Міністерство освіти і науки України

Національний технічний університет України  
«Київський політехнічний інститут

імені ІГОРЯ СІКОРСЬКОГО»

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**ENGLISH FOR STUDENTS MAJORING**

**IN PUBLISHING AND EDITING**

**Навчальний посібник**

**Рекомендовано Методичною радою КПІ ім. Ігоря Сікорського**

**як навчальний посібник для здобувачів ступеня бакалавра**

**за освітньою програмою «Англійська мова»**

**спеціальності 061 «Журналістика»**

**Київ**

**КПІ ім. Ігоря Сікорського**

**2021**

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*Гриф надано Методичною радою КПІ ім. Ігоря Сікорського (протокол № 7 від 13.05.2021 р.)   
за поданням Вченої ради факультету лінгвістики (протокол № 9 від 29.03.2021р.)*

Електронне мережне навчальне видання

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**ENGLISH FOR STUDENTS MAJORING**

**IN PUBLISHING AND EDITING**

**Навчальний посібник**

English for students majoring in Publishing and Editing. Англійська мова для майбутніх фахівців з видавничої справи та редагування: [Електронний ресурс]: навч. посіб. для студ. спеціальності 061 «Журналістика» / КПІ ім. Ігоря Сікорського.: Антоненко І. І., Коломієць С. С. – Електронні текстові дані (1 файл: 6,15 Мбайт). – Київ: КПІ ім. Ігоря Сікорського, 2021.– 252 с.

**АНОТАЦІЯ.** *Навчальний посібник для студентів IІ курсу Видавничо-поліграфічного інституту складається з 7 розділів. Навчальний матеріал запропоновано для опрацювання під час практичних занять. Зміст запропонованих текстів та мовного матеріалу відповідає даній спеціальності. Завдання вправ* спрямовані *на формування жанрової та лексичної компетентностей у англомовному професійно орієнтованому читанні та письмі у студентів 2-го курсу спеціальності* *061 Журналістика. Згідно принципу взаємопов’язаного навчання посібник також містить завдання, які сприяють розвитку усного мовлення та аудіювання. Метою окремої групи завдань є формування умінь редагування тексту що є важливим для майбутньої професійної діяльності студентів зазначеної спеціальності. Курс призначено для широкого кола читачів, які бажають покращити як знання з англійської мови, так і медіаграмотність.*

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**Передмова**

Навчальний посібник «Англійська мова для майбутніх фахівців з видавничої справи та редагування» укладено з метою допомоги студентам бакалаврату досягти рівня В2 у англомовній писемній мовленнєвій діяльності, основним дескриптором якої є здатність до деталізованого, розвиненого письма. Завдання вправ спрямовані на формування жанрової та лексичної компетентностей у англомовному професійно орієнтованому читанні та письмі у студентів 2-го курсу спеціальності 061 «Журналістика».

В навчальному посібнику реалізується синтез рівневого, компетентнісного та жанрового підходів у взаємопов’язаному навчанні читання та письма. Запропоновано способи деталізації інформації, а саме: стилістичний прийом «перерахування», який уможливлює акцентування на предметах, явищах, властивостях та на розкриття певних ідей у писемному мовленні; додавання фактичної інформації та лексики з оцінним значенням; уточнення інформації за допомогою підрядних речень.

Згідно принципу взаємопов’язаного навчання посібник містить завдання, які сприяють розвитку умінь усного мовлення та аудіювання. В посібнику представлені вправи для розвитку умінь редагування тексту, що є важливим не тільки для професійної діяльності студентів зазначеної спеціальності, але і для майбутніх філологів та перекладачів. Посібник містить автентичні тексти, які освітлюють широкий спектр актуальної соціокультурної та професійної проблематики (Journalism genres, Online newspapers, Editing, Тhe publishing process, Social and Cultural Events, Fashion Events, Professional exhibitions). Аналіз текстової інформації, завдання на розвиток жанрової компетентності у читанні та письмі уможливлюють досягнення як практичної мети, а саме, розвиток умінь продукувати тексти анонсів, інформаційних або рекламних повідомлень у змодельованих професійних ситуаціях, так і освітньої, яка полягає в розвитку медіаосвіти.

Умовою ефективного оволодіння професійно орієнтованим англомовним письмом є організація навчального процесу відповідно до конкретних цілей, умов та компонентів процесу навчання, які важливі як для професійної, так і для іншомовно-мовленнєвої діяльностей. Виконання вправ має за мету покращити знання та рівень сформованості навичок і умінь студентів, а також підвищити їх упевненість у продукуванні тексти анонсів, інформаційних або рекламних повідомлень.

Посібник побудовано згідно трьох етапів навчання, першим з яких є формування жанрової компетентності в читанні англомовних текстів, під якою розуміється здатність ідентифікувати та диференціювати жанри в процесі читання. До основного етапу відноситься формування жанрової компетентності в писемному мовленні як здатності трансформувати тексти одного жанру в інший та самостійно продукувати тексти різних жанрів. Особлива увага приділяється розвитку умінь деталізації інформації про соціально-культурні та професійні заходи. Завершальний етап навчання присвячений розвитку вмінь редагування на рівні тексту та вдосконаленню вмінь написання інформаційної та рекламної замітки з урахуванням змістовного, структурно-композиційного та лінгвостилістичного аспектів. Посібник містить завдання для самостійної позааудиторної роботи, під час якої студенти аналізують особливості інформаційних та рекламних анонсів, інформаційних та рекламних заміток, засвоюють граматичний та лексичний матеріал, розвивають уміння продукувати тексти певних жанрів.

Курс призначено для широкого кола читачів, які бажають покращити рівень володіння англійським писемним мовленням та підвищити медіаграмотність. Автори висловлюють щиру подяку рецензентам за цінні поради та пропозиції.

**UNIT I, Lesson 1**

**Journalism genres**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What are journalistic genres?

2. Is the informative text based on real facts?

3. Why is it important to confirm the reliability of the facts?

4. How do informative texts differ from imaginary texts?

5. What form of journalism are you interested in?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

informative periodicals

purpose specialize

features reviews perspective editorials

similarities techniques

**b) Read the text about journalism genres and be ready to discuss the information with your fellow students.**

1. What are principal types of journalism?

2. What are the informative texts?

3. What is the purpose of an informative text?

4. What are some types of informative texts?

5. Why is news article the most important article type in journalism?

6. How are informative texts organized?

**Journalism genres**

The term "journalism genres" refers to various journalism styles, fields or separate genres, in writing accounts of events. In journalism, there are several different article or journalism types. Some of the best-known include news articles, interviews, features, reviews, columns and editorials. Journalism helps to explain the events that impact our lives and it is developed in a number of forms and styles. Each journalistic form and style uses different techniques and writes for different purposes and audiences. There are five principal types of journalism: investigative, news, reviews, columns and feature writing. Evaluate various types of reading materials examining different sources of information and notice the similarities between them. Each journalistic style uses different techniques and writes for different purposes and audiences. Investigative journalism aims to uncover the truth about a particular subject, person, or event. News journalism is straightforward. Facts are relayed without flourishes or interpretation. A typical news story often constitutes a headline with just enough explanation to orient the reader. They relay facts, events and information to society in a straightforward, accurate and unbiased manner. Reviews are partly opinion and partly fact based. The review needs to accomplish two things: one, accurately describe or identify the subject being reviewed, and two, provide an intelligent and informed opinion of the subject, based on research and experience.

A newspaper article that belongs to the group of informational genres should be based on facts in order to justify its basic purpose informing the reader. Then those facts must be accurate and reliable. While the presence of facts and their reliability for a journalist in the role of a reviewer can be easily determined, the accuracy can be confirmed through research work and by direct testimony about the event. Information related to a current event and constantly topical issues are at the core of journalist work. This fact allows the students to identify the basic concepts of the journalistic writing and to develop certain technological and social abilities in order to produce actual informative texts, in the real-life situation they will have to adapt to. The subject includes the essential concepts, techniques and methods to learn succesfully how to write in the different informative genres (news, reports, articles) in press, radio and TV, as for the basic formal knowledge and for the learning of the technical and procedural requisites. Columns are based primarily on the personality of the author, allowing him or her to write about subjects in a personal style. Editors can interpret events or issues and write about their personal experiences or thoughts.

News is that part of communication that keeps us informed of the changing events, issues, and characters in the world outside. Though it may be interesting or even entertaining, the foremost value of news is as a utility to empower the informed. The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments. News article is the most important article type in journalism. The purpose of news is to tell people what has happened. The Ws are questions whose answers are considered basic in information gathering or problem solving. They were put together in order to devise a complete analysis of a topic. The questions include: Who is it about? What happened? When did it take place? Where did it take place? Why did it happen?

Answering “how” and “why” is explaining the origins, the motives, the reasons the facts occurs. It’s observing them as closely as you can, decrypting their true nature under the appearances, deciphering their true meaning. Features aim not only to thoroughly explore a topic by conducting interviews with numerous experts or the key people involved, but to offer a previously unseen perspective on an event, issue, or person. Informational text is a subset of the larger category of nonfiction. Its primary purpose is to inform the reader about the natural or social world. Different from fiction, and other forms of nonfiction, informational text does not utilize characters. The key elements of an informative text: 1. Introduction leads into the topic of the essay, trying to capture the reader's interest. 2. Background provides a context for understanding the points that the writer wants to make. 3. Thesis Statement states the main point of the text. 4. Body Points. 5. Conclusion.

*Retrieved from https://www.freelancewriting.com/journalism/different-types-of-journalism/*

**3. a) Make up word combination:**

1. contain ……….. written by journalists a. techniques

2. constantly topical …………… b. highlight

3. excellence in ……….. copy editing skills c. features

4. to …………...explore a topic d. substantial

5. uses different …………… e. questioning

6. impressive in-house ………guide f. issues

7. newspapers ……………… g. thoroughly

8. recognizes ………………. contributions h. style

9. the ……………approach i. overall

**b) Say if these sentences are true (T) or false (F).**

1. Its purpose is to convey information by answering the questions of what, where, when, how, why and who as neutrally and objectively as possible.

2. Journalists don’t create information according to what they see and hear.

3. News stories lack the depth of a feature story, or the questioning approach of an investigative story.

4. Feature writing provides scope and interpretation of trends, events or people.

5. Newspapers and periodicals don’t contain features written by journalists, many of whom specialize in this form of journalistic writing.

**LANGUAGE KNOWLEDGE**

**4. Replace the words.**

**context, reporter, issues, newspaper, psychologically, program, areas**

1. A journalist can work with general **matters** or specialize in certain **matters**.

2. A television **columnist** holding a microphone in front of a cameraman.

3. This journalist may be a part of a **tabloid** that covers many different topics.

4. Depending on the **situation**, the term journalist may include various types of editors, editorial writers, columnists, and visual journalists, such as photojournalists.

5. Journalists sometimes expose themselves to risk, particularly when reporting in **spheres** of armed conflict or in states that do not respect the freedom of the press.

6. Apart from the physical harm, journalists are harmed **mentally**.

7. A **schedule** director sets the task for TV journalists.

**5. Match the genres with their definitions.**

1. Advertisement 2. Notice 3. Announcement 4. Annotation

**a**. is a statement made to the public or to the media which gives information

about something that has happened or that will happen.

**b**. is a public notice, especially in print or the action of making generally known;

a calling to the attention of the public.

**c.** is a paid announcement, as of goods for sale, in newspapers or magazines. It is built according to formula (attention, interest, desire, action).

**d**. is a note that is added to a text or diagram, often in order to explain it.

**6. Read the text, analyse its structure (introduction, main part, conclusion) and answer the questions in written form.**

What are key points of the main part?

What techniques for attracting the reader’s attention the writer used (direct address,

a rhetorical question, background information)?

**Copy editor Larissa Newton wins ACES 2014 Robinson Award**

The American Copy Editors Society is pleased to announce Larissa Newton, copy editor at Central Penn Business Journal, as the 2014 Robinson Award winner. Newton received $3,000 and an engraved glass plaque as her prize at the 19th annual ACES conference. What advantages do we have in our life? “Journalism is a tough profession. You really have to be passionate to be in it … you have to love it or you are not going to do well,” said Newton in her acceptance speech. The award recognizes substantial contributions to the craft of copy editing and excellence in overall copy editing skills. These accomplishments and more are what Newton embodies in her “web, teamwork, ideas” according to nomination letter.

Though she has the foundation of a traditional copy editor, she also has the drive of a 21st century technical whiz, according to the judges. Her innovative and creative spirit have fostered project after project with detailed grammatical perfection intertwined with practical applications. She created an impressive in-house style guide for the journal and brought organization to the staff with her versatile knowledge, all while taking the initiative to learn skills that will benefit her employer.

Newton’s work has helped her own career, but more importantly, has brought her organization and her colleagues’ work to a higher level as well. All of these characteristics were exactly what ACES was looking for in the winner of the Robinson Prize, first awarded in 2005. The award is named for Pam Robinson, co-founder of ACES and the society’s first president.

*Retrieved from https://aceseditors.org/news/2015/copy-editor-laris-newton*

**b) Write 1-2 sentences to complete the table.**

|  |  |
| --- | --- |
| **Introduction** |  |
| **the main body** |  |
| **conclusion** |  |

**7. Translate the verbs in brackets into English using the appropriate form.**

1. He ….. (витрачати) some years on his experiments, so the results obtained may be trusted.

2. He ….. (писати) about all he had seen during those five long years. 3. The editor ….. (повинен) to improve the accuracy of this review by six. 4. The scientists ….. (надавати на розгляд) his article to a journal last month. 5. The more difficulties we ….. (долати), the stronger we become. 6. The professor….. (ілюструвати) his lectures with interesting experiments now. 7. Technological progress ….. (відкривати) the promising prospects for humanity. 8. This text ….. (описувати) the exact sciences and the descriptive sciences.

**8. Open the brackets using the appropriate verb form.**

1. Online publications …. (know) to reap larger rewards than the printed publications.

2. He told an audience, the history of the institutions …… (allow) them to build up trust with members of the public.

3. The classified advertisements are now also ……… (publish) in both the printed newspapers as well as online newspapers.

4. In many journalism institutions students……… (teach) about the online publications and online newspapers along with the printed newspapers.

