris. I love sitting in a café.....

6. How was your holiday Mike?

– Fabulous! We had

7. You normally go to Corfu in the summer, don't you?

– Yes, but this year we're going cycling in the Alps. It'll

8. Where's this cottage you're renting in Portugal?

– Oh, it's miles from anywhere.

Exercise 6. Put the following pairs of words into the sentences.

change – rest; just – doctor; away – all;

time – lives; whale – time; no – home

1. A.....is as good as a

2. I need to getfrom it

3. There'splace like.....

4. We had a of a

5. It was..... what theordered.

6. We had the....of our.....

Exercise 7. Translate the following idioms into Russian. Describe one of the situations in writing.

a) a “package” holiday

b) flight on a “jumbo” jet on “a long haul” to “down under”

c) a windsurfer's “paradise”

d) an “all sun, sand and sea” holiday

e) a “backpacking” holiday

Listening Tasks

Exercise 1. Match the statements with the people talking on this topic. There is one extra statement.

1. This kind of tour is for strong and fit people.
2. Professional staff make these difficult tours fun.
3. Rafting can be life-threatening.
4. Team spirit and optimism are important in such tours.
5. This company ignores tourists' safety.
6. If you secure your life jacket properly, you'll come home safely.
7. Before such tours you should learn how to move and breathe in rapid water.

Exercise 2. Listen to the dialogue and mark the following statements as true, false or not stated.

1. Mary's mother is not interested in Robin Hood.
2. A vintage inn is an average countryside pub.
3. Food prices in a vintage inn are rather high.
4. Vintage inns offer only traditional British cuisine.
5. Vintage inns are often close to local sights.
6. The level of service can vary in different vintage inns.
7. Mary has a map of vintage inns.

Exercise 3. Listen to the dialogue and mark the following statements as true, false or not stated.

1. Every year Betsy spends the New Year abroad.
2. Betsy thinks that the trip was not worth the money.
3. There is an active volcano on the island.
4. Betsy led an active life on the island.
5. The zoo had more than a hundred species of wild birds.
6. There are no snow-capped mountains on the island.
7. Foreigners are not allowed to own property on the island.

*Exercise 4. Listen to the interview with the vintage inn owner.
Choose the best answer.*

1. What, according to Michael Mitchell, is the biggest plus of Vintage Inns?
 - 1) Picturesque locations.
 - 2) Nostalgic landlords and landladies.
 - 3) Tourists from all over the world.
2. What point does Michael Mitchell make about Vintage Inns' gardens?
 - 1) They are perfect for any season.
 - 2) All Vintage Inns must have them.
 - 3) They are an alternative to dine in good weather.
3. Why does not Michael Mitchell do anything to advertise his inns?
 - 1) They are close to local places of interest.
 - 2) They are not far from city centers.
 - 3) They are situated around London.
4. What is typical of all the Vintage Inns?
 - 1) Traditional old style.
 - 2) Victorian design.
 - 3) Good food and atmosphere.
5. According to Michael Mitchell, Vintage Inns menus
 - 1) preserve traditional style in cooking.
 - 2) modernize traditional dishes.
 - 3) offer mainly international food.
6. When is the menu likely to be more varied?
 - 1) Saturdays.
 - 2) Weekdays.
 - 3) Sundays.
7. What is the booking policy of Vintage Inns?
 - 1) It is not an accepted practice there.
 - 2) You need to book well in advance.
 - 3) Booking is possible only on Fridays.

Unit 6. Cities of the World

Washington, DC

Washington, DC is the capital of the USA. When people speak about the capital of the USA, they always say Washington, DC not to mix up with the state Washington in the northwest of the country.

In Washington, DC the streets that go from east to west are named after letters of the alphabet. The streets that go north and south are numbered. The longest and the biggest streets are named after American states. Washington, DC is very green and peaceful. There are a lot of beautiful places where you can relax and enjoy yourself.

Washington is a special city. Most of the people in Washington work for the government and there are many government offices there.

The White House is really white. You can't see the part where the President lives and works. It is not open to the public. But another part of the building is very beautiful. You can see the Library, the Red Room, the Blue Room and the Green Room which have some fantastic old furniture.

Washington, DC is full of places where you think about history. In its museums you can learn a lot about Christopher Columbus and his sailors and about America's fight for independence.

Washington, DC is a busy city. The streets are practically never empty.

Really, Washington is worth visiting.

Exercise 1. Find additional information about the Library, the Red Room, the Blue Room and the Green Room.

Exercise 2. Answer the questions.

1. Which streets in Washington, DC are named after letters of the alphabet?

2. Which streets are numbered?
3. How are the names for the longest and biggest streets chosen?
4. What do the letters DC stand for?
5. Why do most people in Washington, DC work for the government?
6. What can you learn about in the museums of Washington, DC?

New York

New York, often called New York City (NYC) to distinguish it from the state with the same name, is one of the largest cities in the world. It **was founded** three hundred years ago **at the mouth of** the Hudson river.

The centre of New York is Manhattan Island. In 1626 it **was bought from the Indians for a handful of trinkets** that cost twenty-four dollars. Today Manhattan is **the centre of business and finance**. **Numerous skyscrapers house** banks and offices of American business. Broadway begins here, **the Stock Exchange is located** here, too. Very few people live in Manhattan, though **the majority** work here. Numerous bridges **link** Manhattan **with** the opposite shores.

New York **is inhabited by** people of almost all **nationalities and races**. It is called “**modern Babylon**”. **At the turn of the twentieth century** a lot of people came to the USA from different countries of the world. They entered the USA through New York, **the Gateway of America**.

New York is one of **the leading manufacturing cities** in the world. The most important **industries** are those **producing paper products, vehicles, glass, chemicals, machinery**. New York has a **heavy traffic**. The sea **encircles** many of the **city areas** and the ships go over or under New York **traffic routes**.

Phrases to help:

to be founded – БЫТЬ ОСНОВАННЫМ
at the mouth of – в устье (реки)

to be bought from the Indians – быть купленным у индейцев
for a handful of trinkets – за горсть безделушек
the centre of business and finance – деловой и финансовый центр
numerous skyscrapers – бесчисленные небоскребы
to house smth. – размещать что-либо
the Stock Exchange – Фондовая биржа
to be located – быть расположенным
the majority – большинство
to link (smth.) with smth. – связывать что-либо с чем-либо
to be inhabited by smb. – быть населенным кем-либо
nationalities and races – национальности и расы
“modern Babylon” – современный Вавилон
at the turn of the twentieth century – на рубеже 20 века
the Gateway of America – «ворота» Америки
the leading manufacturing city – ведущий промышленный город
an industry – отрасль промышленности
to produce smth. – производить что-либо
a paper product – бумажное изделие
a vehicle – машина
a chemical – продукт химической промышленности
machinery – оборудование
a heavy traffic – оживленное движение
to encircle smth. – окружать что-либо
a city area – район города
a traffic route – маршрут, дорога, транспортный путь

Exercise 1. Answer the questions.

1. When was New York founded?
2. Why is it also called NEW York City?
3. What is the centre of the city?
4. Why is New York called “modern Babylon”?

5. What are the most important industries in New York?
6. Do many or few people live in Manhattan?
7. How is Manhattan linked with the other shores?

Exercise 2. Translate into English.

1. Остров Манхэттен, деловой и финансовый центр Нью-Йорка, был куплен в 1626 году за горсть поряжух.
2. В многочисленных небоскребах размещаются банки и офисы.
3. Нью-Йорк называют «современным Вавилоном», так как он населен людьми разных национальностей.
4. На рубеже 20 века люди из разных стран въезжали в США через Нью-Йорк, «ворота» Америки.
5. Основные отрасли промышленности Нью-Йорка, одного из ведущих промышленных городов мира, – производство (producing) изделий из бумаги, машин, химической продукции, станков.
6. Море окружает большую часть районов Нью-Йорка.

American Cities

After visiting NY and Washington people generally like to look at the most beautiful city of the USA – Chicago. It was built on the shore of lake Michigan in the 19th century. Chicago is the centre of the meat packing industry. By the way, the Indian name “Chicago” is believed to mean onion or garlic: wild garlic covered the banks of the stream at that time.

Nowadays Chicago is the third largest city in the USA, following New York and Los Angeles, and its population is about three million people. It is the railroad, meat packing and grain centre.

San Francisco on the Pacific Coast in California is considered to be the most beautiful city in the United States. The city is built on hills which circle the harbour and face the famous strait called Golden Gate.

San Francisco is a city surrounded on three sides by water. Its skyscrapers remind New York. The symbol of San Francisco is the Golden Gate Bridge, which opened in 1937 – a beautiful suspension bridge over the Golden Gate.

Los Angeles in southwest California is known as the centre of movie industry. It is famous for Hollywood. Many film stars live in or near Los Angeles. Disneyland, a huge amusement park, is world-famous. Los Angeles's growth is supported by its diverse economy. The city is not only a centre of entertainment and tourism. It is also a big centre of manufacturing, finance, oil and trade.

New Orleans is not a typical American city. It is a city, the main business of which is pleasure. New Orleans was founded by the French in 1718. New Orleans is the place where jazz and blues really began. There are still many jazz clubs in New Orleans. The New Orleans Jazz Festival is held every spring.

Exercise 1. Speak about each American city mentioned in the text.

Exercise 2. Answer the questions.

1. What city was built on the shore of lake Michigan in the 19th century?
2. What does the word “Chicago” mean in one of the Indian languages?
3. What city on the Pacific Coast in California is considered to be the most beautiful city in the United States?
4. What strait on the west coast of North America connects San Francisco Bay to the Pacific Ocean?
5. What is the symbol of San Francisco?
6. What is the centre of movie industry?
7. Where is Hollywood situated?
8. When was New Orleans founded? By whom?
9. What kinds of music developed in New Orleans?
10. What festival is held in New Orleans every spring?

Industrial Cities and Ports in Great Britain

Great Britain is a highly developed industrial country. It is known as one of the largest producers and exporters of machinery, electronics, textile, aircraft and navigation equipment.

London is the biggest city of the country. It is important for products of all kinds including food, engineering, furniture and printing. London is a port with many docks and the centre of commerce.

North-west of London in the Midland counties is a very important industrial region which is known as the “Black country”. The largest coal and iron fields in Britain are located here. The large deposits of coal and iron ore enabled the area to lead the industrial revolution in the 18th century. Factories in Birmingham still convert iron and steel into a vast variety of goods. On the western side, the Manchester area became, in the 19th century, the world’s leading producer of cotton goods. Manchester is one of the main centres for electrical and heavy engineering, computers, electronic equipment, dye-stuffs and pharmaceuticals.

The Manchester ship canal links Manchester and Liverpool – one of Britain’s leading seaports. East of Manchester is the city of Sheffield, well-known for its manufacture of high quality steels, tools and cutlery. To the north-east is Bradford, the centre of wool trade. Further north is Newcastle situated on the North seacoast, a city famous for its shipbuilding yards and its export of coal.

Glasgow which is in Scotland is associated with heavy industry and it is the largest city, seaport and trading centre of Scotland. North-east of Scotland is now the centre of off-shore oil and gas industries.

Agriculture is still one of the most important industries in England. Dairying is most common in the west of England. Sheep and cattle are reared in the north and south-west. The best farmlands lie in the south-east. The south of England is called “The Garden of England”. On the

southern coast there are many large ports: Southampton, Portsmouth and Plymouth.

Exercise 1. Speak about each English city mentioned in the text. Show them on the map. Does their geographical position influence their development?

Exercise 2. Answer the questions.

1. Why is the industrial region in the Midland counties known as the “Black country”?
2. What canal links Manchester and Liverpool?
3. What city is famous for its shipbuilding yards and its export of coal?
4. What is the largest city, seaport and trading centre of Scotland?
5. Where is “The Garden of England” situated?

Washington, D.C. and its Sights

Washington, D.C is the capital of the United States. It is one of the few national capitals founded solely as a seat of government. The original plan of the city anticipated its future growth. As the new republic increased in size and wealth, Washington grew to become one of the most important and beautiful cities in the world. It is the site of impressive government buildings, important historical landmarks, fine museums and broad, tree-shaded avenues and malls. Every year Washington is visited by millions of tourists from all parts of the United States and from many other countries of the world. But the city is also home to a large number of people – the place where they live, work and raise families. As such, it is confronted by the same problems facing most large cities.

Washington, District of Columbia, was named after George Washington and Christopher Columbus. Washington lies on the Potomac River between Maryland and Virginia. The city’s site was

selected by President Washington in 1791. A French engineer and architect was commissioned to plan the future capital. In 1800 the still unfinished city replaced Philadelphia as the nation's capital.

The Capitol

Because of its great size, central location and elevated position on Capitol Hill, the Capitol dominates the Washington skyline. The US Congress meets in this building. Visitors may attend congressional sessions to watch legislators in action.

The Capitol is one of Washington's most magnificent buildings. It is constructed of white sandstone and marble and crowned by an impressive dome. On top of the dome stands a bronze Statue of Freedom. Public rooms include the Rotunda, decorated with paintings and statues of events and people in American history, and Statuary Hall, which contains statues of distinguished citizens from every state.

The capitol is set in a small park around which are a number of impressive government buildings, among which are the Supreme Court Building, modeled after a Greek temple and the Library of Congress, one of the largest libraries in the world.

The White House

The White House stands northwest of the Capitol at 1600 Pennsylvania Avenue. Every four years the parade for the newly inaugurated president travels the historic route along Pennsylvania Avenue from the Capitol to the White House. The White House, whose foundation was laid in 1792, has been the home of every president with the exception of George Washington.

The 132-room White House, which has been renovated and enlarged several times, is a white sandstone building in neoclassical style. Tourists may visit portions of the ground floor and first floor, including the Blue Room, the State Dining Room, and the East Room,

which is used for many of the president's public receptions. The White House grounds are open to the public only once a year – for the annual Egg Roll held on Easter Monday.

The White House has been the official residence of the President of the U.S since it was first occupied by President John Adams in 1800.

Monuments and Memorials

Monuments to three presidents – George Washington, Thomas Jefferson, and Abraham Lincoln – are among the most popular sights in the city. They stand in a vast green triangular area, within full sight of one another.

The Washington Monument is a white marble obelisk about 555 feet (169 meters) high. Its interior is hollow, and visitors may climb the stairs or ride the elevator to the top for a panoramic view of the city and its surrounding area. The Washington Monument stands at the edge of the Mall, a long, narrow park extending from the Capitol.