5. With the declining profit margins from the printed newspapers they …….. (explored) every corner to get higher profit margins from the websites.

6. Some of the leading news-papers company which …. (be) operational in printed media for over 100 years …. (stop) their printed newspapers and are running on only online news-papers.

7. Some newspapers ….. (attempt) to integrate the internet into every aspect of actions.

8. Many news reporters ………… (teach) to shoot videos and to write news stories that can be published in the online publication also.

**9. Add the appropriate prepositions to the verbs аnd make sentences with the word combinations.**

**for, as, by, to, by, for, from…to,**  **by**

1. to be characterized………….

2. to be regarded………………

3. to be spread…………………

4. to be responsible……………

5. to held………………………

6. to vary…………………..….

7. to be confined……………...

8. to be adopted……………….

**10. Open the brackets using the appropriate verb form:**

1. She considered that each journalistic form and style….. (use) different techniques and…. (write) for different purposes and audiences

2. Mr Keating admitted there …… (be) a few highlights on a few journalism genres and what they…. (contain).

3. Susan thought a news article …..(be) the most important article type in journalism.

4. Daniel didn’t suppose that the form of a news article highly……. (standardize) and regularly referred to as a downward-facing triangle structure.

5. Robinson considered that the most important information ……(locate) at the beginning of the news article and, from there onwards, less and less important background information…….. (provided).

6. Tom told that the purpose of news…….. (be) to tell people what….. (happened).

7. Mr. Robertson didn’t suppose that the most important message in a news article….. (call) a news lead. It is a brief, concise description of the article’s content.

8. Tony considered that its purpose ….(be) to convey information by…… (answer) the questions of what, where, when, how, why as neutrally and objectively as possible.

**WRITING**

****

**11. Study the structure of an announcement. Then read the extract, choose the phrases corresponding to the points (1-6) and сomplete the table.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **The structure of the announcement:** | | | | | |
| **1.** | | | | **information about the exact date** |  |
| **2.** | | | | **information about the exact time** |  |
| **3.** | | | **information about the place** | |  |
| **4.** | | | | **a brief summary of reasons of the event** |  |
| **5.** | | **the audience of the event** | | |  |
| **6.** | **organisers of the event** | | | |  |

September 05, 2015

**National Book Festival**

The Library of Congress National Book Festival is an annual literary event that brings together best-selling authors and thousands of book fans for author talks, panel discussions, book signings and other activities. It was created by Laura Bush and Librarian of Congress James H. Billington at the suggestion of Mrs. Bush, who had created the Texas Book Festival.

To mark this anniversary, as well as the the 200th anniversary of the Library's acquisition of Thomas Jefferson’s personal library, the festival has as its theme Jefferson's quote, "I Cannot Live Without Books."

10am - 10pm

Doors to the Convention Center will open to the public at 9am.

NOTE: No outside food or drink may be brought into the Convention Center. Free & open to the public

Washington Convention Center

*Retrieved from https*:// www.buchmesse.de › ... › Exhibit & advertise

**12. Study the structure of the advertisement. Read the extract and choose the phrases corresponding to points (1-6). Complete the table.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1.** | | | | **the headline** |  |
| **2.** | | | **the visual** | |  |
| **3.** | | **Subheads** | | |  |
| **4.** | **body copy** | | | |  |
| **5.** | **Slogans** | | | |  |
| **6.** | **Logos** | | | |  |

**Ancient House Press**

Our commitment is to provide the highest level of customer care, using innovative print solutions, leading-edge technology and excellent service. Ancient House Press is one of the UK’s most established and experienced web and sheet-fed printers. We offer an exceptionally professional and competitive web print and sheet-fed service and our commitment to ongoing technological investment ensures that our print and finishing facilities rival the very best in Europe. Our highly skilled team are proud to have worked with many of the finest businesses and organisations in the UK; from international media publishers to local authorities, national charities to central government departments and regional companies to insurance giants.

We promote and encourage positive environmental change with a progressive approach to recycling, energy conservation and waste management. Our customer service is about exceeding expectations, so whether we’re printing millions of catalogues for a huge national retailer or a short run of calendars for a small local business, we deliver the same expert care and attention – on time and on budget. Our quality comes as standard.

*Retrieved from* https://www.linkedin.com/company/ancient-house-press

**13. Read the text. Choose the title (A-C) for the text, define the text function and genre. Complete the table.**

A. Authors Create Publishing Companies.

B. Small Business Association website.

C. Creating a Business Publishing Company

The Pros and Cons of Self-Publishing as a Business publishing company. “Should I start my own publishing company?” is one of the most asked questions of self-published authors. Contrary to popular belief, not all publishing companies are like the Penguin Random Houses of the world. In fact, there are hundreds of small presses out there — just take a look at our independent Groundbreaking Publisher column! Some authors create publishing companies just to publish their own books; others go on to publish the works of others too.

Before you start designing your letterhead, take a look at the pros, cons, and extra tips below. Creating a company might work for some, while others are more comfortable with or suited for going tried and true routes. We also suggest checking out the Small Business Association website — they have questionnaires, resources, and ways to help you connect to other business-starters, as well as step-by-step guides to getting your business going.

|  |  |
| --- | --- |
| **the subject of the text** |  |
| **the best title** |  |
| **function of the text** |  |
| **the genre of the text** |  |

**LISTENING AND SPEAKING SKILLS**

****

**1. Listen to the information (*Listening-1)* and fill in the gap.**

1. When you help other writers, they remember you, and they know that you’re ………of the community.

2. To give yourself …………….and play in other genres, in sub-genres and to take your idea and look how can you sprout off other ideas from the work that you’re committing.

3. …and perhaps that ….. for a festival, being a reader for a literary journal. 4. They can see that ………of your portfolio, but of also you being a valued member of the community.

5. But across the spectrum, the two aspects I try to share with them, is one, diversify your portfolio, and two, literary.

**2. a) Listen to the information again and give written answers to the questions.**

1. What are programs of her work?

2. What did she do in the Writing World, and in the Arts World?

3. What things help her in writing when she travels?

4. What opportunities does she have?

5. What are the aims of her life?

**b) Work in pairs. Make up a dialogue about programs in the Writing World. Use the following key phrases:**

*diversify your* *portfolio, the spectrum, opportunity to explore, of information and research, working in short form in essays.*

**3. Role play. Today people depend on the press on being informed of what’s happening. The media plays a vital role in a society.** **You and your partner have been asked by a chief editor to suggest the ways how to make job of an editor more attractive. Discuss it with the partner.**

**Student A: tell about the ways how to make the job more attractive.**

**Student B: tell about different problems and tasks of editors.**

**Use useful language**:

* In my view / opinion…..
* It would be a good idea to / if we……..
* What do you think of …….?
* You’ve got a point, but….
* I am afraid I disagree……..
* I see what you mean, but I think…..

**4. Tell your friend why you like reading advertisements. What role do they play in your work.**

* Could you let me have more information?
* Could you explain that in more detail?

**5.Information can come from media, blogs, personal experiences, books, journal and magazine articles, expert opinions, encyclopedias, and web pages*.***

Newspapers highlight important article titles, place the text in frames and illustrate the elements of the page; television and radio highlight the presented information audibly and visually, so web media also needs to adapt the content intended for publishing on the web.

**Tell your friend about Internet content which is characterized by a series of characteristics that stem from the nature of the media on which they are published**.

**UNIT I, Lesson 2**

**Online newspapers**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What are online newspapers?

2. What is the difference between a printed newspaper and an online newspaper?

3. How do editors prepare news for an online newspaper?

4. How do editors make an online newspaper?

5. What are the advantages of online newspapers?

6. Will technology cause the extinction of newspapers?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

a digital newspaper to broadcast

a variety of mediums revenue

to embrace to leverage

a newsletter convenient way

**b) Read the text. Answer the questions and discuss the information with the partner.**

1. Why do we use online newspaper?

2. Why is advertising important for online newspapers?

3. How often can you read about events in online newspapers?

4. Why have online news become so popular?

5. What is an online news portal?

6. What is the purpose of the news media?

7. Will Internet News replace newspapers?

8. What is digital newspaper publishing?

9. What is the future of online newspapers?

**Online newspapers**

The purpose of the news media is to broadcast similar – if not the same – information across a variety of mediums to reach the most people and satisfy their need for information through surveillance, and of course, making a profit from it as well. Newspapers can be digitally published online or as a digital copy on a digital device, such as a mobile phone. Physical newspapers are great, but journalism needs to embrace digital formats if it wants to survive. The Internet is perfect for putting into place more than one income stream, and newspapers can benefit from that just as much as any other business. Here are different ways that newspapers can learn how to leverage the Internet to create more revenue streams: Creative Subscription. Internet Advertising. Event Hosting. Advertising can be sold in various formats like banner, blocks, and ads that roll out before the content is viewed.

Unlike print publications, newspapers have more opportunity to advertise because the space is no longer just one flat page with fixed dimensions. It can be included in a newsletter, a website, a special paid feature ebook or article. An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. The credibility and strong brand recognition of well established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. A news portal is an access point to news. This is generally thought of as a Internet connection to a news source but the definition of a “Portal” would include a newspaper, magazine or any other access to news. Of course internet will replace the newspapers sometime. Moreover, for many people it's something like a morning ritual to read a newspaper before going to work. Newspapers can sell ways to roll out events online. You can host a contest that appeals to a particular company’s business model and then offer to provide them with a sign up page for the contest where they can find new marketing leads for their services. Whenever anything is reported anywhere around the world. Online news is updated every single minute in real-time. This means you can never be out of the loop on current news updates. Advantages of the Online Newspaper:

Extremely fast news. Completely Free. No personal information required.

Interactive news. Environmentally friendly.

Today, people are multi-device users, they need something more than one solution to choose the way to read news in the most convenient way. Best Free Newspaper Apps. The Wall Street Journal. The Wall Street Journal, always known for its journalistic excellence, is banking heavily on video. Websites that are free to use include the Library of Congress Archives and Free Newspaper Archives. Local libraries also offer online resources to view archived newspapers.

The writing of stories for both print and online, and classified advertisements appearing in both media, while other newspaper websites may be quite different from the corresponding printed newspaper. Many are learning how to implement blogs and the ruling by the UK's PCC should help this development of the internet. The Newspaper National Network is an online advertising partnership of the Newspaper Association and newspaper companies. Online newspapers, like printed newspapers, have legal restrictions regarding libel, privacy and copyright, also apply to online publications in most countries as in the UK, but there was no clear distinction between authentic online newspapers and forums or blogs. The Guardian's director of digital publishing, Simon Waldman, also believes that attracting people to the newsprint paper is one of the key functions of a website, although he sees the online and printed versions as entirely complementary with providing a different service.

*Retrieved from https://cirtexcivil.co.nz/cfex-fm-emu/digital-newspaper-maker-288ea*

**3. a) Make up word combination. Then check your answers in the text.**

1. an access ………. to news a. to reach

2. making ……. from it b. recognition

3. in presenting …………..news c. point

4. ………….the most people d. strengthening

5. ………….their chances of survival e. a profit

6……………....and strong brand………. f. objective

7. never be out of……………….. g. the credibility

8. their …………….availability h. breaking

9. ……………friendly i. version

10. a digital …………of a printed newspaper j. the loop

**b) Complete the sentences.**

1. An online newspaper is the version of…………...

2. The movement away from the printing process can also help……………..

3. Online news has become popular because of…………………….

4. A web portal is any access point to……….

5. The advantage of e-papers has to be that they report news a lot faster than……..

6. Contact your local library or visit the library website to search……..

7. We believe that a newspaper will never get ……….

**c) Say if these sentences are true (T) or false (F).**

1. The journalist should try to make the news article comprehensive, to contain more information and to present more experiential, official and expert sources, depending on their objective availability.

2. You cann’t generate buzz with an online social media campaign to promote the contest too.

3. Some newspapers have attempted to integrate the internet into every aspect of their operations.

4. News reporters aren’t being taught to shoot video and to write in the succinct manner necessary for internet news pages.

5. A newspaper’s readership is the ideal community for businesses to reach out to host an event.

6. A digital newspaper is a version of a printed newspaper.

7. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a lower manner.

8. The key to surviving the digital age is to learn how to diversify revenue models.

**LANGUAGE KNOWLEDGE**

**4. Choose and write the definitions of the words.**

**proceedings website recognition established credibility guideline retrieval**

1. a principle put forward to set standards or determine a course of action.

2. a location connected to the Internet that maintains one or more web pages.

3. an event or a series of activities involving a set procedure.

4. credibility the quality of being trusted and believed in.

5. having existed or done something for a long time and therefore recognized.

6. the process of getting something back from somewhere the action of obtaining or consulting material stored in a computer system.

7. identification of a thing or person from previous encounters or knowledge.

**5. Read and translate expressions into Ukrainian.**

an access point to news

well established newspapers

strengthening their chances

the most convenient way

their objective availability

the news article comprehensive

be out of the loop

covering the responsibilities

a variety of mediums

**6. Complete the sentences.**

1. Some newspapers have attempted …………………….

2. Resources may be organized ……………………...

3. The biggest advantage of e-papers has to be……………….

4. This is generally thought of as a Internet connection to a news source …………..

5. Moreover, for many people it's something like a morning ritual ……………..

6. The journalist should try to make the news article comprehensive, ……………..

7. Today, people are multi-device users, ……………….

**7. Turn the sentences into Reported speech.**

1. “I’ve made some discoveries in editing for myself today”, – said Jane.

2. Michael said: “When editor comes, I shall show him my cover concept”.

3. «We should make a special issue about it”, – my master told me.

4. “When I get money as a pay for my publishing project, I’ll buy a new computer”.

5. Mark said: “I have already spoken to the manager”.

6. Terry asked me: “Does editorial assistant believe in your new concept of style?”

7. “How long have you been translating this article?”, my boss asked me.

8. “Can you pass me the magazine?”, – said John

**8. Turn the sentences into Reported speech.**

1. “Don’t stay on this festival long”, Mrs. Brown said to me.

2. “I’m going to the concert tonight”, she said.

3. “We have bought these tickets today”, said Mike.

4. “I have just received a letter from my editor”, he said to us.

5. “I spoke with Mrs. Brown about festival this morning”, said Mike.

6. “They are leaving next Monday”, Anna said to me.

7. “Explain me how to solve this problem”, the organiser said.

8. Mark asked her: “Do you agree with such decision of publishing house?”

**9. Change the direct speech to indirect speech.**

1. Mary said: “The information given in a notice can be regarding an event that is about to happen or has happened.”

2. Robert asked her: “Was working at the New York times a dream for her?”

3. Mike said: “I think it will help you see new mediums, new tactics, new methods.”

4. Bob said: “Informative text contains a number of aids for reader.”

5. Julia said: “Authors use headings, subheadings, labels to denote importance.”

6. Alexa said: “He will promote the chosen authors, publish the manuscripts, and facilitate communication between the publisher and the writer.”

7. Alice said: “You need to set targets for what you want to do at this trade show.”

8. Diana said: “I'll be calling all our customers and telling them that we'll be in Boston.”

9. “I prefer learning this speech.” said Florence excitedly.

**WRITING**

****

**10. Read the short extract. Determine the genre of the text. Write down the answers to the questions and complete the table.**

1. Does the title disclose the gist of the extract?

2. What grammatical tense(s) do the authors use?

3. What is the structure of the extract?

**The Gutenberg-e project: opportunities and challenges in publishing**

The Gutenberg-e project was created as an experiment. The experiment explored whether peer-reviewed, born-digital monographs would alter the way in which historical scholarship is presented, whether scholars would receive the same professional credit for these publications as for work published in print, and whether the project would enable publication of monographs that would otherwise be turned down by university presses for financial reasons. The project reached the following conclusions: authors and publishing staff collaborated in creating new models of scholarship and writing; over the course of the project, attitudes toward digital publications evolved toward acceptance of this new form of publication; the time and costs involved in creating these models exceeded expectations; continued experimentation is necessary in order to keep up with authors’ growing expectations in publishing.

|  |  |
| --- | --- |
| **Who** |  |
| **What** |  |
| **When** |  |
| **Where** |  |
| **Why** |  |

**11. Read the extract. Complete the table defining the introduction, the main body and the conclusion of the extract. Determine the genre of the text.**

**PACK FAIR is part of the International forum of food industry and packaging industry**

International exhibition PACK FAIR hospitably was opened up for its participants and visitors on March 26-29, 2016.

International exhibition PACK FAIR is a major exhibition event of the packaging industry in Ukraine with a long lasting and successful history. For the period of its existence the exhibition of packaging became the most anticipated event for all area specialists, the most actual and efficient tool for work in B2B sector both for leading players and for beginners of the packaging market, mirror reflection o f tendencies not only in Ukraine but also in many countries of Europe and the world. Each year exhibitors of the packaging exhibition PACK FAIR offered the target audience the newest packaging equipment, technologies, packaging materials, finished system solutions for food and food processing industry, medicine and pharmaceutics, chemical industry and also wholesale and retail trade, warehousing and logistics etc.

The packaging exhibition PACK FAIR was part of the International forum of food industry and packaging which included also the following international exhibitions: FoodTechMash, Bakery and Confectionery Industry, Food Expo, which covered basic areas of food industry. The Forum demonstrated full set of professional solutions for modern production of food products, thus created maximum favorable conditions to cover several market segments all at once for its participants. Exhibitors, manufacturers and suppliers of technological equipment, packaging machinery and packaging for final products thanked to FAIR for an opportunity to get in touch with many potential clients and therefore to get additional profit. Demand for safe and attractive packaging in the food area was so high that existing manufacturing facilities could not satisfy it. The key factor is that in order to do it, we need technological equipment that can quickly react on the market changes.

*Retrieved from https://www.iffip.kiev.ua/en/about-forum/vystavki-foruma/pack-expo*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Introduction** | |  | | |
| **the main body** | |  | | |
| **conclusion** | |  | | |
| **1.** | **information about the date, time** | |  | |
| **2.** | **information about the place** | |  | |
| **3.** | **the audience of the event** | |  | |
| **4.** | **reasons of the event** | |  | |
| **5.** | **organisers of the event** | |  |

**12. Read the extracts. Complete the table with needed information in English. Compare your answers with your classmates. Determine the genre of the texts.**

**Text 1**

**XV Всеукраїнська виставка-форум «Українська книга на Одещині»**

15–17 травня 2014 року Міністерство культури України, Одеська національна наукова бібліотека та Українська асоціація видавців та книгорозповсюджувачів за підтримки Одеської обласної державної адміністрації проводять XV Всеукраїнську виставку-форум «Українська книга на Одещині». Програма виставки-форуму передбачає широкий спектр інформаційно-рекламних заходів. Серед них: презентації нових видань, видавництв, видавничих проектів; «круглі столи», конференції, зустрічі з видавцями, діловими людьми, поетами і письменниками; автограф-сесії, майстер-класи; семінари для працівників бібліотек. Програма XV Всеукраїнської виставки-форуму передбачає також проведення виїзного свята української книги в одному з районів Одеської області, благодійної акції – передачі книг у бібліотеки, дитячі будинки, школи-інтернати. Для участі у зазначеному заході запрошуються поліграфічні та видавничі підприємства.

*Retrieved from https:*//*kodima-rda.odessa.gov.ua/novini/xv-vseukranska-vistavka-forum-ukranska-kniga-na-odewin/*

**Text 2**

**16th September**

**Educational Publishing: Building Minds for Tomorrow’s World in London**

The International Publishers Association’s Educational Publishers Forum have launched a new Educational Publishing Manifesto. Educational Publishing: Building Minds for Tomorrow’s World, highlights the value and benefits of educational publishing as well as making Policy Recommendations on how to ensure quality and growth in the industry. A healthy educational publishing industry is a vital asset to any democratic society and an essential element of a competitive knowledge based economy. Educational Publishers perform a vital role by producing of high quality materials for colleges, universities, training courses etc. to nurture and strengthen the minds of learners globally. To facilitate continued growth and quality in educational publishing governmental support will be required for the following manifesto recommendations: Encourage an Open Market, Enable and Support investment, Support Teachers’ Choices, Professionalise Curriculum Change, Test Technology.

*Retrieved from*[*https:*//*www.publishersforum*](https://www.publishersforum)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | |  | **Text 1** | **Text 2** | |
| **1.** | | | **information about the date, time** |  | |  |
| **2.** | | | **information about the exact place** |  | |  |
| **3.** | | **the audience of the event** | |  | |  |
| **4.** | | | **the main part** |  | |  |
| **5.** | **reasons of the event** | | |  | |  |
| **6.** | **organisers of the event** | | |  | |  |

**LISTENING AND SPEAKING SKILLS**

****

**1. Listen to the dialogue of two students who are talking about newspapers in their local area *(Listening-2).***

**Listen to the information and fill in the gap.**

1. The Times is……… in three months' time.

2. If I buy a local newspaper, I don't want to read about ……….in Africa.

3. Articles are written by …………….who are fishing for jobs in the national press.

4. People use ………..for everything.

5. The Journal has ……journalists working there.

6. Companies merge, everyone is…………….., efficiency and so on.

**2. Listen to the information again and answer the questions**

1. What can they tell about the jobs section in The Times?

2. Why is The Times closing down?

3. What the article did they read a couple of months?

4. How many local newspapers did they have in the city?

5. What two purposes do they think local people use a local newspaper?

**2. Prepare to speak in detail about local newspapers and The Times.**

**Use the following phrases:** a good jobs section, closing down in three months' time, with sports, the front page, the local authorities, healthcare facilities, a successful team, looking for savings, increasing their prices, local economy.

**3. Tell about typical elements of the informative language in the format of** “**news**”**.**

- Specific aspects of syntax and in the structure of news.

- Presentation of the news' data: identification, attribution, quotations, abbreviations.

- The rules of the informative style.

**4. Roleplay a dialogue on the problem of The structure of radio news and how to organise information.**

**Student A**: You are a representative of the British publishing house. Ask about the structure of radio news in Ukraine. Give detailed information about the activities of your company and its potential opportunities. Ask how can representatives of your company participate in radio programmes.

**Student B**: You are a representative of news department for radio programme. Tell about how information is organized and present possibilities for British company to participate in radio programmes.

**5. Tell your friend about Online newspapers. Inform about some events, some news. Tell what role they play in our life.**

**UNIT II, Lesson 3**

**The role of an editor**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What does an editor at a publishing house do?

2. There are several levels of editors at newspapers and magazines.

What types of editors do you know?

3. What is the important task of all editors? How do editors work?

4. What are the common complaints from readers? Why?

5. What does freelance editor do?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English:**

managing editors engagement editors substantive editors copy editors

the editor in chief responsibilities

proofreaders collaborating

developmental editors imagination

**b) Read the text. Answer the questions and discuss the information with the partner.**

1. What are the roles of an editor?

2. Who holds the most responsible position in magazine or newspaper?

3. What editors for newspapers and magazines do you know?

4. What is the managing editor responsible for?

5. What is the common task of all editors?

6. What kind of work does a substantive editor do?

7. Why do editors have a lot of various responsibilities?

8. What does 'in-house style standards' mean?

9. What information do you need before ordering editing?

**The roles of editors**

Publishing editors work in a number of publishing areas. These include newspaper and magazine publishing, book publishing and online publishing. A publishing editor's main responsibility is for the style and content of the publication. This means that the role is mostly managerial, especially in newspapers and magazines, where they are responsible for the entire content of a publication. An editor working to develop a non-fiction book may spend a year or more collaborating with the author. A newspaper editor, working either in print or online, may have only minutes or a few hours to check or rework a story. Publishing editors should have: excellent grammar and spelling skills, an eye for detail and be very accurate in their work, imagination and good visual sense, good IT skills, including knowledge of word processing and design programs, leadership skills and the ability to be diplomatic and fair. There are several levels of editors at newspapers and magazines. The editor in chief is responsible for the look of the product, the type of content produced, the number of articles that need to be written, and for ensuring that each issue is released on time. He also oversees all department and has the final say on what gets published. The editor in chief is responsible for the type of content produced by their newspapers or magazines, the look of the product, and the nature and number of stories/articles to be written. The managing editor is responsible for enforcing the policies that have been set out by the editor in chief, and supervises the day-to-day operations of the publication. Both the managing editor and the editor in chief are actively involved in choosing the topics of interest they think their readers will find compelling to read, and to make sure all sides of a topic are reported. These topics of interest will be presented to them by the engagement editor and the editorial team. The managing editor is responsible for sections and may also write headlines or may delegate that task to others. The copy editor for a newspaper or magazine checks the facts, spelling, grammar, structure, and punctuation of articles, stories, and captions. He may write headlines or introductory paragraphs, arrange the layouts and sidebars, review photos, make sure captions match the photos, and suggest word changes to prevent any legal issues. They are responsible for checking article facts.

The proofreader compares one version of a manuscript and another to eliminate errors from the newest version. Substantive editors can offer help to both fiction and non-fiction writers. These types of editors do not typically work with a writer from the initial stages, but will look at a manuscript after the writer has completed several drafts with the developmental editor. Small details will be looked at, as well as the overall feel of the manuscript. Any points of weakness will be addressed, and suggested options to improve and strengthen the manuscript will be offered. Substantive editors help a writer improve his fiction manuscript by focusing on story elements, plot, characterization, dialogue, order of scenes, point of view, voice, setting, word choice, sentence construction and syntax, and pace anything that could improve the strength of the manuscript. He enhances the major points, drawing attention to places where the audience should focus on. When an author has an idea for a book, he often seeks out the help of a developmental editor. This type of the editor helps an author develop a book from an initial idea, outline, or draft. Developmental editors look at the structure, focus, and content of a potential book. They look at the most marketable way the content can be presented, and help guide the writing in that direction. Any inconsistencies, such as tone, or target audience, are addressed during this time. The edited manuscript goes to the production editor who oversees the transition between manuscript and published book. This is the last person to review the material before print. This editor manages the typesetting, artwork, and budgeting, and ensures quality is met in all other areas of editing.

*Retrieved from https://www.careerexplorer.com/careers/editor/*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. to eliminate …… from the newest version a. collaborating with

2. to see overlap …………. b. layout of articles

3………… the major points c. the size and scope

4. to spend a year …………the author d. errors

5. to arrange …………….and sidebars e. between terms and duties

6. submit manuscripts …………. f. profitable

7.………………... for the type of content g. to enhance

8. to be ……….. for the publisher. h. for checking article facts

9. to be responsible …………. i. to the acquisitions editor

10. to depend on …….of the publication j. to be responsible

**b) Say if these sentences are true (T) or false (F).**

1. The proofreader isn’t the last person to check a manuscript before publication.

2. Production editing is a multi-faceted role that doesn’t require a mix of editorial and project-management skills.

3. The editor polishes and refines, he directs the focus of the story or article or movie along a particular course.

4. There is typically much more personal attention given to the author at this stage by substantive editors, than during any other editing stage.

5. Copy editors aren’t responsible for making sure that articles and stories match the in-house style guides.

6. Depending on the size and scope of the publication, a newspaper or magazine the editor doesn’t try to perform a combination of the tasks mentioned above.

7. Many fields make use of editors — film, magazine, newspaper, blog, and book, both fiction and non-fiction. A film editor may have weeks to put together his movie.

**c) Complete the sentences.**

1. The editor will work with the author to meet the requirements of the publisher, sometimes through many……….

2. All the operations of managing a newspaper or a magazine are …………………..of the editor in chief (the executive editor).

3. A task common to all is to ensure that the product they produce is the best and so it can be done………...

4. For fiction, the manuscript editor will check for consistency and logic, and he will read with the needs of………..

5. He cuts out what doesn’t fit to the purpose of…………...

6. The editor helps a writer to develop a book from idea, outline or initial ……..

7. He must be sure that the book will meet the needs of the publisher and its……..

8. Their job is to see that interesting or informative articles are produced in a timely and accurate manner, with no factual errors and…………..

**LANGUAGE KNOWLEDGE**

**4. Choose the definitions of the words.**

**submit footnote draft verification enhancer overlap refine**

1. to make something pure or improve something, especially by removing unwanted material.

2. a period of time in which two events or activities happen together.

3. to give or offer something for a decision to be made by others.