Beyond the Washington Monument is the Lincoln Memorial, a monumental structure resembling a classic Greek temple. Dominating the interior is an impressive seated statue of Lincoln. The texts of Lincoln's most famous speeches are inscribed on the walls.

South of the Washington Monument and the Lincoln Memorial is the Jefferson Memorial, standing amid the famed cherry trees on the shore of the Tidal Basin. The Jefferson Memorial is a circular, colonnaded marble structure topped by a beautiful dome. Inside stands a heroic statue of Jefferson which can be seen through the Memorial's four openings. Quotations from Jefferson's most famous writings are inscribed in bronze on panels on the walls.

Museums and Galleries

Washington's museums and art galleries are among the finest in the world. The Smithsonian Institution, a scientific and cultural

organization sponsored by the U.S. government, consists of museums or similar units in the areas of science, technology, history and art. Several of its museums are on the Mall.

The Smithsonian's best-known scientific bodies include the National Museum of Natural History and the National Air and Space Museum. The Museum of History and Technology has one of the city's most popular exhibits – the collection of First Ladies' gowns. The National Gallery of Art, Washington's principal art gallery, houses a wonderful collection of American and European art.

The Smithsonian Institution is lovingly called “the nation's attic”. It was founded in 1846 under the terms of the will of James Smithson, an English scientist who had never crossed the Atlantic. Smithson bequeathed his entire fortune to the United States of America “to found at Washington under the name of Smithsonian Institution an establishment for the increase and diffusion of knowledge among men”.

Exercise 1. Make a presentation on the sights of Washington, DC.

London and its Sights

London is one of the most world's enjoyable cities. Visited by tourists in the millions, the city offers them an astonishing variety of scenes. In this historic city the modern rubs shoulders with the old, the present is ever conscious of the past.

London survived the Plague, which killed nearly 100 000 people, and the Great fire which followed. Also the World War II brought tremendous destruction. Many of historical buildings were laid in ruins and today the face of London is changed.

London has buildings that express all the different areas of its history, for London manages in a unique way to reflect its past and at the same time to fulfill the functions of a modern city. There is always

something new to be discovered, some fresh approach to a familiar scene, some curious piece of its history to be investigated.

From the centre of Westminster Bridge, one can have a splendid view of the Houses of Parliament which spread magnificently on the north bank of the Thames. This structure is a remarkable example of Gothic architecture. The Clock Tower, which contains the hour-bell called “Big Ben”, is known the world over.

Royal Palaces and houses were built along the banks of the Thames in medieval days. The Houses of Parliament, called officially the Palace of Westminster, were formerly a palace for kings and queens.

The palace was used both as a royal residence and also as a parliament house until the sixteenth century. In the course of the sixteenth century when the royal family moved to the new palace within the half a mile of Westminster – Whitehall Palace, the Palace of Westminster was occupied by the Parliament and became its home. So the site of Westminster has been involved with the government of England for 500 years.

Westminster Abbey

Westminster Abbey is a national shrine where the kings and queens are crowned and famous people are buried.

Founded by Edward the Confessor in 1050, the Abbey was a monastery for a long time. The present building dates largely from the time of Henry III who began to rebuild the church, a task which lasted nearly 300 years. The west towers were added in the eighteenth century. Since William I almost every English monarch has been crowned in this great church, which contains the tombs and memorials of many of Britain’s most eminent citizens. One of the greatest treasures of the Abbey is the oaken Coronation Chair made in 1300.

Near the West Door of the Abbey the Unknown Warrior lies in a simple grave commemorating the men who died in the First World War. The Abbey is also known for its Poets' Corner. Graves and memorials to many English poets and writers are clustered round about.

St. Paul's Cathedral

St. Paul's Cathedral has always dominated the center of London. It stands on the site of former Saxon and Norman churches. They latter were destroyed in the Great Fire and the present building, completed in 1710, is the work of the eminent architect Sir Christopher Wren. It is an architectural masterpiece. Londoners have a particular affection for St. Paul's, which is the largest Protestant Church in England. Its high dome, containing the remarkable Whispering Gallery, is a prominent landmark towering above the multi-storeyed buildings which line the river-bank.

Trafalgar Square

Trafalgar Square is the natural centre of London . The Square was so named to commemorate Nelson's victory at the battle of Trafalgar in 1805, and the monument in the centre, known as Nelson's Column, is surmounted with the statue of Nelson 16 feet high. The pedestal of the Column is decorated with bas-reliefs representing Nelson's most familiar victories. At the base of Nelson's Column are four lions.

The square has now become a huge traffic island, the statue and fountains have enlivened the space so that it remains a place of pilgrimage for visitors. When the square is not used for demonstrations, it is full of visitor feeding the pigeons or watching the traffic.

On the north side of the square are the National Gallery and the National Portrait Gallery. The National Gallery has an outstanding varied collection of paintings from British, Italian, Spanish, French,

Dutch and other famous schools. It is an international rather than, as it is named, a National Gallery.

The Tower of London

The River is the main approach to London from the east. 1000 years ago William the Conqueror decided to build a strong fortress to protect the City of London, which he had just conquered

The Tower of London was one of the first and most impressive castles built after the Norman invasion of England in 1066. Since the times of William 1 various kings have built and extended the Tower of London and used it for many purposes. The Tower has been used as a royal palace, an observatory, an arsenal, a state prison, and many famous and infamous people have been executed within its walls. It is now a museum. For many visitors the principal attraction is the Crown Jewels, the finest precious stones of the nation. A fine collection of armour is exhibited in the keep.

The security of the Tower is ensured by a military garnison and by the Yeoman Warders or “Beefeaters”, who still wear their picturesque Tudor uniform.

Exercise 1. Make a presentation on the sights of London.

St Petersburg

St Petersburg is **the second largest city in Russia** and one of the most beautiful cities in the world. It **was founded in 1703 by Peter the Great** as the “Window to the West”. Thousands of **workmen** were brought from all parts of Russia to build a new city on the **swampy land at the mouth of** the Neva River. Peter the Great **was in a hurry**. The work was fast and hard, and workmen **dropped dead by the hundreds**. But the work went on. St Petersburg, a **city of great beauty**,

with **palaces, cathedrals, churches**, government buildings became the capital.

Under later rulers the new capital of the Russian Empire **grew rapidly in wealth and beauty**. **Architects** were brought from western Europe **to lay out the city** in harmonious squares. Buildings **were constructed of** grey and rose-coloured **granite**. **The Hermitage Palace** and **the Winter Palace**, the homes of the tsars, **were equal to any in Europe**.

When the First World War began in 1914, the **German-sounding name**, St Petersburg, was changed to Petrograd. After the Great October Revolution the city **was renamed after Lenin**.

During the Great Patriotic War the city **suffered a great deal**. The German armies **laid siege to** it in 1941, and for the next year and a half it **was cut off from the rest of the country**. No food could be brought in, and people **died of starvation**. **Daily shelling and air raids** destroyed parts of the city, thousands of people were killed. **Rebuilding** took years.

Now St. Petersburg is an important industrial, cultural and educational centre. The population of the city is over 5 million.

St. Petersburg is indeed a wonderful city. **At every turn** there is something **to catch your eye**. The Winter Palace, the Hermitage, the Russian Museum, St Isaac's Cathedral, the Peter-and-Paul Fortress, the Admiralty building **attract thousands of tourists** from every corner of the world.

Petersburg's many museums **house** some of **the world's famous art collections**. The Hermitage, for example, **contains** the richest collection of pictures in the world. The city is called Northern Venice because there are 65 rivers and canals there with **artistically decorated bridges**. It's also famous for its beautiful white nights.

Phrases to help:

the second largest city in Russia – второй по величине город в России

to be founded in ... by – быть основанным в... (кем-либо)
Peter the Great – Петр Великий
a workman – работник
a swampy land – болотистая местность
at the mouth of – в устье (какой-либо реки)
to be in a hurry – торопиться
to drop dead by the hundreds – падать замертво сотнями
a city of great beauty – прекрасный город
a palace – дворец
a cathedral – собор
a church – церковь
under later rulers – при более поздних правителях
to grow rapidly in wealth and beauty – быстро богатеть и хорошеть
an architect – архитектор
to lay out the city – разбивать город
to be constructed of granite – быть построенным из гранита
the Hermitage Palace – Эрмитаж
the Winter Palace – Зимний дворец
to be equal to any in Europe – не уступать любому в Европе
a German-sounding name – название, звучащее на немецкий лад
to be renamed after – быть переименованным и названным в честь (кого-либо)
during the Great Patriotic War – во время Великой Отечественной войны
to suffer a great deal – сильно пострадать
to lay siege to – начать блокаду (чего-либо)
to be cut off from the rest of the country – быть отрезанным от остальной части страны
to die of starvation – умирать от голода
daily shelling and air raids – ежедневные бомбежки и воздушные налеты

rebuilding – восстановление

at every turn – на каждом повороте

to catch one's eye – привлекать внимание

to attract thousands of tourists – привлекать тысячи туристов

to house smth. – размещать что-либо

a world's famous art collection – всемирно знаменитая художественная коллекция

to contain – содержать

an artistically decorated bridge – мост, отделка которого имеет художественную ценность

Exercise 1. Answer the questions.

1. How was St. Petersburg built?
2. When was the city founded?
3. What kind of city was built by the workmen?
4. When was the city renamed?
5. What happened to the city during the Great Patriotic War?
6. What kind of city is St. Petersburg?
7. What is the population of the city?
8. What museums and other sights is St. Petersburg noted for?
9. What else is St. Petersburg famous for?
10. Have you ever been to St. Petersburg?

Exercise 2. Translate into English.

1. Санкт-Петербург, второй по величине город России, был основан в 1703 году.
2. Тысячи рабочих, привезенных из всех частей России, построили великолепный город.
3. При более поздних правителях западные архитекторы спланировали город, рабочие построили здания из серого и розового гранита.

4. По красоте Санкт-Петербург не уступает любому из европейских городов.
5. Санкт-Петербург переименовывался несколько раз: в 1914 году звучащее на немецкий манер название сменили на Петроград; после Великой Октябрьской революции город назвали в честь Ленина; в 90-е годы ему вернули его первоначальное название.
6. Город пострадал во время блокады, от бомбежек и налетов.
7. После войны Ленинград был восстановлен.
8. Великолепные дворцы, соборы и музеи Санкт-Петербурга привлекают тысячи туристов из разных стран.
9. Санкт-Петербург знаменит также своими белыми ночами и всемирно известными музеями, которые содержат богатейшие художественные коллекции.

Moscow

Moscow is one of the largest cities in the world and this is the capital of Russia. It is a political, industrial, cultural, educational, sports and scientific centre of our country. The population of Moscow is more than 10 million people. It is situated in the western part of the country, on the Moskva river. The city was founded by Prince Yuri Dolgoruki and it was first mentioned in the chronicles in 1147.

Five million foreign tourists visit Moscow every year. Red Square and the Kremlin are in the heart of Moscow. Russian president and the government work here. So these are the first places of interest for tourists from all over the world. And the main clock of the Spasskaya Tower in Red Square is the icon of our capital. You can also find a unique architectural wonder – St. Basil’s Cathedral and the oldest monument to the liberators Minin and Pozharsky. Visitors of the Kremlin can see the Tzar-Cannon and the Tzar-Bell on its territory. The magnificent Cathedral of Christ the Savior is another symbol of

Moscow. This is the tallest Orthodox church in the world which is situated on the bank of the Moskva river.

Moscow is proud of its countless museums and galleries: the History Museum, the Armoury Chamber, the Diamond Fund, the Space Museum. Art lovers usually visit the outstanding Tretyakov State Gallery, the Pushkin Museum of Fine Arts and the Andrei Rublev Museum. A fabulous collection of paintings, icons and sculptures is exhibited there.

There are also a lot of drama theatres and opera houses in Moscow which are worth visiting. The Bolshoi and the Maly Theatres are world-famous, of course, but there are about 70 other professional theatres in Moscow.

There are many prestigious high schools in the city which provide a perfect level of education. Lomonosov Moscow State University is probably the most famous and it offers a wide range of modern occupations.

Moscow is very noisy and crowded. There are thousands of cars, buses, trams and trolley-buses moving along its wide streets. The Moscow Metro is famous for its beautiful interior and convenience. Today it has more than 200 underground stations and the total length of underground lines here is more than 200 kilometres.

The Moscow International Business Centre, also known as Moscow-City, is a modern architectural masterpiece to admire. A lot of amazing glass-fronted skyscrapers have been built there.

Moscow is the capital of my Motherland and that is why I am very proud of it. It is dear to the heart of every Russian citizen.

Exercise 1. Translate into English.

1. Москва – один из крупнейших городов планеты, столица России, политический, промышленный, культурный, образовательный, спортивный и научный центр.

2. Город был основан князем Юрием Долгоруким и впервые упомянут в хрониках в 1147 году.
3. Красная площадь и Кремль являются сердцем Москвы. Российский президент и правительство работают здесь.
4. Гости Кремля могут увидеть Царь-Пушку и Царь-Колокол на его территории.
5. Великолепный Храм Христа Спасителя является еще одним символом Москвы. Это самый высокий православный храм в мире, расположенный на берегу реки Москва.
6. Ценители искусства обычно посещают знаменитую Государственную Третьяковскую Галерею, Пушкинский Музей Изыщных Искусств и Музей Андрея Рублева. В них представлена потрясающая коллекция полотен, икон и скульптур.
7. Разумеется, Большой и Малый театры являются всемирно известными, однако в Москве существуют около 70 других профессиональных театров.
8. Москва очень шумная и многолюдная. По ее широким улицам передвигаются тысячи автомобилей, автобусов, трамваев и троллейбусов.
9. Московское метро знаменито своим красивым интерьером и удобством.
10. Деловой район Москва Сити – это современный архитектурный шедевр, которым стоит восхищаться.
11. Москва дорога сердцу каждого гражданина России.

Samara

Samara, with its population of more than a million people, is Russia's ninth largest city. It is situated on the bank of the Volga, the longest river in Europe.

There are several versions of the origin of Samara's name. According to one version, the name Samara comes from the Greek

words *samar* (**a merchant**) and *rha* (an ancient name for the Volga). Samara means a **steppe river** in the languages of the nomadic tribes. The fortress of Samara was founded in 1568. It was situated on the **Great Trade Route** along the Volga, where a lot of caravans passed.

By the beginning of the 19th century Samara has grown into a large city for that time. One of the most outstanding figures in the history of the city is Petr Alabin, the **mayor** of Samara from 1885 up to 1891. He encouraged the building of the Drama Theatre, the opening of the Public Museum, the expansion of the fund of the Public Library.

The history of our city is **inseparable from** that of Russia. During the Second World War, Samara (Kuibyshev then) became the second capital of the USSR for nearly 3 years. Government institutions, **diplomatic embassies** and industrial plants were evacuated here.

Samara is important as a large educational and scientific centre. Samara State University was set up in 1918, then closed in 1920's and opened again in 1969. Today it has transformed into Samara University. These days more than 35 higher **educational establishments** train specialists in all branches of the national industry, economy and culture.

If you are staying in Samara for a few days, you'll have no difficulty in finding where to go and what to see. Samara is located on the broad waters of the River Volga. There is **a long fringe of sandy beaches** there. Samara has **made the most of** these beaches, backed by pleasant parks and embankment gardens. With the average temperature in summer of over 26°C (**as warm as** southern Spain) Samara provides great swimming grounds. It is not surprising that this has become a **popular tourist destination**. Young people come here from all over Russia to sunbathe on the beaches, **take a dip in** the cool waters of the Volga, **hang out** by summer cafes or go for a wild night out in one of the city's many night-clubs.

In summer, there are a lot of activities going on in this lively, vibrant city, with a string of carnivals and festivals. If you come here on

the first Saturday of July, you will have a splendid opportunity to attend the famous Grushinsky Festival, with its lively mix of mainly **acoustic music**. **As many as** 200,000 people come here to sit on the “spectators’ hill” above the stage by the main lake. Grushinsky Festival began in the 1960s and it takes its name from Valery Grushin, a singer-songwriter who died during a backcountry camping trip in 1967 trying **to rescue** children on the river.

If all these activities **prove too much**, you can always catch the hydrofoil up the river to the pleasant, atmospheric village of Shiryaevo where Russia’s greatest painter Ilya Repin painted his famous **Barge Haulers on the Volga**. Or maybe cross the river to go hiking in the woods of beautiful Samarskaya Luka National Park. Or you could even take one of Samara’s famous **kayaking trips zhigulyovskaya krugosvetka** which take you on an exciting 10-day camping trip through the **backwaters**.

Samara has always been a theatrical city. We have the Drama Theatre, the Opera and Ballet Theatre, the Puppet Theatre, the Philharmonic Society and the **Museum of Local History**. The architecture of old Samara reflects practically the entire history of the development of the architectural styles in Russia.

Phrases to help:

a steppe – степь

nomadic tribes – кочевые племена

the Great Trade Route – великий торговый путь

inseparable – неотделимый, неразрывный

diplomatic embassies – дипломатические посольства

a machine tool – станок

an educational establishment – учебное заведение

Samara Bearing [ˈbeəriŋ] Plant – подшипниковый завод

extracting, processing and transporting of oil – производство, переработка и перевозка нефти

a long fringe of sandy beaches – длинная кромка песчаных пляжей

to make the most of – использовать наилучшим образом
a popular tourist destination – популярное туристическое направление
take a dip in – окунуться (в реку, море)
hang out – обитать; тусоваться (где-л.)
as many as – целые, целых (при указании на число)
to rescue – спасать
prove too much – оказаться не по зубам
Barge Haulers on the Volga – картина «Бурлаки на Волге»
Samarskaya Luka (Samara Bend) National Park – Национальный парк «Самарская Лука»
kayaking trip – поход на байдарках
hydrofoil – судно на воздушной подушке
backwaters – заводь
Museum of Local History – краеведческий музей

Exercise 1. Give English equivalents.

самая длинная река в Европе; берег Волги; мэр Самары; народный музей; публичная библиотека; дипломатическое посольство; эвакуировать; образовательное учреждение; полоска песчаных пляжей; симпатичные парки и сады набережной; популярное у туристов место; использовать пляжи наилучшим образом; загорать на пляжах; окунуться в прохладные воды Волги; проводить время в летних кафе; Грушинский фестиваль; живописец; отправиться на прогулку/в путешествие; Национальный парк «Самарская Лука»; театр драмы; поход на байдарках; театр оперы и балета; краеведческий музей; спасать детей; целых 200 000 человек.

Exercise 2. Make a report on one of the sights of Samara.

III. ГРАММАТИЧЕСКИЙ КУРС

PRESENT PERFECT

Present Perfect обозначает действие, которое произошло в недавнем прошлом и своим результатом связано с настоящим. Present Perfect предполагает, что нас интересует не время совершения действия, а его результат.

have / has + Verb₃

“+”		“-”	
I have done it.	We have done it.	I haven't done it.	We haven't done it.
You have done it.	You have done it.	You haven't done it.	You haven't done it.
He has done it. She has done it. It has finished.	They have done it.	He hasn't done it. She hasn't done it. It hasn't finished.	They haven't done it.
“?”			
Have you finished your work?			
Have they ever been to Paris?			
Has he arrived?			
Where have they gone?			
Why has she left?			

Слова-сигналы

- ever – когда-либо
- never – никогда, ни разу
- just – только что
- already – уже
- yet – еще нет (в отрицательных предложениях, конечная позиция), уже (в вопросительных предложениях)
- since... – с тех пор, как

for... – в течение
recently – на днях
lately – в последнее время
today – сегодня
this week/month/year – на этой неделе, в этом месяце/году
for ages – сто лет (тебя не видел), давно
so far – до сих пор, до настоящего времени
before – прежде, до этого, до настоящего времени

Exercise 1. Say that it has already finished. Use Present Perfect.

1. We are writing an essay. 2. My friend is helping me with the home task. 3. My sister is learning a poem. 4. I am going shopping. 5. Father is watching the news. 6. Mother is putting a bottle of lemonade in front of him. 7. My cat is eating meat. 8. Our dog is drinking water. 9. He is buying some meat and vegetables. 10. Mom is putting the dishes on the table. 11. They are having tea. 12. I am taking the dirty plates from the table. 13. The children are putting on their coats. 14. Susan is making a new dress for her birthday party. 15. She is opening a box of chocolates. 16. I am buying milk for milk shakes. 17. James is ordering a bottle of apple juice. 18. We are listening to some good music. 19. Are you watching your favourite film? 20. I am doing some urgent work. 21. She is telling the truth. 22. The toddler is learning to walk.

Exercise 2. Fill in: since; for; already; just; yet.

1. John has _____ finished his homework, so his books are still on the table.
2. I haven't seen Jane _____ 2015.
3. Have you finished your breakfast? I haven't even started _____.
4. We've lived here _____ ten years.
5. He's _____ come back from jogging and he's a bit tired.

6. Have you had lunch _____?
7. I haven't had lunch _____.
8. The weather has been great _____ Sunday.
9. I've had this book _____ two weeks.
10. We've been here _____ 5 July.

Exercise 3. Fill in: so far; how long; just; for; since; how long ago; yet; this week; ago; just now; already.

1. They got married a month _____.
2. He hasn't called us _____.
3. I've had this car _____ a year.
4. He has _____ left.
5. She's typed three letters _____.
6. She's _____ cooked dinner.
7. Carol has been to the cinema twice _____.
8. _____ did he move house?
9. I've studied maths _____ 2019.
10. Peter has been here _____ 5 o'clock.

Exercise 4. Open the brackets. Use Present Perfect.

I _____ (know) Timmy for a long time. We _____ always _____ (play) together. Timmy _____ (not learn) to read or write because he _____ never _____ (be) to school. He _____ (have) long brown hair since he was born. He _____ (live) in our house for five years. My parents _____ always _____ (take) care of him. Timmy _____ never _____ (have) a job. That is not strange because Timmy is my dog.

Exercise 5. Read the situations and write sentences with Present Perfect.

1. Bill can't open the door. He _____ (lose) his key.
2. Alice can't walk because she _____ (break) her leg.

3. I can speak English fluently. My English _____ (improve).
4. There is no food in the fridge. My brother _____ (eat) everything.
5. I am really happy. I _____ (pass) my final exam.
6. He is feeling unwell. He _____ (catch) a cold.
7. Mark is in a great physical shape. He _____ (train) a lot.
8. I like this author. I _____ (read) all his books.
9. You can go for a walk now. You _____ (do) your homework.
10. What a shame! He _____ (forget) about his Mom's birthday.
11. The cage is empty. The parrot _____ (escape).
12. Brian is crying. He _____ (lose) tennis match.
13. The living room is a mess. We _____ (have) a party.
14. Kevin is depressed. He _____ (receive) bad news.
15. She looks tired. She _____ (sleep) badly.
16. The monkeys are hungry. Dad _____ (not feed) them.
17. His hair is still long. He _____ (not cut) it.

be and go in Present Perfect

He has gone **to** London. = He is in London now or he is on his way to London.

He has been **to** Paris once. = He is back now.

I have been **in** Berlin for a month. = I am in Berlin.

Exercise 6. Fill in: has/have been in; has/have been to; has/have gone to.

Jane: Hello Paul. Are you enjoying yourself in Rome?

Paul: Oh, yes.

Jane: Which places _____ you _____ since you arrived?

Paul: Well, I _____ Rome for two weeks now so I _____ a lot of places, like the Colosseum, some museums and the Vatican.

Jane: Where are your friends today?

Paul: Mark and Jim _____ a travel agent's to buy tickets for the plane and they haven't come back yet. Mark says he _____ Rome too long. He _____ Capri before but Jim and Sean _____ (not) any islands, so I think we will go to Sardinia. Sean _____ the hotel to sleep.

Jane: Well, I'm leaving now. My parents _____ the hospital to see my uncle. He _____ hospital for a week. See you later!

Past Simple	Present Perfect
факт в прошлом, время действия известно <i>He sold his car 2 weeks ago.</i>	действие, произошедшее в недавнем прошлом, время действия не важно <i>He has sold his car.</i>
состояние или привычка в прошлом <i>When she was young, she lived in a small flat.</i>	действие в недавнем прошлом, результат в настоящем <i>He has just painted the room. The smell is awful.</i>
чередa последовательных действий в прошлом <i>He got up, washed his face, got dressed, had breakfast and left.</i>	действие, которое началось в прошлом и еще длится <i>She has lived in Samara for twenty years. (She still lives here).</i>
действие в прошлом, не связанное с настоящим <i>I never saw Michael Jackson.</i>	действие в прошлом, связанное с настоящим. <i>I've never seen Madonna.</i>

Exercise 7. Open the brackets. Use Present Perfect or Past Simple.

1. Helen speaks French so well because she (to live) in France. 2. She (to live) there last year. 3. The rain (to stop) and the sun is shining in the sky again. 4. The rain (to stop) half an hour ago. 5. Mary (to buy) a new hat. 6. I (to buy) a pair of gloves yesterday. 7. The wind (to blow) off the man's hat, and he cannot catch it. 8. The weather (to change), and we can go for a walk. 9. The wind (to change) in the

morning. (It's evening now). 10. We (to travel) around Europe last year. 11. My father knows so much because he (to travel) a lot. 12. I (to see) Pete today. 13. She (to see) this film last Sunday. 14. Alex (to meet) his friend two hours ago. 15. I just (to meet) a friend of mine. 16. We already (to decide) where to go for the holiday. 17. Yesterday they (to decide) what present to give to their mother for her birthday. 18. I (not to see) you for ages.

Exercise 8. Open the brackets. Use Present Perfect or Past Simple.

1. I (not yet to eat) today. 2. He (not to eat) yesterday. 3. You (to play) tennis yesterday? 4. You (to play) tennis today? 5. What you (to learn) for today? 6. Look at this dress. Mary (to make) it herself. She (to make) it last Sunday. 7. Where you (to put) my papers? I cannot find them. 8. You (to see) Mary today? 9. When you (to see) Mary? – I (to see) her last week. 10. You (to promise) your mother to wash up? 11. Look at my dictation! I (not to make) a single mistake! 12. He is not at work today, he (to fall) ill. – When he (to fall) ill? – He (to fall) ill yesterday. 13. I already (to do) my homework. Now I can go for a walk. 14. I (to do) my homework yesterday. 15. He just (to come) home. 16. He (to come) home a minute ago. 17. John (to lose) his key yesterday. 18. She already (to return) from work. Now she is having dinner. 19. I (to read) this book last year. 20. I (to read) this book this year. 21. I never (to be) to Washington. 22. You ever (to be) to New York? 23. I don't think you ever (to see) Niagara Falls. 24. I (to invite) Linda to the party. – When you (to see) her? – I (not to see) her for ages. I (to call) her an hour ago.

Exercise 9. Choose the correct variant.

1. Margaret didn't go/hasn't gone to work yesterday. She wasn't feeling well.
2. I still don't know what to do. I didn't decide/ haven't decided yet.

3. Your son is much taller than when I last saw him. He grew/has grown a lot.
4. After leaving school, Tim found /has found it very difficult to get a job.
5. When Sue heard the news, she wasn't/hasn't been very pleased.
6. Ann has gone out. Oh, has she? What time did she go/has she gone?
7. Everything is going well. We didn't have/haven't had any problems so far.
8. Have you seen/did you see the news on television last night?
9. Jenny has left/left school in 1991.
10. Diane hasn't been/wasn't at work yesterday.

Exercise 10. Write sentences about yourself using the ideas in brackets.

1. Write about something you haven't done today.
2. Write about something you haven't done yet.
3. Write about something you didn't do yesterday.
4. Write about something you did yesterday evening.
5. Write about something you haven't done recently.
6. Write about something you've done a lot recently.

Exercise 11. Make sentences from the words in brackets. Use Present Perfect or Past Simple.

1. (it/ not/ rain/ this week) It hasn't rained this week
2. (the weather/ be/ cold/ recently) The weather...
3. (it/ cold/ last /be/week) It...
4. (I /not/ read/a newspaper today) I...
5. (I /not/ read/a newspaper yesterday) I...
6. (Ann/earn/ a lot of money/ this year)
7. (she/ not/ earn/ so much/ last year)
8. (you/have/ a holiday recently?)

Exercise 12. Choose the correct form.

Ann: Your present company is Sunrise Travel, isn't it? How long have you worked/did you work there?

Ben: I have worked/worked for it for three years.

Ann: And what were you doing before it?

Ben: I have worked/worked for a travel agency in Italy.

Ann: Really? How long have you been/were you in Italy?

Ben: For about two years. I have moved/moved back to Edinburgh from Italy three years ago to join Sunrise Travel.

Ann: I see. Can you drive, Ben?

Ben: Yes, I have had/had a driving license for five years.