4. a piece of text, a formal suggestion, or a drawing in its original state, often

containing the main ideas and intentions but not the developed form.

5. the process of testing or finding out if something is true, real.

6. a note printed at the bottom of a page that gives extra information about

something that has been written on that page.

7. something that is used to strengthen or improve the quality of something.

**5. Read and translate expressions into Ukrainian.**

collaborating with the author

to eliminate errors

to enhance the major points

check for consistency and logic

agents typically submit manuscripts

from submission to publication

the purpose of the story

to arrange layout of articles and sidebars

to suggest moving or dropping scenes

to be covered in or omitted from the book

**6. Complete the sentences with the appropriate word.**

**footnotes draft verification enhancers**

**overlap refine**  **manuscript**

1. Editors\_\_\_\_\_\_\_\_\_\_\_ manuscripts and get them ready for publishing

2. Editors are\_\_\_\_\_\_\_\_\_. They work to make the text better for understanding.

3. These meetings may produce better synergy and coordination while minimizing \_\_\_\_\_\_\_\_ and duplication.

4. Well-known writer came to his editor with a \_\_\_\_\_\_\_\_ of his future novel.

5. Writers usually submit their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to multiple publishing houses in order to get a chance of being published.

6. Proofreading (usually called this but sometimes known as \_\_\_\_\_\_\_\_\_\_\_editing) involves checking that the document is ready to be published.

7. The Chairperson said that the purpose of the \_\_\_\_\_\_\_\_\_\_\_ was merely to specify the scope of the rules.

**7. Choose the correct word.**

1. Editors bring to a **manuscript/document/** **scrol** the polish and knowledge and skills that a writer might not have, might not know how to use, or might not see the need for in his own work.

2. An editor makes sure the writer’s work says what the writer **intends/means** and says it in the writer’s voice and with his sensibilities.

3. An editor’s job is to make a story, article, or manuscript better in terms of **clarity/transparacy/simplicity**, enjoyment, logic, flow and meaning. Better in terms of meeting the needs of the audience.

4. An editor balances the writer’s desires with the publisher’s standards and the reader’s **expectations/hopes/standards/assumption**—and finds a way to produce a story to satisfy all things.

5. Editors assemble parts of a manuscript as if they were puzzle pieces, putting them together to make a **fascinating/charming/interesting** and appealing picture, a picture that readers will want to explore in depth.

6. They often have a great **sense/intuition/feeling/eye** for detail, a strong vocabulary, and knowledge of odd grammar rules.

7. They are typically **careful/picky/critical** sticklers for what they believe is right, opinionated, and determined.

8. An editor **serves/helps/provides** the project, the author, and the reader.

**8. Complete the sentences. Then check your answers in the text.**

1. ………… enhances the major points, cuts out what doesn’t fit.

2. …………. may have weeks to put together his movie.

3. …………. is responsible for checking article facts.

4. …………. helps a writer improve his fiction manuscript by focusing on story elements, characterization, dialogue, order of scenes.

5. …………. is the last person to check a manuscript before the publication.

6. …………. may have only minutes or a few hours to check or rework a story.

7. ………….. directs writers to particular stories and delegates task to others.

**9. Turn the sentences into Reported speech.**

1. She said: “I must go and post a letter for my boss”.

2. Michael said: “When editor comes, I shall show him my cover concept”.

3. “We should make a special issue about it”, – my master told me.

4. “When I get money as a pay for my publishing project, I’ll buy a new computer”.

5. Mark said: “I have already spoken to the manager”.

6. Terry asked me: “Does editorial assistant believe in your new concept of style?”

7. “How long have you been translating this article?” – my boss asked me.

8. He said to John: “Why did you not pass me the magazine?”

9. “I’ve made some discoveries in editing for myself today”, – said Jane.

10. Mark asked her: “Do you agree with such decision of publishing house?”

**10. Open the brackets using the appropriate verb form.**

1. She considered New York Times…..( to publish) a notice about an occasion.

2. My sister admitted her marketing agent…….. (to be) back from his holidays.

3. I thought librarian website…….. (to be broken down) the month before.

4. Susan was going to visit a publishing house but before it she …….(to hear) a telephone call.

5. We wanted our director……. (to tell) the truth about our future book that day.

6. Tom asked me if I …(to have) some conclusion about his publishing project.

7. Mr. Robertson didn’t suppose that his son………… (may) be a writer.

8. Tony considered Mr. White as a person who……… (to have permeated) into a publishing house that night.

9. Jane told us she…… (to be working) in «The Daily News» during all evenings.

10. Mr. White was very sad when he understood that I …….(not to have finished) my issue the day before.

**WRITING**

****

**11. Read the extracts. For each of the empty spaces (1-4) choose the correct answer (a, b, c, d) which you think fits best. Determine the genre of the texts. Write down the-word combinations with adjectives. Complete the chart.**

a. widely used for promotional purposes, for exhibitions, presentations and events.

b. held a vital place in communities, and were increasingly important in terms of authentic information in the digital age.

c. Be inspired as she shares unique insights about creativity.

d. Our analysis revealed that the agency websites were very strong in the areas of usefulness of information and ease of interface, as might be expected.

|  |  |
| --- | --- |
| **text 1 the subject/ genre** |  |
| **text 2 the subject/ genre** |  |
| **text 3 the subject / genre** |  |
| **Text 4 the subject / genre** |  |

1. The current paper presents a content analysis of a group of 102 websites of major U.S.-based public relations agencies and a critique of how principles of dialogic communication have been applied to these websites.………………………………. as might be expected. There was much wider variation in the areas of conservation of visitors and generation of return visitors. For example, only one website featured an explicit invitation to return, and none of the websites had a FAQ or Q&A page. Similarly, closing the dialogic loop was mixed, with many agencies allowing for comments to be left by visitors but with few comments or dialog. We discuss our findings in light of dialogic communication and where we suggest researchers might focus their efforts in the future. In particular, we suggest that an agency-client relationship may represent an example where dialogic communication is appropriate but where that communication style is not enacted via the agency’s website. We highlight examples in which agencies use websites to create dialogues with clients.

2. Stop worrying about whether libraries will survive the digital age, the head of the British Library has said, as he argues that they could outlast the internet.

Roly Keating, director of the British Library, said he was shocked at how many "smart people" still questioned whether libraries were still viable in the modern age. Saying the institution had countless values worth defending, including trust, he argued that libraries could prove the most "powerful and resiliant network yet".

Mr Keating, who appeared at Festival to talk about[,](http://www.telegraph.co.uk/news/uknews/11343797/Rise-of-smart-phones-and-social-media-makes-people-crave-real-books-British-Library-report-finds.html) said libraries ……………… When we talk about libraries, we told about the old values, the traditional values of these institutions. Some believe they are being replaced by new ones about being more open and connected and virtual. Extensive plans for the future of the British Library, including the preservation of an unrivalled digital sound archive are laid out in its new report, Living Knowledge: 2015-2023.

3. An Evening with Elizabeth Gilbert featuring the Toronto Etsy Street Team Pop-Up Market. Join us for a Canadian Exclusive as the worldwide bestselling author. Elizabeth Gilbert, discusses her highly anticipated new book, Big Magic: Creative Living Beyond Fear. ……………………………….and talks about how to embrace curiosity and infuse your everyday life with more mindfulness and passion. Plus explore the Toronto Etsy Street Team Pop-Up Market before the event for unique and handmade items. Pre-order your ticket TODAY! Ticket includes: general admission, entry to the pre-event Etsy Pop-Up Market, and a pre-signed copy of Big Magic.

4. You have to close the shop window during the repairs or place a sign at the time of sale. or maybe you need a colorful banner for a corporate event? Company A-screen offers a high-quality printing of banners in Kiev.

Print banners produced on high-tech equipment that allows the use of the entire palette of colors and shades, as well as to get high quality graphic image. Advertising banners, press banners. We carry out large-format printing of banners in Kiev, both external and internal use. You can order the printing of banners in any quantity. We appreciate our customers and always ready to fulfill even the most unusual and challenging projects!

**12. Student A and Student B have the texts of different genres and two charts. Study the role cards. Read your text and then complete the chart. Determine the genre of the text. Ask each other questions to complete the second chart. Exchange ideas about the genres of the texts.**

|  |  |
| --- | --- |
| **Who** |  |
| **What** |  |
| **When** |  |
| **Where** |  |
| **Why** |  |
| **Genre** |  |

**Student A**

**The Second International Festival BOOK ARSENAL**

The Second International Festival BOOK ARSENAL is underway in cultural and art complex Mystetskyi Arsenal in Kiev. The BOOK ARSENAL is one of the most notable literature and art events in Ukraine. This year, it presents more than 100 publishers, 60 guests from European countries, Japan, Russia and Ukraine, offering a rich event programme for children and adults**.** BOOK ARSENAL claims its goals as promoting recreational reading, encouraging dialogue of readers and experts, strengthening ties between the art and literature, supporting intellectual and art publishing in Ukraine, and integrating Kyiv in the international cultural context**.**  Its term mission lies in the field of cultural policy and philanthropy. Unlike some other Kyiv book fairs, the BOOK ARSENAL is not a business project, but a non-profit cultural initiative**.** More than 150 events will be held on ten sites inside the Mystetskyi Arsenal, including presentations of new books, talks with authors, autograph sessions, workshops and discussions, exhibitions of art and comics books, poetry events, literature and music programme, and charity events (collecting books for children's hospitals and orphanages)**.** About 50 Ukrainian authors will present their new publications. Some of them are to launch public debates in pairs under a Special Project. BOOK ARSENAL will be attended by authors, musicians and artists from Italy, Austria, France, Great Britain, Japan, Germany, Finland, Lithuania, Poland, Czech Republic, Israel**.**

*Retrieved from https://http://artarsenal.in.ua/eng/event49.html*

**Student B**

**Informa**

Informa is a professional information provider with 100 offices in 25 countries. The company focuses on academic and professional publishing as well as informational events. The group’s five segments are Academic Publishing, Business Intelligence, Global Events, Knowledge and Networking and Global Support. The results surveyed for this ranking include the academic and business divisions, while the event organization and conference businesses are excluded.

Informa's Academic Publishing Division produces peer reviewed books and journals for upper level university students, researchers and academic institutions worldwide. Subject areas include Humanities & Social Sciences and Science, Technology & Medicine, with a list of more than 120,000 books and 2,400 journals. The division operates as the Taylor & Francis Group and has five main imprints: Taylor & Francis, Routledge, CRC Press, Garland Science and Cogent OA. The Business Intelligence division provides specialist data-driven intelligence and insight to professionals in niche communities. It has over 100 digital subscription products including Lloyd’s List, Citeline, Scrip and Ovum, catering to five vertical markets: Agribusiness, Finance, Maritime, Pharma, and Telecoms, Media & Technology. In 2016, the Academic Publishing contributed 36% of the group’s revenue. The division delivered a consistent operating performance, with revenues of 490 million GBP and reported revenue growth of 9.6%. The division experienced good growth in journals balanced by continued softness in books, particularly in the US. The Business Intelligence division returned after six years to positive growth.

*Retrieved from*[*https://www.publishersweekly.com/pw/by-topic/industry-news/*](https://www.publishersweekly.com/pw/by-topic/industry-news/)

**13. Read the extracts. Determine the genre of the texts. Write down word combinations with adjectives. Complete the chart.**

|  |  |
| --- | --- |
| **Introduction** |  |
| **the main body** |  |
| **conclusion** |  |

a. Overall, the conference gathered more than 200 participants and guests from Ukraine and China among their state authorities, business leaders and experts. The event was widely covered by both domestic and international media. The event would not have been possible without our lead partner Dentons, and partners Corum Group, Ukr-China Communication, DHL. We are grateful to our evening reception partners.

b. Postcards are a token of personal appreciation, especially in the digital communication age. Put a smile on the face of your business partners, friends and relatives by sending personal greetings! To make your postcard really shine, we have lowered the prices of postcards and folded cards on superior chromo board by an average of 20 percent in time. 280 g/m² chromo board has a glossy white front side and a matte, bright white reverse for writing. Coated with dispersion varnish on the front, this premium multi-layer card stock contains pulp, making it the perfect material for postcards and folded cards.

c. Creativity is at the heart of the advertising industry, and scholars have written extensively on this subject for the last twenty-five years. This essay looks at establishing truth in advertising, not as an ethical consideration, but, rather, from the creative practitioner’s perspective in creating marketing communication. In order to understand this connection between truth, creativity, and communication, this discourse will have two parts.

d. Alexander McCall Smith is the latest winner of one of literature's most eccentric prizes, the Bollinger Everyman Wodehouse Prize for comic fiction, which sees the winner win a large quantity of champagne, a 99-strong set of books. Speaking about the award, McCall Smith said: "I am greatly honoured to be awarded the Bollinger Everyman Wodehouse Prize. I very much enjoyed writing that book and if there are those who are enjoying reading it. " No writer in recent times has been a more prolific dispenser of wit. He makes people laugh out loud and like everyone who understands the absurdities of life, he understands sadness too.

**14. Read the extracts. Match the beginnings and the endings. Identify the techniques which have been included. Determine the genre of the texts. Write down the-word combinations with adjectives. Complete the chart.**

|  |  |
| --- | --- |
| **text 1 the subject/ genre** |  |
| **text 2 the subject/ genre** |  |
| **text 3 the subject / genre** |  |
| **text 4 the subject / genre** |  |

**BEGINNINGS**

a. It is becoming too difficult to write books about teenagers because they are so busy on social media they do not do enough to form a plot, the novelist Dame Jacqueline Wilson has suggested. Dame Jacqueline, one of the best-selling children's writers of all time, said she has turned away from writing about teenage girls because they are not "actually going out" enough to create action. Saying she had not written a modern teenage book for some time, she added she now found it "quite difficult" to think of plots involving them.

b. 22 - 24 September will be held the nineteenth international exhibition of advertising REX. The exhibition, first of all, is a platform for live communication, the ability to demonstrate the reliability of the subject companies. In terms of information chaos, entered into the daily life of almost every Ukrainian, the opportunity to get a proven reliable information "at first hand" is often the deciding factor in any decision, including in the selection of partners, contractors, artists. REX trade show is traditionally held simultaneously with the international exhibition of modern print.

c. The Japanese company OSAKA & Co, Ltd, founded in 1916, specializes in the development and production of bookbinding equipment. It introduced to the market its first fully automated line for the production of brochures, stitched wire. And now the basis of the nomenclature produced in factories OSAKO equipment up units (saddle stitchers) for the production of brochures. Accumulated specialists OSAKO experience in designing and manufacturing allowed to create machines that have received the unconditional recognition of consumers throughout the world.

d. The purpose of this paper is to analyze the effect of computer usage on the demand for paper and paperboard products. A log-linear model is developed to analyze the effect of computer usage on the demand for four categories of paper, newsprint, printing/writing paper, packaging paper and household/sanitary paper. The analysis is divided into two parts. The first part is analysis. We create computer number index as a measurement for computer usage. Monthly data are collected to estimate the effect for four categories of paper. The estimation results support the hypothesis that the increasing usage of computer has a significantlynegative effect on the demand for writing paper, and a significantly positive effect on the demand for packaging paper. But it doesn't provide enough evidence for the effect on the demand for newsprint.