Ann: Have you got your own car, Ben?

Ben: Not now. I have had/had a car in Italy, but I have sold/sold it before I have come/come back to Britain.

Present Perfect Continuous

Present Perfect Continuous обозначает действие, которое началось в прошлом, продолжалось какой-то период времени и продолжает длиться в момент речи или действие, которое длилось определенное время в прошлом, но завершилось к настоящему моменту. Важно запомнить два предлога, с которыми употребляется Present Perfect Continuous: *since, for*.

have / has been+ Verb+ing

Утвердительная форма (+)	Вопросительная форма (?)	Отрицательная форма (-)
I have been reading.	Have I been reading?	I have not been reading.
You have been reading.	Have you been reading?	You have not been reading.
He/She/It has been reading.	Has he been reading?	He has not been reading.
We have been reading.	Have we been reading?	We have not been reading.
You have been reading.	Have you been reading?	You have not been reading.
They have been reading.	Have they been reading?	They have not been reading.

Exercise 1. Complete the sentences. Use the Present Perfect Continuous.

1. We're exhausted. We _____ (work) hard all day.
2. Brian's Spanish is great. He _____ (study) it for ten years.
3. I'm sorry I'm late. _____ you _____ (wait) long?
4. I must go and see the doctor. I _____ (not feel) well lately.
5. Nick is a good driver. How long _____ he _____ (drive)?
6. Ann is angry. She _____ (wait) for a bus for an hour!
7. There is so much snow on the ground! It _____ (snow) since morning!

С глаголами, которые не употребляются в длительных формах (**Continuous forms**), такими как *to like/to dislike, to love, to hate, to prefer, to have, to know* и т.д., для обозначения действий, продолжающихся в момент речи, вместо Present Perfect Continuous употребляется Present Perfect.

Exercise 2. Underline the correct word or phrase.

1. He's learning/~~been learning~~ English for three years now.
2. I've disliked/~~been disliking~~ mushrooms since I was a child.
3. I've had/~~been having~~ the same car since I was a student.
4. You've been working/~~worked~~ hard for months – you need a holiday.
5. Don't worry. I haven't been crying/~~cried~~ – I've got a cold.
6. You've worn/~~been wearing~~ that coat for years!
7. She's known/~~been knowing~~ him for years.

Exercise 3. Put verb in brackets into Present Perfect or Present Perfect Continuous.

1. Someone _____ (eat) all the cakes. I'll have to buy some more.
2. What _____ you _____ (buy) your sister for her birthday?
3. My throat is really sore. I _____ (sing) all evening.
4. Brenda _____ (learn) Russian, but she finds it difficult.
5. How many people _____ you _____ (invite) to your party?
6. Those two cats _____ (sit) on that branch for the last hour.
7. It _____ (rain) all day! Why can't it stop?
8. Diana _____ (wear) twelve different dresses in the past week!
9. I _____ (do) everything you asked. What should I do now?
10. Graham and Pauline _____ (try) to find a house for ages, but they can't find one they can afford.

*Exercise 4. Complete the time expressions with **for** or **since**.*

1. _____ ages
2. _____ the last two years

3. ____ you last called
4. ____ years and years
5. ____ 2005
6. ____ a week
7. ____ many years
8. ____ Monday
9. ____ the lecture began
10. ____ a really long time
11. ____ a couple of weeks
12. ____ we met at school

Exercise 5. Underline the most suitable time expression.

1. I haven't seen Gerry for/since a long time. How is he?
2. It's ages ago/since I last went to a football match.
3. I've written to Deborah last week/recently.
4. What have you been doing today/yesterday?
5. Have you eaten Italian food before/already?
6. I've been living here in/since the end of last year.
7. Actually I had dinner with Sue last night/lately.
8. I've been trying to get in touch with David for ages/for the last time.
9. Terry hasn't been to Edinburgh since/when we went there together.
10. I can't remember how long/when I've had this watch.

Exercise 6. Choose the most suitable form of the verb.

1. Did you see/have you seen my bag anywhere? I can't find it.
2. Larry is writing/has been writing/has written his novel for the last two years.
3. From the minute he got up this morning Gary asked/has asked/has been asking silly questions!
4. Have you given/Did you give Helen my message when you have seen/saw her?

5. Sorry, could you say that again? I didn't listen/haven't listened/haven't been listening to you.
6. The police think that they found/have found your wallet, so call this number.
7. Did you two meet/Have you two met before? Eric, this is Amanda.
8. Did you meet/Have you met anyone interesting at the reception?

Exercise 7. Correct the mistakes.

1. Jack is unemployed since last year.
2. How long have he been waiting?
3. It hasn't rained since two months.
4. I have been loving him since the first day we met.
5. Barbara has been a volunteer for ten years ago.
6. My parents have been married since forty years.
7. We are having this dog since we got married.
8. Have you been seeing The Batman film on TV?
9. They know each other for a long time.
10. How long has you brother has this motorbike?

Past Perfect

Past Perfect обозначает действие, которое произошло в прошлом раньше другого действия (но связано с ним результатом) или завершилось к определенному моменту времени в прошлом. Определенный момент в прошлом может быть выражен:

- 1) другим действием, выраженным глаголом-сказуемым в Past Indefinite: *When father came home, the children had already gone to bed.*
- 2) оборотом с предлогом **by**: *by 4 o'clock, by that time, by the end of the month.*

had + Verb₃

“+”		“-”	
I had done it by 5 pm yesterday.	We had done it by 5 pm yesterday.	I hadn't done it by 5 pm yesterday.	We hadn't done it by 5 pm yesterday..
You had done it by 5 pm yesterday.	You had done it by 5 pm yesterday.	You hadn't done it by 5 pm yesterday.	You hadn't done it by 5 pm yesterday.
He had done it by 5 pm yesterday.	They had done it by 5 pm yesterday.	He hadn't done it by 5 pm yesterday.	They hadn't done it by 5 pm yesterday.
She had done it by 5 pm yesterday.		She hadn't done	
It had finished by 5 pm yesterday.		it by 5 pm yesterday.	
		It hadn't finished by 5 pm yesterday.	
“?”			
Had you finished your work by the time they arrived?			
Where had they worked before they came to Samara?			

Exercise 1. Open the brackets. Use Past Simple or Past Perfect.

1. John (to return) from work at five o'clock. 2. Tom (to return) from work by five o'clock. 3. I (to finish) my work at seven o'clock. 4. I (to finish) my work by seven o'clock. 5. He (to think) that he (to lose) the keys. 6. Ann (to tell) me that she (to see) an interesting film. 7. When I (to come) home, my husband already (to cook) dinner. 8. My group mate (to give) me the book which she (to buy) the day before. 9. He (to show) me the picture which he (to painted). 10. Mother (to see) that her son (not to wash) his hands. 11. I (to know) that my friend (not yet to come). 12. When I (to wake) up yesterday, everybody already (to leave). 13. Nick (to think) that his parents (not yet to return) home. 14. Mary (to tell) us that she (to cook) a good dinner. 15. Yesterday I (to find) the book which I (to lose) some time before. 16. When we (to arrive) at the station, the train already (to leave). 17. By two o'clock the teacher (to examine) all the students. 18. All my friends (to be) glad to hear that I (to pass) my driving test. 19. He (to open) his eyes, (to look) around and (to try) to remember what (to happen) to him. 20. By the time we (to come) to see him, he (to return) home. 21. When they (to enter) the hall, the performance already (to begin). 22. When I came home, my husband (to tell) me that he (to receive) a letter from the bank. 23. Lanny (not to know) who (to attack) him in the darkness. 24. Suddenly he (to remember) that he (not to ring) her up in the morning. 25. By the time the train (to reach) the city, he (to make) friends with many passengers.

Exercise 2. Open the brackets. Use Past Simple, Past Continuous or Past Perfect.

1. By seven o'clock yesterday I (to return) home and at eight I (to have) dinner. 2. When I (to meet) Tom, he (to eat) an ice-cream which he (to buy) at the corner of the street. 3. When I (to come) home, my sister (to read) a book which she (to bring) from the library. 4. When

mother (to come) home, the children (to eat) the soup which she (to cook) in the morning. 5. When I (to ring) up Mike, he still (to write) the essay which he (to begin) writing during the class. 6. When I (to look) out of the window, the children (to play) with the toys which they (to bring) from home. 7. When I (to see) Ann, she (to sort) the flowers which she (to pick) in the field. 8. When I (to open) the door of the classroom, I (to see) that the teacher already (to come) and the students (to write) an essay. I (to understand) that I (to arrive) late.

Exercise 3. Mike arrived late at different places yesterday. What had happened when he arrived at each place?

Example: When he arrived at the airport, his plane had left.

1. the soccer stadium the game / finish
2. the clothes store they / sell the shirt he wanted
3. the theatre the play / start
4. his friend's place his friend / go to the cinema
5. the bank it / close
6. the gym his favourite workout / cancel

The Sequence of Tenses

Согласование времен

Если в сложном предложении в первой части глагол используется в прошедшем времени, то во второй части также используется одно из прошедших времен.

Для выражения **одновременности** действий во второй части используется Past Simple или Past Continuous:

He asked her if she **wanted** some tea.

He wanted to know where she **was going**. (at that moment)

Для выражения предшествования используется Past Perfect:

He asked if everybody **had already arrived**.

Для выражения последующего действия используется Future-in-the-Past:

He asked her if she **would go** out with him.

Exercise 1. Open the brackets. Choose the appropriate form.

1. During the match my friend asked me who (is playing, was playing) in the goal. 2. He promised he (will come, would come) to the railway station to see me off. 3. I was sure he (posted, had posted) the letter by then. 4. I hope the weather (will be, would be) fine tomorrow. I think it (will not change, would not change) for the worse. 5. I was sure that he (is, was) intelligent. 6. Can you show me what you (have bought, had bought) for her birthday? 7. I wondered what the kids (have seen, had seen) at the museum. 8. He informed us that he (is staying, was staying) at "Holiday Inn". 9. They realized that they (lost, had lost) their way and didn't know where to go. 10. He asked me where I (study, studied). 11. I was sure that I (will finish, would finish) my work in time. 12. He says he (works, worked) at the bank two years ago. 13. The boss said he (can, could) not answer the phone.

Exercise 2. Open the brackets.

1. I knew they (to wait) for me at the bus stop. So I decided to hurry. 2. I didn't know that you already (to arrive). 3. I was afraid that she (not to be) able to unlock the front door. So I (to go) upstairs to help her. 4. He says that he (to know) the laws of the country. 5. Sarah understood why her friend (not to come) yet. 6. She asked me whether I (to remember) the lines well but I was too nervous to take part in the performance. 7. He understood that the letter (not to arrive) yet. 8. He could not understand why people (not to want) to take his apologies. 9. I suppose they (to investigate) the crime as soon as possible. 10. He said he (to leave) the next morning. 11. She says she already (to buy) the tickets. 12. He stopped and listened: the clock (to strike) five. 13. She said she (can) not tell me the right time as her watch (to be) wrong. 14. I asked my neighbour if he ever (to travel) by air before.

Exercise 3. Make complex sentences. Start with the phrases in the brackets.

1. The children are having a class. (She thought) 2. Her friend will come to see her. (She hoped) 3. Father has repaired his bicycle. (He thought) 4. She knows English very well. (I supposed) 5. Our athletes will win the game. (We were sure) 6. She made no mistakes in her dictation. (She was glad) 7. He works at his English hard. (I knew) 8. She dances better than anybody else. (I was told) 9. My cousin has received a very interesting offer from his firm. (I learnt) 10. She will come to stay with us. (My aunt wrote in her letter) 11. He is painting a new picture. (We heard) 12. His new picture will be a masterpiece. (We were sure) 13. You will fall and break your leg. (I was afraid) 14. My friend has never been to Washington. (I knew) 15. She never drinks milk. (I was told) 16. He is a very talented singer. (We were told) 17. They live a happy life. (We knew) 18. He does not know German at all. (I found out)

Direct speech and reported speech

Direct speech is the exact words someone used. We use quotation marks (“...”) in direct speech: “*I’m tired,*” *Helen said.* **Reported speech** is the exact meaning of what someone said, but not the exact words. We do not use quotation marks in reported speech. We can either use the word **that** after the introductory verb (*say, tell, etc.*) or we can omit it: *Helen told me (that) she was tired.*

We can use the verbs **say** and **tell** both in direct and reported speech.

“Say” is preferable for direct speech. In indirect speech one is supposed to change “said to smb” into “told smb”:

He **said to me**, “I’m cold.” He **told me** (that) he was cold.

Set expressions with *say* and *tell*

say	tell
say good morning	tell the truth
say something / nothing	tell a lie / tell lies
say a prayer /one’s prayers	tell a secret
say so	tell a story
say a few words	tell a joke
	tell the time
	tell the difference
	tell smb one’s name
	tell smb the way
	tell one from another
	tell one’s fortune

Exercise 1. Fill in the gaps with say or tell in the correct tense.

1. The policeman _____ that the man was lying.
2. Philip _____ it would probably rain tomorrow.
3. Susan _____, “Let’s go out for dinner tonight.”
4. Jim _____ me about the party last night.

5. Our teacher _____ he was pleased with our work.
6. Yesterday my friend _____ he _____ (not) anyone my secret. So I shared my secret with him.
7. Stop _____ lies!
8. Could you please _____ me your name?
9. The little girl _____ her prayers and went to bed.
10. I really can't _____ Jane from Kate. They are twins.
11. "I haven't got enough money," he _____ to John.
12. He _____ he would meet us later.
13. Kathy _____ her friends the truth about what had happened that night.
14. "I'll call you later," he _____ to her.
15. Ken _____ us that he was having a barbecue at the weekend.
16. My grandmother used to _____ us exciting stories every night.
17. "Sorry, I can't _____ you the way as I'm lost too," he said.
18. Jane ran downstairs, _____ good morning and left.
19. "Could you _____ me the time, please?" he asked me.
20. They are as like as two peas. I can't _____ one from another.

Changes in Reported Speech

1. Pronouns

2. Time expressions and adverbial modifiers of place

Direct Speech

here

this

these

now

today

tonight

tomorrow

yesterday

Reported Speech

there

that

those

then, at that time

that day

that night

the next day, the following day

the day before, the previous day

next year

the next year, the following year

last week

the previous week

last year

the year before

ago

before

in 2 days

2 days later

3. Backshifting

Direct Speech

present simple

present continuous

present perfect

past simple

past continuous

future (will)

past perfect

Reported Speech

past simple

past continuous

past perfect

past perfect

past perfect continuous

future-in-the-past (would)

past perfect

Reporting Statements (reporting verbs)

acknowledge

confide

mumble

agree

complain

murmur

announce

consider

mutter

answer

confirm

notice

admit

decide

remark

assure

declare

reply

assert

deny

respond

argue

disagree

shout

assume

encourage

scream

babble

expect

stammer

believe

explain

state

boast

feel

utter

cheer

grumble

whisper

claim

guarantee

yell

Exercise 2. Report what the guests said at a wedding last Sunday.

1. Miss Moore: "They'll make a lovely couple."
2. Mr. Smith: "They're going to live in Brighton."
3. Mrs. Jones: "The bride and the groom are very nice young people."
4. Mr. Roberts: "The bride is wearing a beautiful wedding dress."
5. Mr. Clarke: "The couple's parents look happy."
6. Miss Mayall: "The bride's father has bought them a big flat."

Exercise 3. Report the following statements.

1. "There's no one at home," Jack said.
2. "Mr. and Mrs Wilson have gone on holiday," Mr. Bradeley said.
3. "I'm going to the dentist now," said Lynn.
4. "Jamie has never seen a dolphin before," John said.
5. "I'll order a pizza," Will said.
6. "I'm going home now," said Jeff.
7. "There was a good documentary on TV yesterday," Gregory said.
8. "I have a headache," she said to me.
9. "I got a letter from Joanne this morning," he said.
10. "There is a bus strike tomorrow," he said to us.
11. "I'm going to the airport to pick up James," Father said.
12. "We all speak French fluently," they said to her.
13. "I have just come back from the museum," she said to me.
14. "I got an A in my history test yesterday," my daughter said to me.
15. "I've just finished reading a brilliant novel," he said to her.

Reported Questions (reporting verbs)

ask

try to find out

want to know

wonder

inquire

be interested to know

The question mark and words/expressions such as *please, well, oh*, etc. are omitted in reported questions. The verb tenses, pronouns and time expressions change as in statements.

When the direct speech begins with a question word (*who, where, how old, how long, when, why, what, etc.*), the reported question is introduced with the same question word:

“**Why** do you want to leave your job?” Pam asked me. Pam asked me **why** I wanted to leave my job.

When the direct question begins with an auxiliary (*is, do, have*) or a modal verb (*can, may, etc.*), then the reported question begins with if or whether:

“Do you like rock music?” he asked us. He asked us **if/whether** we liked rock music.

“Can you ride a motorcycle?” Ben asked David. Ben asked David **if/whether** he could ride a motorcycle.

Exercise 4. Turn into reported questions.

1. “What is your name?” he asked me.
2. “Where are your parents?” Uncle Bill asked us.
3. “Will you help me carry the box, please?” Dad asked.
4. “What time will you be home?” Mum asked me.
5. “Can you play the guitar?” he asked her.
6. “Who was at the door?” David asked Janet.
7. “Where is the post office?” they asked us.
8. “When will you do your homework?” Meg asked me.
9. The boss asked me, “Have you finished those reports?”
10. John asked Sam, “Do you like computer games?”
11. “Will you give me a lift to work, please?” he asked her.
12. “Where is your jacket?” she asked him.

Reported commands/ requests/ suggestions (reporting verbs)

order	advise	demand
command	offer	forbid
ask	warn	plead
request	beg	refuse
tell	suggest	urge

To report commands, instructions, requests or suggestions, we use an appropriate introductory verb (*ask, order, beg, suggest, tell, etc.*) and **to infinitive / not to infinitive**:

“Stop the car!” the policeman said to him. The policeman **ordered him to stop** the car.

“Don’t put all the ingredients in a bowl at once,” she said to me. She **told me not to put** all the ingredients in a bowl.

Exercise 5. Turn the following sentences into reported speech.

1. The teacher said to the student, “Come and see me after the lesson.”
2. He said, “Shall we go out for dinner?”
3. Colin said to Dave, “Please hold this book for me.”
4. He said to her, “Close the door, please.”
5. Father said, “How about going to the beach?”
6. She said, “Let’s watch the game on TV.”

Exercise 6. Turn the following sentences into reported speech.

1. “Where are you going?” she said to them.
2. “I’m going shopping,” said Anna.
3. “Go away!” said his friend.
4. She asked me, “Are you ready to leave?”
5. “I’ll pick you up at five o’clock,” he said to her.
6. “It’s time for lunch,” Ruth said.
7. “When did you arrive?” asked Marilyn.
8. “The meeting started ten minutes ago,” she said.
9. My father said to me, “Don’t be late.”
10. “Tom has already left,” said Pam to us.
11. “Who’s there?” said Joe.
12. “What colour skirt did you buy?” she asked me.
13. They said to him, “We’re leaving early in the morning.”
14. “Don’t go near the fire,” Dad said to the boys.
15. “Let’s have a barbecue this weekend,” said Liz.

Exercise 7. Turn the following sentences into reported speech.

1. "I'm hungry," she said. "I haven't eaten all day."
2. "Let's go to the cinema," he said. "We haven't seen a film for months."
3. Tim: Dave is ill. He can't come to the party.
Mike: What's wrong with him?
Tim: He's got flu. He has to stay in bed.
4. "You're early," he said to her. "I'm not ready yet."
"Hurry up!" she told him. "We're going to miss the bus."
5. "Have you got your key?" she said. "I've forgotten mine."
6. "I'm going out," Colin said. "I might be back late."
7. Sally: I've bought a car. It's being delivered tomorrow.
John: What kind of car is it?
Sally: It's a sports car. It was very expensive.
8. "I'm sorry I'm late. I overslept," he said to them.
9. Martin: Can you help me? I need some advice.
James: What's the problem?
Martin: I don't know what to buy my mother for her birthday. I want to get something special.

Exercise 8. Turn from direct into reported speech using the following verbs: advise, ask, order, suggest, explain, warn, promise, beg, offer, refuse

1. "I think you should take more exercise," the doctor said to me.
2. "I will not answer your questions," the actor said to him.
3. "I really will phone this evening," he said.
4. "Do you know where I've put my hat?" he said to her.
5. "What have you bought me for Christmas?" the boy asked his Mom.
6. "Go to your room now," the mother said to her son.
7. "You will be paid twice a month," her boss said.
8. "Would you like me to drive you into town?" she said to me.

9. "Let's go for a walk!" he said.
10. "Please let me come with you," she said to her mother.
11. "Let's play in the garden," Ted said.
12. "Don't go near the fire because it's dangerous," she said to Ben.
13. "Let's have steak for dinner," said June.
14. "I promise I'll write to you as soon as I arrive, Mary," said John.
15. Please, don't shoot me!" he said to the robber.

The Passive Voice

В английском языке традиционно выделяют 2 типа залога:

- 1) действительный (the Active Voice): **Tom makes bread.**
- 2) страдательный (the Passive Voice): **Bread is made by Tom.**

Действительный, или активный, залог показывает, что подлежащее (субъект) выполняет действие, что подлежащее действует.

Страдательный, или пассивный, залог показывает, что подлежащее является объектом действия; действие выполняется над ним.

Страдательный залог в английском языке встречается в три раза чаще, чем в русском. С одной стороны, это связано с тем, что в английском языке шире возможности для образования страдательной конструкции. С другой стороны, это связано с требованием структурной завершенности предложения.

Страдательный залог встречается в следующих случаях:

- 1) страдательный залог используется, если нам не известен деятель:

The window was broken yesterday.

- 2) страдательный залог встречается, если мы хотим деятеля намеренно скрыть, позволяет не упоминать деятеля, что делает высказывание более вежливым:

The window has been broken.

3) если деятель очевиден по ситуации:

He was arrested yesterday.

4) если действие важнее, чем деятель:

The flowers have been watered.

5) если мы хотим деятеля подчеркнуть:

The window has been broken by Tom.

В английском языке выделяют 3 типа дополнений, каждое из которых может занять место подлежащего пассивной конструкции:

1) Прямое дополнение показывает, что действия глагола сказуемого напрямую переходит на данный объект: **He reads books.**

Direct Passive: *Books are read by him.*

2) Косвенное дополнение, которое показывает, что в действии принимает участие еще один субъект – человек, который извлекает из действия выгоду (на которого направлено действие): **He gave her an apple.**

Indirect Passive: *She was given an apple.*

3) Отдельно выделяют предложные дополнения, то есть дополнения с предлогом: **They laughed at him.**

Prepositional Passive: *He was laughed at.*

В английском языке страдательную пассивную конструкцию можно получить, поставив на место подлежащего любое из этих трех дополнений. Соответственно, мы получим пассивную конструкцию с прямым дополнением, пассивную конструкцию с косвенным дополнением и пассивную конструкцию с предложным дополнением.

Если у нас глагол, который принимает два дополнения одновременно, то каждое из этих дополнений может образовывать пассивную конструкцию. Как русскоговорящие мы отдадим

предпочтение конструкции с прямым дополнением, однако, в английском языке предпочтение будет отдано конструкции с косвенным дополнением, поскольку косвенное дополнение всегда ставит в центр внимания человека:

He gave her an apple.

Passive: **An apple** was given to her. Пассив с прямым дополнением.

Passive: **She** was given an apple. Пассив с косвенным дополнением.

Страдательный залог образуется при помощи глагола be и 3-й формы смыслового глагола. Если глагол правильный, к нему добавляется окончание –ed. Чтобы построить отрицание, мы добавим к глаголу-помощнику отрицательную частицу not. Чтобы задать вопрос, глагол-помощник мы вынесем перед подлежащим.

be + V₃ (V-ed)

Exercise 1. Open the brackets. Use the Passive Voice.

1. Bread (to make) from wheat. 2. The letter (to receive) yesterday.
3. She (to send) to the conference a week ago. 4. Many houses (to build) in our city every year. 5. This report (to make) tomorrow. 6. Our previous holiday (to spend) at the seaside. 7. Our next holiday (to spend) in the mountains. 8. Usually this work (to do) at the end of the month. 9. The tickets (to buy) yesterday. 10. The test (to check) tomorrow.

Exercise 2. Choose the appropriate form.

1. At the station they will (meet, be met) by their friends. 2. She will (meet, be met) them in the hall. 3. The porter will (bring, be brought) your luggage to your room. 4. Your luggage will (bring, be brought) up. 5. You may (leave, be left) your hat and coat in the

cloakroom downstairs. 6. They can (leave, be left) the key with the clerk downstairs. 7. From the station they will (take, be taken) straight to the hotel. 8. Tomorrow he will (take, be taken) them to the theatre.

Exercise 3. Make the sentences passive.

1. You must finish the work today. 2. I can't find the keys. 3. You can read this book tomorrow. 4. You should follow the recommendations. 5. You have to wash the windows.

Exercise 4. Make the sentences passive. Pay attention to prepositions and postpositives.

1. They often speak of their boss. 2. The students laughed at the joke. 3. They spoke to the boss yesterday. 4. They look after stray animals well at this shelter. 5. Nobody lived in the house. 6. Nobody slept in the bed. 7. They thought about their parents all the time. 8. The surgeon will operate on him next week. 9. They looked for the glasses everywhere. 10. They often talk about the weather.

Exercise 5. Give two variants of passive constructions according to the example.

He gave her an apple.

An apple was given **to** her.

She was given an apple.

1. The researchers gave the reporters a long interview. 2. She will teach you English. 3. Tom gave Jane a book for his birthday. 4. The artist will show us his new pictures. 5. They showed her the way. 6. They will send us a box of chocolates. 7. The librarian promised me these book a week ago. 8. The workers will paint the roof of the house. 9. Her daughter gave her a beautiful vase for her birthday. 10. He gave her some beautiful flowers.

Exercise 6. Open the brackets.

Things go better with Coca-Cola

Coca-Cola _____ (enjoy) all over the world. 1.6 billion gallons _____ (sell) every year, in over one hundred and sixty countries. The drink _____ (invent) by Dr John Pemberton in Atlanta as a health drink on 8 May 1886, but it was given the name Coca-Cola by his partner, Frank Robinson, because it ____ originally ____ (make) from the coca plant.

In the first year, only nine drinks a day _____ (sell). The business _____ (buy) by a man called Asa Candler in 1888, and the first factory was opened in Dallas, Texas, in 1895. Coca-Cola ____ still ____ (make) there. Billions of bottles and cans _____ (produce) since 1895, but recipe ____ still ____ (keep) secret. Diet Coke _____ (make) since 1982, and over the years many clever advertisements _____ (use) to sell the product. It is certain that Coca-Cola _____ (drink) far into the twenty-first century.

Exercise 7. Open the brackets using either the Active or Passive Voice.

Invention of Nylon

Nylon _____ (invent) in the early 1930s by an American chemist, Julian Hill. Other scientists _____ (work) with his invention and finally on 27 October 1938, nylon _____ (introduce) to the world. It was cheap and strong and immediately _____ (become) successful, especially in the making of ladies' stockings.

During the Second World War, the best present for many women was a pair of nylon stockings, but more importantly, it _____ (use) to make parachutes and tyres.

Today, nylon _____ (find) in many things: carpets, ropes, seat belts, furniture, computers, and even spare parts of human body. It _____ (play) an important part in our lives for over 50 years. Next year, about 36 million tons of it _____ (manufacture).

Exercise 8. Use all of the verbs in the box to fill each gap. All the verbs are in the passive, either in the Present Simple, Past Simple, or Present Perfect.

keep; make; make; buy; look; sell; know; admire; play; demonstrate

A Stradivarius violin _____ yesterday at Christie's for £902,000, the highest price ever paid for a Strad. The violin, owned by the Mendelsohn family, _____ in 1720, and, because of its colour, it _____ as the "Red Strad". It _____ by a professional musician.

In its years in the Mendelsohn family, it _____ very little, except by amateurs, but its beautiful tones _____ by a Japanese violinist before the auction yesterday.

"It is in a very good condition because it _____ in a special case", Yoshito Ito. "It _____ after very well."

The violin reached such a high price because of its date of 1720 (the height of Stradivari's Golden Age), when his finest instruments _____. Strads _____ all over the world for their purity and deep, clear sound.

Exercise 9. Ask questions about the information in italics.

1. It has been kept *in a special case*.

Where _____?

2. Stradivari's best instruments were made *in 1720*.

When _____?

3. The Houses of Parliament were built *in the 19th century*.

When _____?

4. *Twenty* people were hurt in the train crash.

How many _____?

5. Champagne is produced *in France*.

Where _____?