**ENDINGS**

1. We believe that it is necessary to carry out trade shows, perhaps now even more than in the good times of high business activity. We sincerely hope that you share our position, and we believe that combining our efforts will lead to the speedy restoration of advertising and souvenir market and the economy.

2. Speaking at Festival, she said she is now more likely to write about Victorian or Edwardian children instead. Her latest project will see her re-write the children's classic What Katy Did, originally created by Susan Coolidge in 1872. When asked which age range she preferred writing for, the novelist told an audience of children she enjoyed aiming her novels at young people between the ages of seven and 14.

3. The second part is the yearly analysis on 16 main countries, which constitute the major demand for paper/paperboard products and are countries with widespread usage of computer. Using the yearly data and applying fix one model, we find that computer usage has a significantly positive effect on demand for packaging paper. The small difference in US monthly analysis countries’ analysis may arise from the different measures in computer usage, prices of paperboard products, and income.

4. The combination of structural perfection, high computer technology and traditional Japanese reverent attitude to quality manufacturing made automatic lines standard of performance, quality and reliability. Suffice it to say that the equipment directly competes with the equipment of the Swiss company (the world leader in the production of saddle stitchers) but has a significant price advantage.

**LISTENING AND SPEAKING SKILLS**

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**1. Listen to the information-1 (*Listening-3-1)* about** **a profession and fill in the gaps.**

I used to watch the news and think how amazing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ report from places around the world. I think journalism is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ profession. You really need a special character to survive. I think journalism is one \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ important professions in the world. Without it, we wouldn't know anything about what's \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the world. It \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a dangerous profession. Of course, reporting in war zones is dangerous, but even reporting in the street \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I'm sure many journalists have many experiences of angry people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interview, or even of other journalists \_\_\_\_\_\_\_\_\_\_\_\_\_\_. When I watch journalism award shows, I still \_\_\_\_\_\_\_\_\_\_\_\_\_ to become a journalist.

**2. Listen to the information-2 (*Listening-3-2*) and complete the sentences.**

1. It may not have been …………or at the same company or the same department, but I was still helping people, other people tell their stories. 2. So having a clear sense of why you do what you do, you know why what………., I think will help you see new mediums, new tactics, methods by which you can do that.

3. I’ve been ……………and native ad product manager an editor, a brand editor, you know, a, a creative strategist, a creative director.

4. When the New York times…………., it was again, still in that same main, still helping other people tell their stories.

5. Very often the way we see the world is what needs to change in order for us to find the tactics that we need …………. that we have.

**3. Listen to the information -2 again and give written answers to the questions.**

Why is she still doing the same work to help other people?

Is she interested in writing books?

What does she think about consulting work?

Why does she like her work in the New York Times?

What does she want to change in writing stories?

**4. Work with the partners. Discuss the problem.**

What forms of written and spoken communication can you think of?

Which of them do you like using? And why?

What makes a good communicator? What factors are important for communication?

**5. Discuss your prospective work asking each other the following questions.**

**Student A**: Why have you chosen to be an editor? Does it involve travelling?

Does the job require a lot of training or experience?

Does it involve working with other people?

What qualities could you contribute to a team?

**Student B**: What are the advantages of working in teams?

Why are thinking styles important in effective teamwork?

What qualities could you contribute to a team?

What qualities do the members need to create an effective team?

**6. Tell your friend about the role of editors in mass media products. Give an example of a successful editor. Inform about his life and his work.**

**UNIT II, Lesson 4**

**The editing process**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What is the editing process?

2. What are different types of editing?

3. What are the three levels of editing?

4. What type of editing is Level 2 editing?

5. How are news edited?

6. What are the roles of an editor in news?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

collaboration essential

techniques suitable

significance necessarily

to substitute interchangeably

readability overall

**b) Read the text about Editingand be ready to discuss the information with your fellow students.**

1. What is the purpose of editing?

2. What is editing?

3. What tasks does the editor do?

4. Can you tell about aims of Substantive editing?

5. Why do we need Copyediting?

6. What type of Editing does your work need?

7. What is the difference between editing and formatting

8. What is deep editing?

9. What is the difference between editing and revising?

10. Why is editing important?

11. What is editing a document?

**Editing**

Editing is the process of selecting and preparing writing, photography, visual, audible, and film media used to convey information. The editing process often begins with the author's idea for the work itself, continuing as a collaboration between the author and the editor as the work is created. The purpose of editing is to continue or illuminate significance to a scene or story. It is also referenced as creating different moods and atmosphere, this could be done through pace of shots, three ways: colour correction, fades, and other editing techniques. The tasks that an editor performs can be grouped broadly into three levels: substantive editing, copyediting and proofreading. A comprehensive edit involves all three levels of edit.

Substantive editing (sometimes called structural or content editing) aims to ensure that the structure, content, language, style and presentation of the document are suitable for its intended purpose and readership. Copyediting aims to achieve accuracy, clarity and consistency in a document. It does not involve significant rewriting, providing a single authorial voice or tailoring text to a specific audience – these belong to a substantive edit. Proofreading (usually called this but sometimes known as verification editing) involves checking that the document is ready to be published. It includes making sure that all elements of the document are included and in the proper order, all amendments have been inserted, the house or other set style has been followed, and all spelling or punctuation errors have been deleted.

All of these levels of edit are essential in producing a high-quality publication, whether on paper or onscreen. They are performed at different times in the publication process and are not necessarily performed only once. Editors will adjust sentence and paragraph structure, eliminate redundant words, replace repetitive words with synonyms, and substitute weak words, phrases, and sentences with powerful alternatives. Deep editing is for the writer who wants to psychologically impact the unconscious of the reader. In editing, you clean up the copy, improve syntax, fix grammar, deal with errors. In revising, you update or modify the copy to reflect correct, new, or changing information or facts. A good editor does much more than fix your grammar; he or she improves a book's content and structure in a way that preserves the author's style. Just as important, he finds and corrects both major and minor errors. Types of Editing: Substantive (developmental) editing. The most intensive form of editing is substantive editing. Copyediting. Copyediting, commonly called line editing, is a light form of editing that applies a professional polish to a book. Line editing is often used interchangeably with the term copyediting.

Mechanical Editing, Substantive Editing, Developmental Editing, Proofreading. Formatting. References/Literature Cited. Other documents. Review. Glossary. Job Duties and Tasks for «Editor»: 1) Prepare, rewrite and edit copy to improve readability, or supervise others who do this work. 2) Allocate print space for story text, photos, and illustrations according to space parameters and copy significance, using knowledge of layout principles.

To Edit a News Article. Make sure you are logged in. Scroll to the top of your page to the CMS Menu. Hover over Content Management and a menu will appear. Hover down to Content and a side menu will appear, click on list. Find the news article you want to edit, on the far right hand side under «operations» click edit. We define editing as making revisions to and suggestions about the content of a document, focusing on improving the accuracy of language, flow, and overall readability, as well as checking for grammar and spelling. In other words, editing involves a detailed review of a paper.

*Retrieved from http://iped-editors.org/About\_editing/Levels\_of\_editing.aspx*

**3. a) Fill in the gaps with the suitable word and check your answers in the text.**

1. illuminate to a scene a. consistency

2. replace words with synonyms b. significance

3. the process of ………….. c. amendments

4. clarity and in a document d. redundant

5. all ………….have been inserted e. repetitive

6. eliminate …………..words f. selecting

7. a …………between the author and the editor g. substitute

8. …………….weak words h. collaboration

**b) Say if these sentences are true (T) or false (F).**

1.The three levels usually overlap to some degree, an editor hired to do a copy edit is quite likely to perform some of the tasks usually associated with a substantive edit.

2. The writer doesn’t want to learn fresh editing techniques.

3. Formatting refers to changing the appearance of text in a document such as text formatting or page formatting or paragraph formatting.

4. Editing refers to making modification to a document using editing tools such as replace spelling and grammar checkers, copy and paste or undo redo features.

5.The editor balances problems of grammar, style, repetition, word usage and jargon.

**LANGUAGE KNOWLEDGE**

**4. Translate the word combinations into Ukrainian.**

often used interchangeably

allocate print space

illuminate significance

to achieve accuracy, clarity and consistency

for its intended purpose and readership

knowledge of layout principles

to improve readability

substantive editing

**5. Replace the words with the synonyms and correct mistakes.**

**ensure chiefly restrictions depend**

**eliminate guide cover verify**

1. One of the main tasks of non-fiction editor is to **check** the facts.

2. Developmental editor **most of his time** works with author’s drafts.

3. Good book **leans on** collaborative effort of editor, author and publisher.

4. Publishing houses have **limits** on the number of books they publish.

5. Some of the most famous newspapers have reporters all over the world **to provide information** on major topics.

6. Copy-editor **checks** that articles meet the requirements of magazine/newspaper.

7. Editor may **direct** author but never dictate him what to do.

8. Proofreader **eradicates** last mistakes, if they were omitted, before publication.

**6. Fill in the gaps with the appopriate word.**

**where repeate get change out**

**looking responsible knowing**

One of the most 1\_\_\_\_\_\_\_\_ questions people ask me is “What does an editor do?” I’m not sure who’s looking for this information. And not 2\_\_\_\_\_\_\_\_\_ the source of the question, I’m not sure how to answer. Is a high school student looking for an answer to an assignment wondering about editing as a career? Is a professional in one career looking to 3\_\_\_\_\_\_\_\_\_ positions? A writer is wondering what an editor can do, he is 4\_\_\_\_\_\_\_\_\_\_ for clues about how to approach an editor or wondering what an new editor at the publishing house will be 5\_\_\_\_\_\_\_\_\_\_\_\_ for. So, not knowing exactly what information people are seeking, I’ll present enough to 6\_\_\_\_\_\_\_\_\_\_ almost anyone started. An editor polishes and refines, he directs the focus of the story or article or movie along a particular course. He cuts 7 \_\_\_\_\_\_\_\_\_ what doesn’t fit, what is nonessential to the purpose of the story. He enhances the major points, drawing attention to places 8\_\_\_\_\_\_\_\_\_ the audience should focus.

**7. Match words with their meanings.**

***Headline layout of articles non-fiction sidebars timely check spelling particular point something out***

1. to [tell](http://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/tell) someone about some [information](http://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/information), often because you [believe](http://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/believe) they do

not [know](http://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/know) it or have [forgotten](http://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/forget) it.

2. writing that is about [real](http://dictionary.cambridge.org/dictionary/english/real) [events](http://dictionary.cambridge.org/dictionary/english/event) and [facts](http://dictionary.cambridge.org/dictionary/english/fact), [rather](http://dictionary.cambridge.org/dictionary/english/rather) than [stories](http://dictionary.cambridge.org/dictionary/english/story) that have been

[invented](http://dictionary.cambridge.org/dictionary/english/invent).

3. a [line](http://dictionary.cambridge.org/dictionary/english/line) of words [printed](http://dictionary.cambridge.org/dictionary/english/printed) in capital [letters](http://dictionary.cambridge.org/dictionary/english/letter) as the [title](http://dictionary.cambridge.org/dictionary/english/title) of a [story](http://dictionary.cambridge.org/dictionary/english/story) in a [newspaper](http://dictionary.cambridge.org/dictionary/english/newspaper),

or the [main](http://dictionary.cambridge.org/dictionary/english/main) [points](http://dictionary.cambridge.org/dictionary/english/point) of the [news](http://dictionary.cambridge.org/dictionary/english/news) that are [broadcast](http://dictionary.cambridge.org/dictionary/english/broadcast) on [television](http://dictionary.cambridge.org/dictionary/english/television) or [radio](http://dictionary.cambridge.org/dictionary/english/radio).

4. to [form](http://dictionary.cambridge.org/dictionary/english/form) words with the [correct](http://dictionary.cambridge.org/dictionary/english/correct) [letters](http://dictionary.cambridge.org/dictionary/english/letter) in the [correct](http://dictionary.cambridge.org/dictionary/english/correct) [order](http://dictionary.cambridge.org/dictionary/english/order).

5. the way articles or sidebars are [arranged](http://dictionary.cambridge.org/dictionary/english/arrange).

6. at the right or an opportune or appropriate time.

7. you approve of it because it happens exactly at the moment when it is most

useful, effective or relevant.

8. a short article in a newspaper or magazine, typically boxed, placed alongside

a main article, and containing additional or explanatory material.

**8. Fill in the gaps with the correct form of the words in brackets.**

Once a manuscript has completed the initial screening process, it is edited in three stages. Initially, the article is assigned to an\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (execute) editor, who, along with the editor-in-chief, serves as a contact person for the author. He reads the manuscript and may \_\_\_\_\_\_\_\_\_\_\_\_\_\_(proposal) substantive, structural, and \_\_\_\_\_\_\_\_\_(style) changes. If necessary the manuscript then \_\_\_\_\_\_\_\_\_ (return) to the author for his or her review and changes.