6. This jumper has been washed *twice*, and it has shrunk.

- How many times _____?
7. She was fined *three hundred pounds* for speeding.
- How much _____?
8. School teachers are paid about \$15.000 a year.
- How much _____?
9. Our post is delivered *twice* a day.
- How often _____?
10. Three teenagers were given an award *for bravery*.
- Why _____?

Exercise 10. Make the following sentences negative. Then give the right information: Paper is made from plastic. → Paper isn't made from plastic. It's made from wood.

1. President Kennedy was killed in New York.
2. Coffee is grown in Scotland.
3. "Sunflowers" was painted by Renoir.
4. Walkman cassette players were developed by the Russians.
5. The Berlin Wall was knocked down in 1982.
6. The 1988 Olympic Games were held in Paris.
7. Rolls-Royce cars are made in Japan.
8. Coca-Cola has been produced for over two hundred years.

Exercise 11. Give short answers.

1. Was the violin sold for a million pounds?
2. Is it known as the Red Strad because of its colour?
3. Has it been damaged?
4. Were the finest Strads made in the eighteenth century?
5. Is your school equipped with a language laboratory?
6. Has your house been decorated recently?

Conditional sentences Условные предложения

Условные предложения состоят из главного (main clause) и придаточного предложений (if-clause), соединенных союзом **if** (если). Придаточное предложение всегда содержит условие, при котором возможно осуществить действие главного предложения. Это действие может быть реальным или нереальным для выполнения.

	If clause	Main clause	Use
Type I	Present Simple	will + do	real condition
If you finish work early, we'll go for a walk			
Type II	Past Simple	would + do	imaginary situation
If I had money, I would travel around the world.			
Type III	Past Perfect	would + have done	regret or criticism about the past
If we hadn't left so early, we would have missed the train.			

Exercise 1. Match the parts of the sentence.

- | | |
|----------------------------|---------------------------------|
| 1. If I go on a diet, | a. we'll make a snowman. |
| 2. If it's sunny tomorrow, | b. I'll buy you some chocolate. |
| 3. If John doesn't hurry, | c. she'll have to take a taxi. |
| 4. If it snows, | d. I'll lose weight. |
| 5. If there are no buses, | e. he'll be late. |
| 6. If you are a good girl, | f. we'll go for a picnic. |

Exercise 2. Fill in unless (если не...) or if (если).

1. _____ you make so much noise, I won't be able to sleep.

2. I'll tell you _____ there are any messages for you.
3. I won't finish the work _____ you help me.
4. _____ you are hungry, I'll make you a sandwich.
5. We'll miss the bus _____ we hurry.
6. They won't get married _____ he gets a job.
7. You won't understand _____ you listen carefully.

Exercise 3. Finish the sentences.

1. If he eats so much, ...
2. If he doesn't work hard, ...
3. If it rains, ...
4. Unless the weather is fine, ...
5. You'll catch a cold if ...
6. He'll finish the work on time if ...
7. They won't watch the film unless ...

Exercise 4. Open the brackets. Add commas (,) where necessary.

1. If the dog _____ (keep) barking the neighbours will complain.
2. The boss _____ (be) angry if you arrive late again.
3. If you _____ (eat) too much you'll be sick.
4. If the weather is bad on Saturday we _____ (stay) at home.
5. You should see a doctor if you _____ (not feel) well.
6. If you study hard you _____ (pass) your exam.

Exercise 5. What would you do if.

1. you found a fly in your soup at the restaurant
2. you saw a burglar breaking into a house
3. you saw a mouse in the kitchen
4. your car ran out of petrol in the middle of nowhere
5. you saw an accident
6. you saw a ghost in your room

Exercise 6. Match the parts of the sentence.

- | | |
|--|---|
| 1.If I hadn't missed the bus, | a.he would have gone to university. |
| 2.If she hadn't felt ill this morning, | b.Chris wouldn't have given me flowers. |
| 3.If the food hadn't been awful, | c.she would have gone to school. |
| 4.If he had passed his exams, | d.I would have accepted the job. |
| 5.If the salary had been good, | e.I wouldn't have been late. |
| 6.If it hadn't been my birthday, | f.we would have eaten it. |

Exercise 7. Open the brackets.

1. If she _____ (not break) the window, she wouldn't have to pay for a new one.
2. If it _____ (not be) cold, they wouldn't have lit the fire.
3. If she studied more, she _____ (be) a better student.
4. They _____ (not see) the Queen if they hadn't visited London on that day.
5. If you should win that competition, you _____ (be) rich.
6. If I lived in France, I _____ (speak) French very well.
7. If they _____ (lock) the doors, the burglars wouldn't have got in.
8. We _____ (have) a party if Alan passes his driving test.
9. I _____ (give) John your message if I should see him today.
10. They _____ (not have) any money if their cousin hadn't lent them some.
11. Those plants _____ (not grow) if you don't water them.
12. I would buy that bag if it _____ (be) cheaper.
13. If she _____ (open) the letter, she would have been surprised.

Final Test

For each sentence, choose the correct tense of the verb.

1. John _____ in San Diego for the past 3 years (and he still lives there).
a) lived b) was lived c) has lived
2. My brother _____ in San Diego up until last year.
a) was lived b) was living c) has lived
3. I worked as a graphic designer before I _____ to England.
a) came b) have come c) did come
4. _____ reading the paper yet?
a) Were you finished b) Have you finished c) Are you finishing
5. I _____ in love three times in my life.
a) was being b) was c) have been
6. I _____ in love with Mary, but she left me for another man.
a) have been b) was being c) was
7. Frank _____ tennis for three years when he was at school.
a) played b) has played c) was play
8. _____ me last night?
a) Have you called b) Did you call c) Were you called
9. I was at the club yesterday, but I _____ you.
a) haven't seen b) did not saw c) did not see
10. I _____ this upset in many years!
a) haven't been b) was not c) was not being
11. I _____ a shower when you called.
a) was taking b) took c) was taken
12. My brother _____ to Europe until he went there last year.
a) has never been b) had never been c) was never
13. Diane _____ very sick but she decided to go out anyway.
a) was feeling b) has been feeling c) has felt
14. He _____ her all night.
a) has called b) call c) was calling

15. I _____ to go swimming but the water was too cold.
 a) have wanted b) wanted c) have been wanting
16. I _____ able to sleep well for a week now.
 a) didn't was b) was not c) haven't been
17. When I first saw her, she _____ on the balcony.
 a) was standing b) has stood c) has been standing
18. Really? You moved to a new apartment? How long _____ there?
 a) have you been living b) did you live c) did you living
19. Every time I see that movie, it _____ me cry.
 a) has made b) made c) makes
20. I _____ smoking three years ago.
 a) have stopped b) have been stopping c) stopped
21. I _____ for seven hours last night.
 a) was slept b) slept c) has slept
22. I _____ that you were here.
 a) wasn't knowing b) didn't knew c) didn't know
23. When I came to this city, I _____ anyone.
 a) haven't known b) didn't know c) wasn't knowing
24. You know where I live. I _____ in the same place for the past three years.
 a) have been living b) had lived c) was living
25. You _____ my brother, have you?
 a) haven't seen b) didn't see c) didn't saw
26. Where _____ last night?
 a) have you gone b) did you went c) did you go
27. I _____ in bed when I heard the accident outside.
 a) was lying b) lay c) have lain
28. Did you just _____ me a liar?
 a) call b) called c) have called
29. She is a mean person. I don't like _____ to her.
 a) talk b) talking c) have talk

30. I don't know how _____.
- a) dance b) dancing c) to dance
31. By the time I got to the hotel, _____ any rooms left.
- a) there weren't b) there hadn't been c) there isn't
32. I was afraid to ask her out because she _____ me before.
- a) was rejecting b) had rejected c) rejected
33. I _____ to music when she came in.
- a) was listening b) listened c) have been listening
34. What have you been doing? – I _____ a lot.
- a) have worked b) worked c) have been working
35. Last night I _____ that I was living in France.
- a) have been dreaming b) have dreamed c) dreamt
36. I don't know why you insist on _____ to Cambodia.
- a) going b) to go c) to be going
37. The movie that we _____ last Monday was really awful.
- a) have seen b) saw c) were seeing
38. He _____ his granddaughter daily.
- a) calling b) calls c) is calling
39. I read the book that you gave me. Could you _____ me another one?
- a) to lend b) will lend c) lend
40. He _____ her if she hadn't waved to him.
- a) didn't see b) would not have seen c) will not have seen
41. I never _____ you that I loved her. I only said that I liked her.
- a) told b) have told c) was telling
42. I _____ to Greece until Sally and I went there last summer.
- a) have never been b) had never been c) was never being
43. By the time I'm 50, I _____ a million dollars.
- a) will make b) would make c) will have made
44. I want _____ the exercises for advanced students.
- a) try b) to try c) to have tried
45. Hey, you _____ at the computer all day. You should really take a break.

- a) have been sitting b) were sitting c) did sit
46. He claimed that he had never seen that man, but I know that__.
- a) he did b) he had c) he was
47. What _____ to her about last night?
- a) have you spoken b) you spoke c) did you speak
48. What have you been doing all day? _____ TV?
- a) watch b) watching c) have watched
49. She _____ lunch when someone rang the doorbell.
- a) was preparing b) prepared c) has been preparing
50. She never _____ when someone leaves her a message.
- a) has called back b) calls back c) will call back

Irregular Verbs

1. Be – was / were – been – being – быть, являться, находиться
2. Bear – bore – born – bearing – рождать, носить, выносить
3. Beat – beat – beaten – beating – бить, ударять
4. Become – became – become – becoming – становиться
5. Begin – began – begun – beginning – начинать(ся)
6. Bind – bound – bound – binding – связывать, переплетать
7. Bite – bit – bitten – biting – кусать
8. Blow – blew – blown – blowing – дуть
9. Break – broke – broken – breaking – ломать(ся), разбивать(ся)
10. Bring – brought – brought – bringing – приносить
11. Build – built – built – building – строить
12. Burn – burnt – burnt – burning – жечь, гореть
13. Burst – burst – burst – bursting – взрываться, разрываться
14. Buy – bought – bought – buying – покупать
15. Catch – caught – caught – catching – ловить, поймать
16. Choose – chose – chosen – choosing – выбирать
17. Come – came – come – coming – приходиться
18. Cost – cost – cost – costing – стоить
19. Cut – cut – cut – cutting – резать, порезать(ся)
20. Deal – dealt – dealt – dealing – иметь дело с, заключать сделку
21. Dig – dug – dug – digging – копать
22. Do – did – done – doing – делать
23. Dream – dreamt – dreamt – dreaming – мечтать, видеть во сне
24. Drink – drank – drunk – drinking – пить
25. Drive – drove – driven – driving – водить (машину)
26. Eat – ate – eaten – eating – есть, кушать
27. Fall – fell – fallen – falling – падать
28. Feed – fed – fed – feeding – кормить
29. Feel – felt – felt – feeling – чувствовать
30. Fight – fought – fought – fighting – сражаться

31. Find – found – found – finding – находить, найти
32. Flee – fled – fled – fleeing – спасаться бегством
33. Fly – flew – flown – flying – летать, лететь
34. Forbid – forbade – forbidden – forbidding – запрещать
35. Forget – forgot – forgotten – forgetting – забывать
36. Forgive – forgave – forgiven – forgiving – прощать
37. Freeze – froze – frozen – freezing – морозить, замораживать
38. Get – got – got – getting – получать
39. Give – gave – given – giving – давать
40. Go – went – gone – going – идти
41. Grow – grew – grown – growing – расти
42. Hang – hung – hung – hanging – висеть, вешать
43. Have – had – had – having – иметь
44. Hear – heard – heard – hearing – слышать
45. Hide – hid – hidden – hiding – прятать(ся)
46. Hit – hit – hit – hitting – ударить
47. Hold – held – held – holding – держать (в руках)
48. Hurt – hurt – hurt – hurting – поранить, обидеть
49. Keep – kept – kept – keeping – держать (хранить)
50. Know – knew – known – knowing – знать
51. Lay – laid – laid – laying – положить, накрыть на стол
52. Lead – led – led – leading – вести, руководить
53. Learn – learnt – learnt – learning – учить (наизусть), узнавать
54. Leave – left – left – leaving – уезжать, покидать
55. Lend – lent – lent – lending – одалживать (кому-то)
56. Let – let – let – letting – позволять, разрешать
57. Lie – lay – lain – lying – лежать
58. Light – lit – lit – lighting – зажигать(ся), освещать(ся)
59. Lose – lost – lost – losing – терять, проигрывать
60. Make – made – made – making – делать
61. Mean – meant – meant – meaning – значить, означать

62. Meet – met – met – meeting – встречать, знакомиться
63. Pay – paid – paid – paying – (о)платить
64. Put – put – put – putting – поставить, положить
65. Read – read – read – reading – читать
66. Ride – rode – ridden – riding – ехать верхом, кататься
67. Ring – rang – rung – ringing – звонить, звенеть
68. Rise – rose – risen – rising – вставать, подниматься
69. Run – ran – run – running – бежать
70. Say – said – said – saying – сказать, произнести
71. See – saw – seen – seeing – видеть
72. Seek – sought – sought – seeking – искать
73. Sell – sold – sold – selling – продавать, продать
74. Send – sent – sent – sending – отправлять, посылать
75. Set – set – set – setting – установить
76. Sew – sewed – sewn – sewing – шить
77. Shake – shook – shaken – shaking – трясти(сь)
78. Shine – shone – shone – shining – блестеть, светить (о солнце)
79. Shoot – shot – shot – shooting – стрелять, снимать кино
80. Show – showed – shown – showing – показать, показывать
81. Shut – shut – shut – shutting – захлопнуть
82. Sing – sang – sung – singing – петь
83. Sit – sat – sat – sitting – сидеть
84. Sleep – slept – slept – sleeping – спать
85. Smell – smelt – smelt – пахнуть, нюхать
86. Speak – spoke – spoken – speaking – говорить, разговаривать
87. Spell – spelt – spelt – spelling – писать / называть по буквам
88. Spend – spent – spent – spending – тратить, проводить
89. Split – split – split – splitting – расщеплять
90. Spread – spread – spread – spreading – распространять,
91. Spring – sprang – sprung – springing – прыгать, пружинить
92. Stand – stood – stood – standing – стоять

93. Steal – stole – stolen – stealing – воровать, украсть
94. Stick – stuck – stuck – sticking – клеить, прикрепить
95. Sting – stung – stung – stinging – ужалить
96. Stink – stank – stunk – stinking – дурно пахнуть
97. Strike – struck – struck – striking – пробить (о часах), ударить
98. Swear – swore – sworn – swearing – поклясться, ругаться
99. Sweep – swept – swept – sweeping – мести, подметать
100. Swim – swam – swum – swimming – плавать, плыть
101. Take – took – taken – taking – брать
102. Teach – taught – taught – teaching – учить (кого-либо)
103. Tear – tore – torn – tearing – рвать, порвать
104. Tell – told – told – telling – сказать, сообщить кому-л.
105. Think – thought – thought – thinking – думать
106. Throw – threw – thrown – throwing – бросать, кидать
107. Understand – understood – understood – understanding – понимать
108. Wake – woke – woken – waking – будить
109. Wear – wore – worn – wearing – носить
110. Win – won – won – winning – выиграть, победить
111. Write – wrote – written – writing – писать

ЗАКЛЮЧЕНИЕ

Учебно-методическое пособие «Особенности функционирования современного английского языка в сфере рекламы и PR» представляет собой полноценный учебно-методический комплекс для освоения обучающимися тематических блоков, предусмотренных учебным планом, и формирования соответствующих компетенций. При условии тщательного освоения теоретического материала и выполнения заданий обучающиеся должны сформировать и развить коммуникативные компетенции и овладеть навыками использования современного английского языка в сфере рекламы и PR.

Результатом работы с пособием должно стать развитие и углубление исходного уровня владения иностранным (английским) языком, расширение активного словарного запаса студентов, формирование и развитие навыков владения грамматическим материалом, а также совершенствование фонетических навыков и развитие навыков перевода лексических единиц, тематически обусловленных профессиональной сферой деятельности.

Современный английский язык обладает рядом особенностей, которые проявляются в его фонетическом, лексическом и грамматическом строе. Осуществление коммуникации на английском языке в сфере рекламы и PR предполагает активное владение определенными лексическими единицами, фонетическими и интонационными навыками, грамматическими структурами, отбор которых обусловлен лингво-культурной и профессиональной спецификой изучаемой дисциплины.

Приложение I. English-Speaking Countries

Great Britain

The United Kingdom of Great Britain and Northern Ireland is situated on the British Isles. The British Isles consist of two large islands, Great Britain and Ireland, and above five thousand small islands: the Hebrides, the Orkneys, the Shetland Islands, the Scilly Isles and others. UK is a small country with an area of some 244,100 square kilometres. It occupies only 0.2 per cent of the world's land surface. The United Kingdom is made up of four countries: England, Scotland, Wales and Northern Ireland. Their capitals are London, Edinburgh, Cardiff and Belfast respectively.

The British Isles are separated from the European continent by the North Sea and the English Channel. The Strait of Dover, or Pas de Calais [pa:də/kæleɪ], is the narrowest part of the Channel. The western coast of Great Britain is washed by the Atlantic Ocean and the Irish Sea. The North Sea and the English Channel are often called "the narrow seas"; they are not deep but are frequently rough. The seas around Britain provide exceptionally good fishing grounds. The country has many bays favourable for shipping.

There are a lot of rivers in Great Britain, but they are not very long. The rivers flow east into the North Sea (the Tweed, the Tyne, the Thames) and west into the Irish Sea or the English Channel (the Mersey, the Avon, the Severn). The Severn is the longest river, while the Thames is the deepest and the most important one.

England has no large lakes. But the Lake District in the north-western part of the country is known for its beauty. There are sixteen lakes there. There are a lot of lakes in Scotland. They are called lochs. The beautiful loch Lomond is the largest, whereas loch Ness is probably the most famous one.

The surface of the British Isles varies very much. The island of Great Britain can be roughly divided into two main regions – Lowland Britain and Highland Britain. England is separated from Scotland by the Cheviot Hills. The Pennine Chain extends southward from the Cheviot Hills into the Midland. The north of Scotland is mountainous and is called the Highlands, while the south, which has beautiful valleys and plains, is called the Lowlands. The north and west of England are mountainous, but all the rest – east, centre and southeast – is a vast plain. One will not find very high mountains or large plains in Great Britain. Everything occupies very little place. Nature seems to have carefully adapted things to the size of the island itself. The highest mountain is Ben Nevis in Scotland which is 4,406 feet high (1,343 m).

The climate is mild and temperate. This is due to the Gulf Stream which warms its shores. Rainfall is plentiful during the whole year. The heavy fogs of England are famous. January and February are usually the coldest months, July and August are the warmest. All this provides excellent opportunities for farming. Agriculture takes an important sector in economy of the country. Great Britain has different types of farming, ranging from beef breeding in Scotland and sheep farming in the mountains of Wales to growing wheat, barley, oats and potatoes in the eastern counties. Sea fishing is of great importance in Scotland and in the north-east of England.

Being an island Great Britain had to develop its fleet as a major means of transportation and communication with the rest of the world. Today Britain is one of the greatest maritime nations in the world. The harbours of the island serve as convenient ports among which are London, Liverpool, Glasgow, Portsmouth and others. Britain is the world's third largest trading nation, accounting for about 11 per cent of international trade in manufactured goods.

The UK is also a highly developed industrial country. It is known as one of the world's largest producers and exporters of machinery,

electronics, textile, aircraft and navigation equipment. One of the chief industries of the country is shipbuilding. The largest shipbuilding yards are in Glasgow.

The population of the United Kingdom is over 67 million people. Foreigners often call British people “English”, but the Scots, the Irish and the Welsh do not consider themselves to be English. The English are Anglo-Saxon in origin, but the Welsh, the Scots and the Irish are Celts, descendants of the ancient people, who crossed over from Europe centuries before the Norman Invasion. It was this people, whom the Germanic Angles and Saxons conquered in the 5th and 6th centuries AD. These Germanic conquerors gave England its name – “Angle” land. They were conquered in their turn by the Norman French, when William the Conqueror of Normandy landed near Hastings in 1066. It was from the union of Norman conquerors and the defeated Anglo-Saxons that the English people and the English language were born. The official language of the United Kingdom is English. But in western Scotland some people still speak Gaelic [‘geilik] and in northern and central parts of Wales people often speak Welsh.

The UK is a parliamentary democracy with a Constitutional monarch, Queen Elizabeth II, as head of state. The country is governed in the Queen’s name by the Government. The Queen is a temporal head of the Church of England. The British Parliament consists of two chambers: the House of Lords and the House of Commons. There are three main political parties in Great Britain: the Labour, the Conservative and the Liberal parties. The Conservative party is in power now. The Prime Minister is Boris Jonson.

The flag of the United Kingdom, known as the Union Jack, is made up of three crosses. The big red cross is the cross of Saint George, the patron saint of England. The white cross is the cross of Saint Andrew, the patron saint of Scotland. The red diagonal cross is the cross of Saint Patrick, the patron saint of Ireland.

Exercise 1. Answer the questions.

1. Where is the UK situated?
2. What parts does it consist of?
3. What are the main rivers?
4. What influences the climate of Great Britain?
5. What are the most highly developed industries in the country?
6. What important industrial and cultural centres do you know in Great Britain?
7. Where are the most famous universities?
8. What system of ruling the country is there in the UK?
9. Who reigns and who rules the country?
10. What structure does the British Parliament have?
11. What are the three main political parties in Great Britain?

Exercise 2. Say if the statements are true or false.

1. The UK is made up of England and Scotland.
2. The English Channel separates Great Britain from the Continent.
3. On the west coast the UK is washed by the Atlantic Ocean.
4. The climate in Great Britain is tropical.
5. The summers in the UK are very hot.
6. The UK's leading industry is food processing.
7. Birmingham and Sheffield are big industrial cities.
8. London is one of the commercial centres of the world.
9. Only English is spoken in Great Britain.

Exercise 3. Finish the sentences.

1. The UK is made up of ...
2. The British Isles consist of Great Britain, ...
3. The Atlantic Ocean and the warm waters of the Gulf Stream ...
4. Coal, iron and steel ...
5. The symbols and patron saints of the countries in the UK are ...

The USA

The United States is the fourth largest country in the world in size and population. It has an area of 9,371,781 **square** kilometres (kilometers in American English) and its **population** is 249 million people. The US **consists of** 50 states. The largest state is **Alaska**. **Hawaii** is one of the smallest states, it is a group of islands (**archipelago**) in the Pacific Ocean, 2,397 miles from California. The country is situated mostly in central North America, where its forty-eight contiguous states and **Washington, D.C.**, the capital district, lie between **the Pacific** and **Atlantic Oceans**, bordered by Canada to the north and **Mexico** to the south. The country also possesses several territories in **the Caribbean** and Pacific.

Along the Atlantic Coast the land is **flat, inland** from the coast there are the Appalachian Mountains. In the middle of the continent there is the great Mississippi River, which **flows to the Gulf of Mexico**. The middle part of the country is generally flat, this area is called **the Great Plains**. In the west there are two main mountain systems: **the Rocky Mountains** and **the Cascade Range**.

The climate of the US is **temperate**, with four **distinct** seasons. The northern part of the country has snow in winter. The hottest places are Florida, Texas, New Mexico, and Arizona. Southern Florida and Hawaii are **subtropical**. The East is much **wetter** than the West.

The main rivers are **the Mississippi, the Missouri, the Colorado** and **the Ohio**. The largest cities of the US are New York, Los Angeles, Chicago, Houston and Philadelphia. The capital of the US is Washington.

The US has many **natural resources**, such as **coal, petroleum,** and **natural gas, rich soil** for **agriculture** and forests. The economy of the US is based upon **free enterprise**. The US produces non-electric **machinery, transportation equipment** and cars, **chemicals**, food

products, electronic equipment, metal products, **paper** and plastic products.

The United States of America (the United States, the U.S., the USA, or America) is a federal constitutional republic comprising fifty states and a federal district. It is a constitutional republic and representative democracy.

The federal government is composed of three branches: **Legislative:** The **Congress**, made up of the **Senate** and the **House of Representatives**, makes federal law, declares war, approves treaties.

Executive: The president is the **commander-in-chief** of the military forces, can veto **legislative bills** before they become law, and appoints the members of **the Cabinet**.

Judicial: The Supreme Court and lower federal courts, whose judges are appointed by the president with Senate approval, interpret laws.

There are many **ethnic** groups in the United States. The largest group is Black Americans (about 12% of the population). Spanish-speaking people are about 9%. The **fastest** growing ethnic groups are Chinese, Japanese and Indochinese (about 3%). Native Americans are about 1 % of the population. The basic language spoken throughout the country is American English.

Phrases to help:

population – население

square – квадратный

to consist of – состоять из

island – остров

archipelago – архипелаг; группа островов

Washington, D.C. – Вашингтон, Столица Соединенных Штатов Америки на востоке США в пределах специально созданного Федерального округа Колумбия

to stretch – простираться

flat – плоский
inland – внутри континента
to flow – протекать
the Gulf of Mexico – Мексиканский залив
the Great Plains – Великие равнины
the Rocky Mountains – Скалистые горы
the Cascade Range – Каскадные горы (горы в системе Кордильер Северной Америки; находятся на территории США и Канады)
temperate – умеренный
distinct – отчетливый
wet – сырой
natural resources – природные ресурсы
coal – уголь
petroleum – нефть
soil – почва
agriculture – сельское хозяйство
free enterprise – свободное предпринимательство
to produce – производить
machinery – оборудование, станки
transportation equipment – оборудование для транспорта
chemicals – химические вещества
paper – бумага
commander-in-chief – главнокомандующий
legislative bills – законопроект
the Cabinet – кабинет (министров)
legislative – законодательный
executive – исполнительный
judicial – судебный
ethnic – этнический
fast – быстрый
native Americans – коренные американцы

basic – основной

throughout the country – по всей стране

Exercise 1. Answer the following questions:

1. What is the population of the US?
2. What does it consist of?
3. Where is Hawaii situated?
4. What are the names of the biggest mountain chains?
5. Where does the Mississippi River flow?
6. What part of the country is flat?
7. What is the climate like?
8. What are the hottest places in the US?
9. What are the main rivers and the most important cities of the US?
10. What does the US produce?
11. What other languages besides English are spoken in the United States?
12. What branches is the federal government composed of?

Exercise 2. Say if these statements are true or false:

1. The US is the 4th biggest country in the world.
2. Hawaii is situated in California.
3. Along the coast of the Atlantic Ocean there are the Appalachian mountains.
4. American climate is rather subtropical.
5. The warmest places are Texas, Arizona, New Mexico & Florida.
6. The main river is the Mississippi.
7. The US has some natural resources, such as iron, steel & natural gas.
8. The US economy is based on private enterprise.
9. The US produces electronic and transportation equipment, metal products, paper and plastic products.
10. The largest ethnic group in the US is Afro-Americans.

Exercise 3. Finish the sentences:

1. Hawaii is one of the smallest states ...
2. In the middle of the continent there is ...
3. In the west there are two ...
4. In the north of the US there is ...
5. The capital of the US is ...
6. The major language in the US is ...
7. The United States of America (the United States, the U.S., the USA, or America) is a federal ...

Canada

Canada is a vast country, bigger than the United States, bigger than the continent of Australia. It is in fact the second largest country. Its area is about 10 mln sq km. As Canada extends for thousands of miles from the Arctic Ocean to the United States and from the Atlantic Ocean to the Pacific Ocean, all kinds of weather conditions and scenery are to be found there. The population of Canada is 29 mln people. The capital is Ottawa; the main cities are Toronto, Montreal and Vancouver. The word Canada comes from one of the Red Indian languages – “Kannata”, meaning “a number of huts”. Canada is often called the “Land of the Maple Leaf”. The maple leaf is the national emblem of Canada.

The story of Canada goes back over 400 years. The French were the first settlers to this country. In 1759 Canada became a part of the British Empire. In 1931 became independent from Britain. Today Canada is an independent federative state, consisting of 10 provinces and 3 territories. It is a member of the Commonwealth, headed by the Queen of Great Britain. The two official languages are English and French. But many other languages are spoken: Italian, Chinese, German, Polish and Greek. Canada is a country with very high standards of living. This country is particularly advanced in the areas of health, education, social protection and human rights.