Next, the process of cite checking begins. In cite checking, staff editors examine the manuscript to ensure that all \_\_\_\_\_\_\_\_\_\_(cite) are accurate and complete, and that they properly support the textual propositions. These editors also indicate if and where \_\_\_\_\_\_\_\_ (add) documentation is needed. The executive editor then evaluates the work of the cite checkers and examines the body of the article for the purpose of enhancing both style and substance. Any changes \_\_\_\_\_\_ (affect) the substance or structure of the article will be brought to the attention of the author. When appropriate, stylistic and technical \_\_\_\_\_\_\_(correct) also will be brought to the author’s attention. Further requests for sources and documentation also may be made.

**9. Turn the sentences into Direct Speech.**

1. Agent says he has sent the manuscript to a publisher.
2. I think my manuscript will be acquired.
3. Editor expects that book can be interesting for all children.
4. I suppose after our tomorrow meeting editorial assistant will believe in my new concept of novel style.
5. My friend always says he wanted to be a professional writer in his childhood.
6. Mary understands that cover of her poetry book wasn’t improved by designer and the cover team.
7. My PR-agent is sure in my potential to become a famous tales’ author if I’ll be more careful to details.
8. I think my editor has already finished working with my manuscript because he has never worked with it more than a week.
9. Tom is afraid he won’t get a special publishing mark for his new article.

**10. Turn the sentences into Reported speech.**

“Why don't you accept the offer?”, I said to her.

I suggested ……………………………

I explained ……………………………

I recommended ……………………….

“You really must write your articie”, he said to me.

He insisted ……………………………..

He made ………………………………

“I’ll create the advertisment tomorrow”, she said to me.

She told …………………………………

She advised …………………………...

She promised ………………………….

**11. 1) Arrange the words and word-combinations according to stylistic classification**

**of vocabulary.**

|  |  |  |
| --- | --- | --- |
| Colloquial layer | Neutral layer | Literary layer |
|  |  |  |

**Words:** chat intercourse event center book swallowers go on talk assembly continue book fans pull together proceed bring together

get-together book lovers discussions assemble

**2).** **Read the texts below. Then choose word from Ex.11 and fill in the gaps.** The Book Festival is an annual literary 1\_\_\_\_\_\_\_\_\_ that 2 \_\_\_\_\_\_\_\_\_\_\_\_ best-selling authors and thousands of 3 \_\_\_\_\_\_\_\_\_ with panel 4 \_\_\_\_\_\_\_\_\_\_\_, book signings and other activities. It was created by Librarians of Congress.

10am - 10pm   
 No outside food or drink may be brought into the Convention 5\_\_\_\_\_\_\_\_\_\_\_.

**12. Choose the odd word.**

newspaper poem novel play

mean boring stupid good-looking

enjoy want know agree

drawing painting sketch palette

make have be do

immediately loudly eventually lovely

**13. You and your friend are waiting for a Job Interview. Don’t waste your time.**

**Try in turns to give explanations of the terminology matching the words with their definitions.**

|  |  |
| --- | --- |
| **1. Advertising** | a) to prepare (text) for publication by checking and improving its accuracy, clarity |
| **2. Slogan** | b) a person or company that prepares and issues books, journals, music, or other works for sale |
| **3. Article** | c) is a handwritten or typed document, especially a writer's first version of a book before it is published. |
| **4. Editing** | d) a piece of writing that is published in a newspaper or magazine. |
| **5. Manuscript** | e) is a particular type of literature, painting, music, film, or other art form which people consider as a class because it has special characteristics. |
| **6. Publisher** | f) the activity or profession of producing advertisements for commercial products or services |
| **7. Genre** | g) something that completes or enhances something else when added to it |
| **8. Supplement** | e) is used in advertisements and by organizations who want people to remember what they are saying or selling. |

**14. Read the texts below and for each of the empty spaces (1-7) choose and write down the correct answer (a, b, c).**

The Library of Congress National Book Festival is an annual 1\_\_\_\_\_\_\_\_\_ event that brings 2\_\_\_\_\_\_\_\_\_\_\_ authors and thousands of book fans for author talks, panel 3\_\_\_\_\_\_\_\_\_\_\_\_, book 4\_\_\_\_\_\_\_\_\_\_and other activities. It was created by Laura Bush and Librarian of Congress James H. Billington at the suggestion of Mrs. Bush, who had created the Texas Book Festival.   
To mark this 5\_\_\_\_\_\_\_\_\_ of the Library's acquisition of Thomas Jefferson’s personal library, the festival has as its 6\_\_\_\_\_\_\_\_\_\_Jefferson's 7\_\_\_\_\_\_\_\_\_, "I Cannot Live Without Books."

1. a. artistic b. literary c. cultivated

2. a. buying b. creating c. best-selling

3. a. discussions b. analysis c. argumentations

4. a. readings b. signings c. proofing

5. a. recognition b. achievement c. anniversary

6. a. theme b. topic c. point

7. a. reference b. quote c. excerpt

**15. You are a new editor of the newspaper. A computer virus has spoilt the texts. Some words have missed letters. Complete the words by adding the vowels.**

1. It was cr\_ted by James H. Billington at the s\_gg\_st\_on of Mrs. Bush, who had created the Texas Book Festival.

2. We offer a timely, acc\_r\_te and c\_mpl\_te distribution s\_pply chain to ach\_ve our publishers’ needs.

3. Creating a company might work for some, while others are more comfortable with or s\_ted for tr e r\_tes. 4. In fact, there are hundreds of small presses out there — just take a l\_k at our independent Gr\_ndbr\_king Publisher c\_l\_mn. 5. By classics we mean those books which have become r\_c\_gn\_zed for th\_r exc\_ll\_nce.

6. Before you start des\_gning your letterh\_d, take a l\_k at the pr\_s, cons, and extra tips.

7. 140 Local magaz\_ne t\_tles, 1 500 monthly and weekly international magazine titles and 8.00 coll\_ct\_bles and p\_rtworks are distributed every month.

8. Book Festival is an ann\_l literary event that brings t\_g\_ther best-selling a\_thors and thousands of book fans for author talks, panel d\_sc\_ss\_ons, book s\_gnings.

**WRITING**

****

**16. A virus has spoilt your notice and encoded words in the computer. Put the letters in bold in the correct order. The first letter is underlined. Write expression with them.**

1. We find that computer usage has a infy**s**atlinicg positive effect on demand for packaging paper.

2. The magazine is known for its thick square-bound glossy ator**f**m with a yellow rectangular border and its extensive use of dramatic photographs. 3. There has always been an enormous topicality of an issue of media effects and their impact on the further behaviour of piecien**r**stof media content.

4. This paper presents a synthesis of iduel**g**esin found in literature about structuring.

5. The participants were randomly sg**a**nside to two study groups.

6. Many of the tbsa**o**scle along the writing and publishing path can be avoided by following some simple guidelines and practices.

7. The magazine is published monthly, and additional map lemnup**s**etspare also included with subscriptions.

8. The paper outlines the process of publishing research papers in journals and conference inroe**p**edgcs, aiming to provide early stage researchers with a handy introduction to essential issues.

9. Western companies regard participation as an effective tool for dnx**e**inget the sphere of economic interests.

10. To mark the anniversary of the Library's it**a**cosiniqu of Thomas Jefferson’s personal library.

**17. The event organizer has written the text but some words have not been**

**translated. Read this extract. Translate the words and word combinations.**

**Determine the genre of the extract.**

**T-REX** is the country's main platform for \_\_\_\_\_\_\_\_\_\_\_ (презентація) of new \_\_\_\_\_\_\_\_\_\_ (продукти) and all the latest \_\_\_\_\_\_\_\_\_\_\_ (розробка) in the field of advertising production\_\_\_\_\_\_\_\_\_(технологія), exchange of \_\_\_\_\_\_\_\_\_\_\_\_ (досвід) nd learning needs of its\_\_\_\_\_\_\_\_\_\_\_ (клієнти). Visitors are owners, managers and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (технологи друку), advertising and production companies and \_\_\_\_\_\_\_\_\_(видавництва) have traditionally come to the trade show \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (в пошуках) of all that is new that has emerged over the years in the \_\_\_\_\_\_\_\_\_\_\_\_\_ (ринки друку). In addition to the\_\_\_\_\_\_\_\_\_\_\_(стратегічні) objectives of the participating companies, **T-REX** is an \_\_\_\_\_\_\_\_\_\_\_ (ефективні) sales tool. Every year, big amount of \_\_\_\_\_\_\_\_\_\_\_ (обладнання) is sold directly from the stands. This confirms the effectiveness of the event and is a \_\_\_\_\_\_\_\_\_ (сильний) argument in favor of the decision (брати участь).

**18. You are an editor. Which of the activities are you responsible for? Which are the most important in your job? Fill in the gaps. And then write 2 sentences about every activity.**

Doing 1 ……………….. research

Reading trade 2 …………………….

3 ………………… at a trade fair

Speaking to 4 ……………………

Creating 5 …………………….

6 ……………… the announcement

**a. advertisements b. presenting c. journalists d. writing e. market f. magazines**

**19. You have recently got a job in a joint American-Ukrainian Publishing House. Check your knowledge of the terminology. Arrange the words in the table according to the area. Write 10 sentences with them.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Event** | **Activities** | **Participants** | **Publishing products** |
|  |  |  |  |

Book Festival brochure Ceremony bestseller coordinate National Book Award booklet Seminar interchange representatives clients dictionary promote arrange negotiate encyclopedia National Book Conference edition guideline press agents recipients acquire photographers companions establish directors guests brand managers newsperson, acquisition customers exhibit proceedings Book forum supplement addition issue of publication market researcher leaflet manuscript collection agencies symposium the Fine Art Competition select

**20. Skim the text «Editing» and write a plan of the text.**

**LISTENING AND SPEAKING SKILLS**

****

**1. а) Listen to the information about Editing and put the tips in the correct order according to the speech and then match the tips with explanations.** *https://www.youtube.com/watch?v=3CfhwWFxRGw*

Content/Line Editor

Developmental Editing

Proofreading

Copyediting

a. (Develop Ideas/Bring Them to Life)

b. (Polishing of The Manuscript)

c. (Making Sure the Content "Flows" And Reflects The Author's Overall Idea.) d. (Following Proper Citation/ Writing Formats).

**b) Write sentences with words from the speech and then read them.**

to develop an idea

the basic level

the content is readable

recasting a sentence

checking for inaccuracies

the chaptes in the books

the main categories of editing

**c) Listen to the information about Editing again. It's good to know more about the specific editing types. Tell your сolleagues about the 2 types of editing. Compare them.**

**2. Discuss the problem with the partners. Prepare a short dialogue.**

**Student A**:You are an expert of editing and evaluating the texts. You have got the task to read the suggested article. Analyse the information and make your comments.

**Student B**: You wrote the article two days ago. You want your article to be published. Discuss the problems with an expert of editing and evaluating the texts, analyse the structure, content, language, style, genre of the article.

**3. Roleplay the situation.**

**Student A**: You are a representative of a British publishing firm. Give detailed information about the activities of your company and its potential opportunities for participating in joint programs in Ukraine.

**Student B:** You are a representative of a Ukrainian Publishing firm at the international scientific-technical exhibition. You are interested in maintaining new contacts with foreign publishing companies in order to launch a new program. Give detailed information about the activities of your company.

**UNIT II, Lesson 5**

**Libraries in our life**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. Do many people visit libraries nowadays?

2. What libraries are still popular?

3. Why are libraries important in our life?

4. What is the role of library in education?

5. What is online library system?

6. What events do libraries have?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

enthusiastic volunteer

community willingness

magazine throughout

involvement reference

concentration achievement

**b) Read the text about libraries and be ready to discuss the information with your fellow students.** **Think about the answers to the questions.**

1. What are the types of library?

2. What do you do in library?

3. What is Library in simple words?

4. What are the reasons to use a library?

5. Why are libraries important for students?

6. Why is library better than Internet?

7. What are the benefits of library?

8. Why are libraries popular now?

9. What do modern libraries offer?

10. Do they have a website for advertising their computer workshops?

**Libraries in our life**

A lot of people attend public libraries less and less, because they think that paper book has already been replaced by computers and other digital technologies. Moreover, a lot of people do not have free time to go to the public library, and they can easily download the book, which is necessary for them. English Language Learners Definition of library: a place where books, magazines, and other materials are available for people to use or borrow, a room in a person's house where books are kept and a collection of similar things. They offer free educational resources to everyone and make communities healthier. It is crucial for libraries to have an interactive website, a calendar of events and community outreach. The success of library events relies upon enthusiastic promotion. The Public Library has a great website for advertising their computer workshops: enthusiastic staff and volunteers, community outreach, willingness to network and embrace new connections.

Public libraries remain very popular among all users, younger patrons read and use the library at the same rate as older ones. Over 94 percent of Americans say that "having a public library improves the quality of life in a community." Library provides a very calm atmosphere which helps students to maintain a good concentration on their studies. There are major types of libraries:

• Academic libraries serve colleges and universities.

• Public libraries serve cities and towns of all types.

• School libraries serve students from Kindergarten to grade 12.

Libraries usually host book discussion groups Book discussion club to promote community involvement in literature. A book discussion club is a group of people who meet to discuss a book or express their opinions, likes, dislikes. It is more often called simply a book club, a term that is also used to describe a book sales club. Book discussion clubs may meet in private homes, libraries, bookstores, online forums, pubs, and in cafés or restaurants over meals or drinks. With the challenge that not all members of a club can regularly meet at an appointed place and time, a new form of book clubs has emerged online. Online clubs exist in the shape of Internet forums, e-mail mailing lists, dedicated websites, such as Goodreads.com and even telephone conference calls. In the category of social networks, these online clubs are made up of members of a variety of reading interests and often approach book discussion in different ways, e.g. academic discussion, pleasure-reading discussion, personal connection, and reaction to books members read. Here are many reasons why libraries are still better than the internet. The internet brings people together, often in enjoyable and productive ways, such as over shared interests or common challenges.