Let's speak about the country in detail. Canada is situated in the north of North America. It is washed by the Atlantic Ocean in the east, the Pacific Ocean in the west, and the Arctic Ocean in the north. In the northeast it is washed by the Baffin Bay and the Davis Strait, which separate it from Greenland. In the south and in the north Canada borders on the USA. It is a land of natural resources. Canada became a self-governing dominion in 1867 while retaining ties to the British crown. Canada's territory is the world's second largest country, surpassed in size only by Russia. It includes many islands, notably the Canadian Arctic Islands, also called Arctic Archipelago in the Arctic Ocean. The climate of Canada varies from temperate in the south to subarctic and arctic in the north. The highest Canadian point is Mount Logan 5,959 m.

Most of Canada's inhabitants live in the southern part of the country and vast areas of the north are sparsely inhabited. The country is divided into ten provinces (Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan) and three territories (Northwest Territories, Yukon Territory, Nunavut Territory). The government type is confederation with parliamentary democracy. The capital of Canada is Ottawa.

Canada became independent from the United Kingdom on July, 1, 1867. Legal system is based on the English common law, except in Quebec, where civil law system based on the French law prevails.

The racial and ethnic makeup of the Canadian people is diversified. About 35 percent of the population is composed of people of the British origin. People of the French origin total about 25 percent of the population. The vast majority of French-speaking Canadians reside in Quebec, where they make up about three-fourths of the population; large numbers also live in Ontario and New Brunswick.

French-speaking Canadians maintain their language, culture, and traditions, and the federal government follows the policy of a bilingual

and bicultural nation. During the 1970s and 1980s the proportion of Asians among the Canadian population increased, and today those who count their ancestry as wholly Asian make up 8 to 10 percent of the population. More than two-thirds of the Asian immigrants live in Ontario or British Columbia. The remainder of the population is composed of people of various ethnic groups, such as German, Italian, Ukrainian, Netherlands Dutch, Scandinavian, Polish, Hungarian, Greek, and Native American. Blacks have never constituted a major segment of the Canadian population. Indigenous people make up nearly 2 percent of Canada's inhabitants.

Write out the transcription.

Toronto, Montreal, Vancouver, Ottawa, Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan, Northwest Territories, Yukon Territory, Nunavut Territory.

Answer the questions.

1. How large is Canada?
2. Why are all kinds of weather conditions and scenery to be found in Canada?
3. What origin does the name of the country have?
4. Why is Canada often called the "Land of the Maple Leaf"?
5. What are the official languages in Canada?
6. Which areas is this country advanced in?
7. What is the climate of Canada?
8. What provinces and territories is the country divided into?
9. What people live in Canada?
10. What is the legal system based on?

Translate into English.

1. Канада входит в состав стран Содружества.
2. Канада расположена на севере Северной Америки.

3. В Квебеке сохраняется система гражданского права, основанная на французских законах.
4. Большинство франкоговорящих канадцев проживают в Квебеке.
5. Канада получила независимость 1 июля 1867 года.

Write out the important dates in the history of Canada.

Speak about the geographical position of Canada.

Speak about the political system of Canada.

Australia

Australia is the only country in the world that is also a continent. It is the sixth largest country and the smallest continent. It also occupies the Island of Tasmania and some minor islands round the coast of the continent. Australia lies between the South Pacific Ocean and the Indian Ocean. It is situated about 11 000 km southwest of North America and about 8200 km southeast of mainland Asia. The name of the country comes from Latin word “australis” which means southern. The country’s official name is the Commonwealth of Australia.

The Commonwealth of Australia is a federation of states. Australia has six states – New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia. Each state has its government. Australia has two territories – the Australian Capital Territory and the Northern Territory. The capital of the country is Canberra.

Australia is a constitutional monarchy like Great Britain. The nation is administered under written constitution. The British monarch, Queen Elizabeth II, is also queen of Australia and country’s head of state. But the queen has little power in the Australian government. She serves mainly as a symbol of long historical tie between Great Britain and Australia. Australia is a member of the Commonwealth of Nations

which is an association formed by Britain and some of its former colonies.

Australia is one of the world's developed countries. Australia has modern factories, highly productive mines and farms, and busy cities. It is the world's leading producer of wool and bauxite (the ore from which aluminium is made). It also produces and exports large amounts of other minerals and farm goods. Income from the export enables Australians to have high standard of living. The most important trading partners of Australia are Japan and the United States.

Answer the questions.

1. What is the geographical position of Australia?
2. How did the name of the country originate?
3. What is the official name of the country?
4. How many states and territories are there? What are they?
5. Who is the head of state?
6. Do Australians have high standard of living?
7. What are the most important trading partners of Australia?

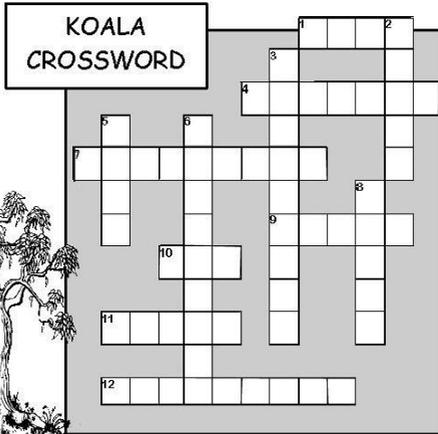
Make a report on:

Australia's largest cities.

Australia's flora and fauna.

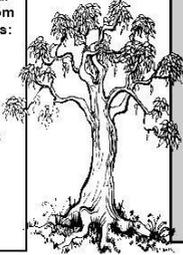
Australia's places of interest.

Do the crossword.



Choose your answers from these words:

- scent
- drink
- fur
- habitat
- zoologist
- gumleaves
- nocturnal
- Koala
- back
- marsupial
- dogs
- pouch



CLUES

ACROSS

1. After it is about 6 months old, the joey rides on its mother's _____
4. The bushland where koalas live is called their _____
7. A scientist who studies animals is called a _____
9. As soon as it is born, the joey climbs into its mother's _____
10. Adult koalas are covered in _____
11. There is moisture in gumleaves, so koalas rarely need to _____
12. Koalas eat only _____

DOWN

2. The national group which was set up to save koalas is the Australian _____ Foundation
3. A koala is not a bear. It is a _____
5. Two of the main dangers for koalas are cars and _____
6. Koalas sleep in the day and eat and move around at night. This means they are _____ animals.
8. The male koala marks his territory with the dark _____ gland on his chest.

New Zealand

New Zealand, an independent state and a member of the Commonwealth, is situated south-east from Australia. New Zealand is called the Land of the Long White Cloud by the Maoris. The country consists of three large islands and also many small islands. New Zealand is a mountainous country. New Zealand's rivers are short. The climate in New Zealand is warm and the greater part of the country is well watered. There are good forests of evergreen trees and large areas are rich grasslands. New Zealand has very few native animals. The kiwi, a bird which lives in the forest and does not fly, is found nowhere else in the world. The kiwi is the national emblem of New Zealand. The main cities in North Island are Auckland, the largest city and port, and Wellington, the capital. Christchurch and Dunedin are the most important towns in South Island. New Zealand is sometimes called "The Britain of the Pacific", because the cities and towns of the country resemble very much those of England. New Zealand's climate with rainfalls all the year round, is very favourable for dairying, sheep-farming and cattle-farming, as well as growing fruit, vegetables and flowers.

The population of New Zealand is over three million people, more than two thirds of whom live in North Island. The Maori people make up eight per cent of the total population. The Maoris are famous for their folk-songs, music and dances, they are very skilled in wood-work. New Zealand is a self-governing state and a member of the Commonwealth. The Governor-General represents the King or Queen of England. The Parliament of the country consists of one house only, the House of Representatives. The Prime Minister heads the cabinet.

The climate is pleasant at all seasons, without much difference between winter and summer. New Zealand does not have the terrible heat of Australian summers; the oceans temper its climate and the mountains bring down quite a lot of rain.

What do the people do? Farm mostly. Dairy products, meat and wool are the main exports. New Zealand ranks second only to Australia as an exporter of wool. There are many factories there too, with hydro-electric stations to produce the power for them.

North Island is where you find the Maoris, the fine people who lived in these islands hundreds of years before the white man came. Most of them live near Auckland. The Maoris, a Polynesian people, are the aborigines of New Zealand. After long stays in Indonesia and the South Pacific, which they explored for many years, they made their great journey to New Zealand about the middle of the 14th century. They sailed in double canoes open to all weathers. They knew the winds, the ocean currents and the stars, and this earned them the name of Vikings of the Sunrise.

In 1839 a British officer bought the site of Wellington from the Maoris; he got it in exchange for blankets and some other unimportant things. In 1840 the first settlers arrived and called their settlement Britannia. By 1842 there were 3,700 colonists in the settlement and Britannia had become Wellington.

Answer the following questions:

1. What is New Zealand called by the Maoris?
2. How many islands is New Zealand made up of?
3. Are there many geysers in New Zealand?
4. What climate has New Zealand got? Is it pleasant?
5. What do the people do?
6. What does New Zealand export?
7. What is the capital of the country? What other big cities of New Zealand do you know?
8. Who are the aborigines of New Zealand?
9. Who was Tara according to Maori legend?
10. What unusual bird is found in New Zealand? What are New Zealanders sometimes called in other countries?

Приложение II. My Home Country Russia

My home country is Russia. The territory of Russia lies in the Eastern part of Europe and in the Northern part of Asia. In area it is one of the largest countries in the world. Russia is **washed by** 12 seas and 3 oceans. It **borders on** 14 countries, including the former republics of the USSR. Russia occupies much of **easternmost** Europe and northern Asia, stretching from **Norway** to the **Pacific Ocean** and from the **Black Sea** to the **Arctic Ocean**. When you travel across Russia by train, you can see beautiful **intact** forests, plains, lakes and rivers.

The climate of Russia ranges from **temperate** to Arctic **continental**. European Russia receives some **maritime** climatic influence from the Baltic and Black seas and the Atlantic Ocean; from **the Urals** to **the Far East**, the climate is fully continental. The Pacific Ocean provides the southern Far East with warm, humid **monsoon** conditions. Winter weather varies from **short-term** and cold along the Black Sea to **long-term and frigid** in northern Siberia. Summer conditions range from warm on the **steppes** to cool along the Arctic coast.

The **Russian Federative Republic** is **set by** the Constitution of 1993. Under the Constitution Russia is a Presidential Republic. The federal government consists of three **branches: legislative, executive and judicial**. Each of them is checked and balanced by the President.

The legislative power is vested in the **Federal Assembly**. It consists of the two chambers. The upper chamber is the **Council of Federation**. The lower chamber is the **State Duma**. The President, elected for 6 years, makes treaties and appoints ministers to be approved by the Federal Assembly.

The executive power belongs to the Government, which is headed by the Prime Minister. The first action of the Prime Minister **on**

appointment is to form **the Cabinet**. The judicial branch is represented by the Constitutional Court, the Supreme Court and regional courts. President is the head of state and the commander-in-chief of the armed forces. The Russian military is divided into the **Ground Forces, Navy, and Air Forces**.

Moscow is the capital of Russia and the seat of the Government. Today the state symbol of Russia is a three-coloured **banner**. It has three horizontal stripes: white, blue and red. There are several versions concerning the colours of the stripes. According to one version, the white stripe symbolizes the earth, the blue one stands for the sky and the red stripe symbolizes liberty. According to another version, the red colour is associated with courage, the blue one stands for nobility and the white expresses spiritual strive.

Russia is very rich in natural resources. It has **deposits of coal, iron ores, oil, natural gas, gold and diamonds**. Russia's northerly location limits available agricultural land, which is concentrated in the area between the Black and Caspian seas, along the borders of Ukraine and Kazakhstan, and in southern and western Siberia. Russia's forest management has declined sharply in recent years, and commercial clear-cutting is reducing the forest stock at a rapid rate. Coastal and river waters have supported an extensive **fishing industry**, which also is threatened by pollution and poor regulation.

According to the 2021 **census**, the largest ethnic groups were Russians (81%), **Tatars, Ukrainians, Bashkirs, Chuvash, Chechens, and Armenians**, each of which accounted for at least 1 million residents. The official language is Russian; about 100 other languages are spoken.

Russia traditionally has had a highly educated population. According to the 2022 **census**, 99.7 percent of the population above the age of 15 was literate. The constitution guarantees the right to free **preschool**, basic general, and secondary **vocational education**. Nine

years of basic general education are compulsory, from the age of six up to the age of 15.

Russia has always played an important role in the world. The home policy of our state is aimed at achieving peace among our citizens, political and economic stability. The main principles of our foreign policy are freedom, independence of every state, and cooperation

Phrases to help

legislative – законодательная (власть)

legislature – законодательство

executive – исполнительная (власть)

judicial – судебная (власть)

to vest – облекать

to initiate – осуществлять

ground forces – сухопутные войска

Air Forces – военно-воздушные силы

census – перепись населения

clear-cutting forest – лес со сплошной рубкой

supreme – верховный; высший, главный

Supreme Court – Верховный Суд

Exercise 1. Give English equivalents.

простирающийся от Норвегии до Тихого океана и от Черного моря до Северного Ледовитого океана; обширная территория; колеблется от умеренного до арктического континентального; морской (приморский) климат; от Урала до Дальнего Востока; влажные муссоны; кратковременный; долговременный, давний; очень холодный; степь; Российская федеративная республика; три отрасли (власти): законодательная ветвь власти, исполнительная и судебная; Федеральное собрание; две палаты Совета Федерации; Государственная Дума; Конституционный суд; Верховный суд;

трехцветное знамя; уголь, железная руда; нефть; природный газ; золото; бриллианты; Каспийское море; Украина; Казахстан; Сибирь; управление лесным хозяйством/лесоиспользование; в последние годы; сплошная рубка; рыболовство; загрязнение; плохое управление; татары, украинцы, башкиры, чувашаи, чеченцы и армяне, перепись населения; грамотный; детский сад; профессионально-техническое образование.

Exercise 2. Finish the sentences:

1. The vast territory of Russia lies in
2. Russia occupies much of easternmost Europe and northern Asia,.....
3. When you travel across Russia by train,.....
4. The climate of Russia's vast territory.....
5. Winter weather varies fromto
6. Summer conditions range from
7. The federal government consists of
8. The upper chamber is
9. The lower chamber is
10. The President, elected for 6 years,.....
11. The first action of the Prime Minister
12. The judicial branch is represented by
13. According to one version, the white stripe stands for....., the blue one stand for..... and the red one.....
14. It has deposits of
15. Russia's northerly location limits available agricultural land, which is.....
16. Coastal and river waters have supported
17. According to the 2002 census, the largest ethnic groups were Russians,
18. The constitution guarantees the right to
19. Nine years of basic general education are

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В СФЕРЕ РЕКЛАМЫ И PR**

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