An online library catalog is an electronic bibliographic database that describes the books, videotapes, periodicals, carried by a particular library. It is a register of all bibliographic items found in a library or group of libraries, such as a network of libraries at several locations. A bibliographic item can be any information entity that is considered library material or a group of library materials or linked from the catalog as far as it is relevant to the catalog and to the users of the library. Library websites can offer interaction with the library catalog. An Online Public Access Catalog provides the ability log into a library account to renew or request items. Libraries may organize the various periodical indexes, electronic reference collections, and other databases they subscribe. Library tutorials and interactive tutorials can help users choose and use electronic resources, how to renew a book, and other library functions. Virtual reference allows remote patrons to connect with library staff and have their questions answered, including via email and texting. Library event planning includes book release parties, author readings and signings, poetry and open mic readings, media workshops, storytimes, community events and tutorials. Library events are vital to maintaining an active role in the community in which the library is located. Advertising of events is essential not only to promote specific events, but in the promotion of the library as an institution of the community.

*Retrieved from https:en.everybodywiki.com/Library\_event\_planning*

**3. a) Fill in the gaps with the suitable word. Then check your answers in the text.**

1. other materials are …..for people a. evolved

2. a very healthy role ……our life b. available

3. to have an ………..website c. throughout

4. ………new connections d. interactive

5. a calendar of events and community………. e. embrace

6. to ……. a good concentration on their studies f. outreach

7. to promote community ………in literature g. maintain

8. the academic ………of the students h. involvement

9. in enjoyable and …………..ways i. achievement

10. catalog ………….from a printed source j. productive

**b) Fill in the correct word(s) from the list below. Use the word(s) only once. Translate into Ukrainian these sentences.**

unique features inspired universal experience

1. Visit the Library of Congress and ………… the world’s largest collection of culture and creativity like never before.

2. The Thomas Jefferson Building ………exhibitions and installations that bring the Library’s unparalleled collections to life and take you on a ………..and personal journey through history and culture.

3. Millions of items are waiting for you – explore, discover and be……………...

4.The richness and variety of the Library’s exhibitions reflect the……….. and diverse nature of the Library’s collections.

5. Major themes underlie most of the exhibitions – the presentation of libraries and traditions, the examination of world history and the celebration of events.

**LANGUAGE KNOWLEDGE**

**4. Match the verbs with the nouns to create collocations.**

1. hold a. edge

2. take b. form

3. strengthen c. format

4. record d. folio

5. constitute e. secure

6. comprise f. restrictons

7. dictate g. pages

8. overcome h. sales

**5. Fill in the gaps.**

**technology documentation terminological evaluated refinement foundations information interchangeable**

Historically, library science has also included archival science. This includes how ………. resources are organized to serve the needs of selected user groups, how people interact with classification systems and ………, how information is acquired, ……. and applied by people in and outside libraries as well as cross-culturally, how people are trained and educated for careers in libraries, the ethics that guide library service and organization, the legal status of libraries and information resources, and the applied science of computer technology used in …….. and records management. There is no generally agreed-upon distinction between the terms library science, and librarianship, and to a certain extent they are………, perhaps differing most significantly in connotation. The term library and information studies (LIS) is most often used; most librarians consider it as only a ………. variation, intended to emphasize the scientific and technical …….. of the subject and its relationship with information science. Library philosophy has been contrasted with library science as the study of the aims and justifications of librarianship as opposed to the development and ……… of techniques.

**6. Replace the words with suitable equivalents.**

**formats, evidence, untapped, suffered, previously, wealth, collection, content**

The history of Chinese bookbinding was **affected** by owing to a lack of material **proof.** Various book **shapes and sizes** discovered among the Dunhuang document **assemblage** provide **a prosperity** of information **earlier** out of reach to scholars. However, this resource has remained relatively **idle**, attention instead being focused on the textual **substance** of the documents.

**7. Write expressions. Then check your answers in the text Lesson 3, Ex. 11.**

1. widely used for promotional ……… a. reliability

2. how to …………curiosity b. challenging

3. …………. of dialogic communication c. purposes

4. …………. examples d. authentic

5. the most unusual and ……………. projects e. vital

6. for unique and …………items f. principles

7. held a ……… place in communities g. highlight

8. …………information in the digital age h. embrace

9. the ability to demonstrate the …………… i. handmade

**8. Fill in the gaps with the correct form of the words in brackets.**

You can access ancient, medieval, modern, and contemporary manuscript and archive material from around the world. Our collections include historical, literary, political, scientific, and religious papers as well as maps, charters, seals, rolls, and papyri. A manuscript any document…. (write) by hand, as opposed to being printed or…… (reproduce) in some other way. Before the arrival of printing, all documents and books.…. (be) manuscripts. In publishing and academic contexts, a manuscript is the text….. (submit) to the publisher or printer in preparation for publication, regardless of the format. Until recently a typescript….. (prepare) on a typewriter was usual, but today a digital file with a printout, prepared in manuscript format is most common. Manuscripts….. (not define) by their contents, which may combine writing with mathematical calculations, maps, explanatory figures or illustrations. Manuscripts… (be) in book form, scrolls or in codex format. Illuminated manuscripts …..(enrich) with pictures, border decorations, elaborately embossed initial letters or full-page illustrations. (Type) your manuscript yourself always…. (be going) to be the best, most cost-effective choice. While you…. (key) in your handwritten work, you can check for things that don’t make sense, make necessary revisions, and… (tight) up your writing if needed.

**9. Fill in the gaps with the correct word.**

1. Western-style printing was adopted all over the world………… practically the sole medium for modern bulk printing.

A. is becoming B. becoming C. became D. was becoming

2. The replacement of the hand-operated Gutenberg-style press by steam-powered rotary presses ……. printing on an industrial scale.

A. have allowed B. allowed C. were allowed D. allow

3. Take a trip through a re-created version of Jefferson’s library, which assembles 6,487 volumes that founded the Library of Congress, and learn how one of America’s greatest thinkers was inspired through the world of books.

A. is inspired B. had inspired C. inspired D. was inspired

5. Gutenberg greatly improved the process by ………. typesetting and printing as two separate work steps.

A. treated B. treating C. was treating D. had treated

6. If you have conventional printing experience, you must be willing to relearn the process using modern tools.

A. relearn B. relearned C. to be relearn D. to relearn

7. A comprehensive range of accessory packages ….. you to match the press configuration precisely to your individual portfolio.

A. enables B. enabled C. enable D. are enabled

8. Coatings accelerate the print process when you ……… the reverse of the sheet.

A. need print B. need to print C. to need print D. need to be printed

9. The production chain of prepress, press, and postpress ……….. through storage areas for the materials needed for the production as well as by storage areas for the semi-finished and end products of the printing job.

A. interlinked B. is interlinked C. had interlinked D. interlink

10. You are in a position …………... practically every customer wish.

A. accommodating B. have accommodated C. to accommodate D. accommodate

**10. Write the correct form of the word in brackets.**

The …….(rich) and variety of the Library’s exhibitions reflect the universal and diverse nature of the Library’s collections. Four major themes underlie most of the exhibitions—the presentation of great libraries and…..(write) traditions; the exploration of America’s past and character; the examination of world cultures and history; and the celebration of events, individuals, and works that……. (shape) the twentieth century and beyond. Politicians and entertainers ……(dominate) public life in America for much of the twentieth century. Members of both professions have found their worlds increasingly…… (entangle). The exhibition explores some of these entanglements, (focus)…….. on the careers of Bob Hope and other entertainers who were involved in the political climate of their times. Explore artifacts that represent an array of viewpoints on the interplay of politics and entertainment in public life. Explore the realm of comic art, where visual and narrative storytelling styles (evolve)……. from panels in early newspapers to contemporary comic images. Through unique original drawings and printed pages, this exhibition features the artistic skills of master artists and (emerge)………. talents who have created some of the most famous, funny, and frightening characters to appear in print. Many current exhibitions have related public programming, such as gallery talks, special tours, films, and symposia. Gallery talks are presentations by Library curators or other experts that focus on the themes and content of exhibitions or on specific items in exhibitions. Special tours can (arrange)…….. for groups of adults, students, or organizations by advance reservation.

**WRITING**

****

**11. Competition game. Divide into four groups**.

**a) Fill the empty cells in the table with the words derived from the verb**.

|  |  |  |
| --- | --- | --- |
| **Verb** | Nouns | **Adjective** |
| **to spread** |  |  |
| **to mark** |  |  |
| **to experience** |  |  |
| **to surprise** |  |  |
| **to imagine** |  |  |
| **to value** |  |  |
| **to reward** |  |  |
| **to promote** |  |  |

**b) Choose the words from the table and write different examples of word combinations for these models: AN, NN, VN. The team which has more written combinations of words is a winner of the competition.**

eg. to create a slogan.

**12. Your** **colleague has written a short text for the online magazine. Read the extract. Fill in the gaps with the correct word from the list below. Determine the genre of the extract.**

Want to get 1 …………..? You need to be different, to stand out! Pinpoint Promotions & Printing offers an 2………. of special and unique printing 3……… and products outside the box of 4………. printing. From radiant metallic PMS colors to 5………. layered wedding invitations we can give you the 6..……. you need to stand out. Below you can see a few of the specialty printing services Pinpoint offers. Give us a call at PINPOINT and a Pinpoint specialist would be glad to discuss with you our 7……….. and what we can do to meet all your needs.

**edge array capabilities conventional noticed extravagant services**

**13. Fill in the gaps with the given words.**

**a) conduct supervise communicate involve write**

**execute create responsible**

1. This person ................... the design staff. 2. This company is……………. for creating advertisements. 3. One of this person’s responsibilities is to …………logos. 4. This person have solid writing skill and strong relationships with the appropriate media outlets. The job …………… managing all aspects of public relations. 5. This company might ………… a survey to find out more about your customer. 6. This person is responsible for developing and …………. brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability, and budget targets.

7. This person …………. the text for advertisements. 8. This person interacts with the media to ……………important company information.

**b) Match the descriptions 1-8 with the notions (a-h).**

a) art director b) ad agency c) graphic designer d) head of PR e) market research firm f) brand manager e) copywriter h) PR officer

**14. Divide into four groups. Read the adjectives, translate them into Ukrainian and then сomplete the table. In teams choose the words from the table and write different examples of word combinations with these adjectives. The team which has more written words is a winner of the competition.**

profitable independent remarkable unusual powerful admirable uncommon unforgettable rewarding mysterious outstanding

|  |  |  |
| --- | --- | --- |
| Prefix | Stem | Suffix |
| **1** |  |  |

**15. Competition game**

**a). Divide into four groups**. **Read the words and complete the table with synonyms.**

|  |  |
| --- | --- |
| **Additional** |  |
| **Circulation** |  |
| **Unique** |  |
| **Available** |  |
| **Continuously** |  |
| **Various** |  |
| **Formerly** |  |
| **To regard** |  |
| **Overall** |  |
| **International** |  |

Regularly possible to remark edition exclusive steadily usable different cosmopolitan first transmission constantly supplementary rare reachable total extra uncommon diffent particular spread usable accessible earlier reachable numerous distinct originally global comprehensive to view worldwide to observe universal before.

**b). Choose the words from Table and write different examples of word combinations with these adjectives. The team which has more written words is a winner of the competition.**

**16. Study the table of Ex. 10, 15 and write 7 sentences about an event.**

eg. The International Fine Art Exhibition presents the works of the talented artists.

**17. a) Match the word from A with the word from B.**

**A B**

|  |  |
| --- | --- |
| **1** Contemporary | a) перший виступ |
| **2** Writing | b) одержувач |
| **3** Issues | c) цивільний |
| **4** Nonfiction | d) організація |
| **5** Civil | e) літературний |
| **6** Recipient | f ) сучасний |
| **7** Debut | g) видання |
| **8** Mythology | h ) небелетристична |
| **9** Titles | i ) міфологія |
| **10** Foundation | j) назва |

**b) Read the text and fill the gaps with correct words. Determine the genre of the text.**

**New York, (Sep. 15, 20…)** – The National Book 1\_\_\_\_\_\_\_\_announces the Long list for the 2015 National Book Award for Young People’s Literature. Finalists will be revealed on October 15. Among this year’s ten Longlisted books is a past National Book Award Winner, a two-time National Book Award Finalist, a three-time Newbery Honor Book 2\_\_\_\_\_\_\_\_\_\_, a Michael L. Printz Honor Book recipient, and an Eisner Award winner. Three novels are by 3 \_\_\_\_\_\_\_ authors. The range of 4 \_\_\_\_\_\_\_\_\_\_\_\_ styles and genres of the ten 5\_\_\_\_\_\_\_\_\_\_ on the Longlist is wide and addresses 6 \_\_\_\_\_\_\_\_\_\_ teen 7 \_\_\_\_\_\_\_\_\_\_\_ such as coming-out, coming-of-age, mental illness, and accepting loss. There are three 8 \_\_\_\_\_\_\_\_\_\_ books: One uses music as an entry into Russian history, another focuses on a central figure in the politics of the war in Vietnam, and a third is a memoir of the author’s relationship with animals. There are six novels, one based on the early years of 9\_\_\_\_\_\_\_\_ civil rights leader Malcolm X, written by his daughter; and a graphic novel with the female sidekick of a super villain, which was first serialized on the web. The Longlist also presents a novel that blends folklore and 10\_\_\_\_\_\_\_\_\_\_.

**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information and answer the questions.** <https://www.youtube.com/watch?v=L9MDKPC9yeM>

How have libraries changed in the Internet Age?

Why are libraries important than ever?

Why is information the real focus of every library?

How has the Internet impacted libraries?

Explain, why we always need more information. Is it always better for us?

How do libraries and librarians help us navigate information?

What can you find in libraries today?

**2.** **Listen to the information and complete the sentences.**

<https://www.youtube.com/watch?v=Ya7qVSWz01c>

1. A library is an important source of………………………………………………...

2. It develops the important habit of reading among………………………………….

3. Libraries help to impact positively on the academic achievement…………………

4. Students can perform better during examination by……………………………….

5. A catalog evolved from a printed source,……………………………………….....

6. Library blogs can announce new resources or services at the library and to give patrons another venue to communicate with staff and…………………………

**3. Listen to the information again and write a message.** <https://www.youtube.com/watch?v=Ya7qVSWz01c>

At the on-line workshop on the problem of challenges modern libraries you have met Liz who is a strong advocate. She works for libraries and she has spoken about the ways of libraries which will remain relevant in future. She works in Library and Information Science from Simmons College in 2010 and now for Publishing house as a provider of online databases for libraries. Also she is a researcher and user interface analyst. **Write a message. What do we expect from libraries in the 21st century.** You give some information of her ideas about libraries, her research interests and formulate your ideas about libraries in the 21st century.

**3. Discuss the situations with the partner.**

**1.** You’ve just got a job in London so you need to improve your English and find out information about English people and culture as quickly as possible. Your friend suggests possible ways to solve the problem;

**2**. You can’t decide whether to go to university or have a year off and go round the world. Your friend suggests possible ways to solve the problem.

**4. Roleplay. Discuss the problem of this situation with the partner.**

**Student A.** The editor wants to get your ideas on how to make the book better and to bring profit to the publishing house.

**Student B.** You want a reliable and trustworthy editor to help you take your manuscript from draft to publishing.

**5. Tell your friend about Libraries you like attending. Inform about some events, which you visited there. Tell about what role they play in cultural life.**

**UNIT III, Lesson 6**

**Different types of manuscripts**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. Do you like to read paper books? Why?

2. How often do you read books?

3. Is reading texts in color important for you?

4. Do you want to read enhanced e-books?

5. Does an e-book have its own benefits?

6. Do you want to have easy access to different e-bookstores?

7. Are there reasons for the further co-existence of these two types of books?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.** curious purchase

retained fibres

limitations margin

improvement s manuscript

co-existence restriction

**b) Read the text about Manuscripts and be ready to discuss the information with your fellow students.**

1. What materials were used to make paper?

2. When and where were the earliest Buddhist manuscripts made?

3. What are advantages and disadvantages of silk?

4. What was the scroll made of?

5. What is a symbol of Chinese imperia colour which was used as the tradition by the Buddhists on the Silk Road for their paper scrolls?

6. How many folios were used to compose Lotus Sutra?

7. Which shape did the pothi have?

8. What forms are useful to transport manuscripts?

**Understanding Manuscripts**

Among the written material discovered in the caves were manuscripts of many different types written on birch bark, wood, silk, leather and dyed papers to give just a few examples. The manuscripts themselves also took different forms.

**Scrolls.** Paper was invented in China around the 1st century BC. Cheaper than silk and lighter than wood, it soon replaced both as the main writing material. Different fibres were used to make paper including hemp and bark from the paper mulberry. Several panels were glued together to form a scroll. The end was attached to and wrapped around a finely finished thin wooden roller. The scroll form was not exclusive. The earliest extant Buddhist manuscripts date from the 1st century AD and are from Gandhara (Pakistan). They are written on birch bark – a readily available material — and rolled into scrolls. Several sheets of birch bark were overlapped and glued together to form a longer scroll.

**Silk and Leather.** Finely woven silk was used as a writing material in China from early times. It was light and could be made into long sheets. It was usually dyed yellow, the Chinese imperial colour and this tradition was continued by the Buddhists on the Silk Road for their paper scrolls. They used dye made from the bark of the Amur cork tree which also imparted insecticidal and water-repellant properties. Silk continued to be used after paper was invented but only rarely and for special manuscripts as it was expensive. In the 3rd and 4th-century kingdom of Kroraina leather stationery was reserved for royal communiques.

**Woodslips.** The earliest Chinese writing is found on oracle bones dating from the second millennium BC and bronze inscriptions of the late second and first millennium BC. But by around 500 BC silk and wood were both used as writing media. Silk however was expensive and a system was developed whereby long thin woodslips were bound together by string so that one group was the same size as a standard piece of silk. Woodslips were often used to record sales and provide proof of purchase for items traded on the Silk Road. But the fact that Stein's finds included many woodslips which had been recycled into everyday objects suggests that supplies of wood were limited — or at least reserved for the documents.

**Folios**. The term folio refers to an individual sheet or leaf of paper. This can be loose or can form part of a bound book or set of loose pages. Individually the sheet, if double sided, would constitute two pages. Folded the sheet would make up four pages. This folio of the popular Lotus Sutra is written in Sanskrit in an early form of South Turkestan Brahmi script. The manuscript originally comprised more than 350 folios, each consisting of two thin layers of paper pasted together.

**Pothi.** The pothi form originated in India where palm leaves were used as a convenient writing material. The long, thin shape of the leaves dictated the format and size of the material which was often bound together through holes in the centre of the folios. These size restrictions were overcome when the format was reproduced in China and Tibet where paper replaced the traditional palm leaves. Despite no longer being restricted by the limitations of the material the pothi format was retained and we see many examples of large paper pothi in the collections worldwide.

**Books.** Manuscripts which are bound in a traditional book format are often referred to as 'codex'. This format gradually replaced the scroll and in turn was replaced itself by the printed book. In practical terms the codex was an improvement over the scroll in several ways. It could be opened flat at any page, allowing easier reading; the pages could be written on both recto and verso; and the codex, protected within its durable covers, was more compact and easier to transport. The front or face of a single sheet of paper, or the right-hand page of an open book is called the recto. The back or underside of a single sheet of paper, or the left-hand page of an open book is known as the verso. The works illustrated here each painting on both the recto and verso.

*Retrieved from* [*http://idp.bl.uk/4DCGI/education/comenius/manuscripts*](http://idp.bl.uk/4DCGI/education/comenius/manuscripts)*.*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. from the paper ……………. a. birch bark

2. curious ………of the book b. purchase

3. panels were ……..together c. retained

4. the pothi format was………… d. mulberry

5. within its durable covers e. fibres

6. provide proof of………… f. scroll

7. a ……… was sewn g. limitations

8. sheets of ………… were overlapped h. hemp

9. different…………. i. glued 10. the …………. of the material j. margin 11. held the ……. secure k. durable 12. including ……… and bark l. hybrids

**b) Say if these sentences are true (T) or false (F).**

1. The right end was strengthened with a thin wooden stave to which a coloured silk tie wasn’t attached which held the scroll secure.

2. Wood was a convenient material for military tallies, hill-station slips and other documents for administration.

3. Where there is water — above or underground — there are thriving woods among the desert sands, consisting mainly of poplar.

4. Because Tibetans hadn’t access to paper from China they were able to make much larger pothi than those found in India.

5. Even after paper was invented other material continued to be used for Silk Road manuscripts.

**LANGUAGE KNOWLEDGE**

**4. Complete sentences.**

1. The pothi form originated in India where palm leaves were used as ………………

2. Manuscripts which are bound in a traditional book format are often referred to …..

3. The term folio refers to an individual sheet or………………………………………

4. Different fibres were used to make paper including ………………………………..

5. Among the written material discovered in the caves were manuscripts of many different types……………..

**5. Study the following words and choose their definitions.**

Papyrus a handscroll a folio a quarto recto verso

is a material similar to thick paper that was used in ancient times as a writing surface.

is a long, narrow, horizontal format in East Asia used for calligraphy or paintings.

…….is a book or pamphlet made up of one or more full sheets of paper, on each sheet of which four pages of text are printed, two on each side.

……….is a book or pamphlet made up of one or more full sheets of paper on which 8 pages of text were printed, which were then folded two times to produce four leaves.

……is "front" side and ……is "back" side when text is written on a leaf of paper.

**6. Choose the correct word.**

1. Wood was a convenient material for **fleeting/ short-lived/ ephemeral/ transitory** documents.

2. Long thin woodslips were bound together by **cord/ string/rope/ cable** strand.

3. Over a thousand years ago **clerks/scribes/secretaries/copiers** carefully copied

Buddhist sutras.

4. Khotan had a **flourishing/ growing/ thriving/ blooming** paper industry, and also produced wool, rugs and fine silk.

5. The scroll form was not **exclusionary/ limited/ exclusive/ unique** to China on the Eastern Silk Road.

6. A butterfly bound book was made by folding **leaves/ sheets/ pages/ letters** of paper in half, forming four sides each.

7. In 4th century kingdom of Kroraina leather **stationery/ letterhead/ envelope/ office** supply was reserved for royal communiqués.

8. In China and Tibet paper replaced **traditional/ usual/ conventional** palm leaves.

**7. Rewrite the following as conditional sentences.**

Eg. If you correct your mistakes, I’ll accept your manuscript.

Unless you correct your mistakes I won’t accept your manuscript.

If you had corrected your manuscript before, we’d have accepted it earlier.

1. If I (hand in) my assignment on time, I (get) a feedback from my professor.

2. If he (change) jobs, he (be) a lot happier.

3. If I (be) you, I (look) through this article one more time.

4. If you (not verify) the facts, your article (to be) unreliable.

5. Even if you (take) the picture, (we have) where to put it on the layout.

6. If she (not rewrite) his novel, he (leave).

7. If your heading (not/match) with content, you change it.

8. If you (want) your book published, you (handle) critical view of your work.

9. If editor (find) a worthy author, he (compete) with others in order to publish.

**8. Complete the following sentences. Pay attention to Conditional forms.**

1. If the engineer ………… (to know) the result now he would phone them.

2. Had I known my boss, I ………… (talk) to him.

3. The employee ……….. (may/lose) his job if he is rude to the boss.

4. If you……… (save) some money, you would have been able to go

abroad for studying.

5. If he had taken into account the properties of the substance under investigation he …………. (be careful) when working with it.

6. Your will never finish your work if you ………. (waste) your time like that.

7. They would have helped us move printing house if we.......(ask) them.

8. If I ….. (to have) his telephone number I should settle this matter with him.

9. If he reads fifty pages every day, his vocabulary ……………(to increase) greatly.

10. If he ……………(to work) hard, he would have achieved great progress.

11. I ……………(to write) the composition if you had not disturbed me.

12. If she ……….(not to be) so absent-minded, she would be a much better student.

**9. Link the parts of the sentence in order to produce one sentence.**

1. Gutenberg’s work and his invention, printing with movable lead type, …………

2. Information is exchanged both for the actual production of printed products ……

3. The growth of the printing industry is influenced essentially…………………..

4. The publications have advantage of reading, it occupies much less time of the author and clauses or magazines ……………………………………………….

5. After processing necessary information social authors need new information on the pages of new books, ………………………………..

a. which is satisfied through the publication of new editions.

b. and for the organization of the business and the production cycles.

c. in the middle of the fifteenth century triggered a revolution in book production.

d. which are given out on-line, enable to read to millions readers which have the access to Internet and computer.

e. by macroeconomic factors such as economic development and consumer demand.

**10. Read the texts below and for each of the empty space (1-7) choose and write down the correct answer (a, b, c, d). Determine the genre of the text.**

Your unique brand should 1……… of as your fingerprint, everything you 2….……..or touch must leave customers and prospects with a memorable and unique customer experience. 3………… from business cards to product catalogs, Studios will 4…… your entire campaign 5…….customers in a way that has a permanent impact on them. Our team of merchandising experts 6……..in selling your products in an exciting way on a variety of print promotion formats. Studios will create one-of-a-kind designs that 7 ……….your needs, we know how to ensure your messaging 8………….

a b c d

1. think thought be thought to think

2. put out put up put off put in

3. rang ranging ring to ring

4. be ensure can ensure have ensured ensure

5. engages engage engaging to engage

6. skilled are skilled skilling have skilled

7. fit fiting fits fited

8. emphasize emphasized have emphasized is emphasized

**11. Underlined the correct form of words. Determine the genre of the text.**

We offer an exceptional / exceptionally professional and competitive web print and sheet-fed service and our commitment to ongoingly / ongoing technological investment ensures that our print and finished / finishing facilities rival the very best in Europe. Our highly skilled team are proud / prouds to have worked / working with many of the finest businesses and organisations in the UK; from international media publishers to local authorities, national charities to central government departments and regional companies to insurance / insuranced giants. We promote and encourage positive environmental / environmentally change with a progressive approach to recycling / recycle, energy conservation and waste management. Our customer service is about exceed / exceeding expectations, so whether we’re printing millions of catalogues for a national retailer or a run of calendars for a local business, we deliver the expert care and attention – on time. Our quality come / comes as standard.

**12. Put the verbs in brackets into the correct form. Determine the genre of the text.**

Book Trade, gift stores and catalogs

Describes the New «Book» Model: the technology ….. (arrive) to enable us to write, produce, sell and promote books faster, easier and cheaper. You …..(discover) how to build your book rather than just write it. You…… (multipurpose) your "book" into downloadable, CD and ebook versions. You will write maximum value out of your work by ….(spin) off audiotapes, videotapes, magazine excerpts, foreign language editions and more. In fact, Writing Nonfiction will be your constant reference on writing and producing books as well as ……(market) your manuscript.

**Successful Nonfiction:** Tips & Inspiration for Getting Published by Dan Poynter. This is a gift book for the writer within or the writer in your life. It might … (describe) as Life's Little Instruction Book for the Writer's Soul. Each page….. (hit) you right in the thought process with a tip, an explanation, an illustrative story and a writing quotation. All writers will find this book informative, insightful and fun. "Bet you can't read just one." You will discover: 38 Tips on how to write, 11 Tips on why you should write, 4 Tips on why your writing project should be a book, 21 Tips on what to write, 7 Tips on….. (do) research, 9 Tips for …….(build) your book, 3 Tips on Copyright, 10 Tips for finding the right agent or publisher, 6 Tips on book promotion. Successful Nonfiction is a beautiful book.

**13. Fill the gaps with a verb from the box in the correct form.** Elsevier is a world leading publisher of scientific, technical and medical full text literature. 7,000 employees in over 70 offices worldwide 1…….more than 2,500 journal titles and 11,000 online books.

Our peer-reviewed publications 2…….. and edited by internationally respected scientists, researchers and practitioners with exceptional technical and scholarship credentials. Elsevier's online network of sites 3………over 16 million professionals and scientists at corporate, academic, governmental and medical organizations each month. Elsevier Science and Technology (S&T) offers a full range of versatile and effective marketing solutions 4………you to promote your products and services to this audience. From creating brand awareness to 5……qualified leads, Elsevier S&T can help you achieve your marketing objectives via a range of 6……campaigns 7………. Online and print advertising. White papers and webinars. Conference sponsorship and exhibition booths.

|  |
| --- |
| include reach target publish enable write generate |

**14. Choose the correct verbal (Infinitive, Participle or Gerund).**

1. It has remembered / to be remembered that the choice of books is often dictated by the needs of one’s vocation.

2. Suppose one wants to read a novel, it is best begining / to begin with the works of well-known and established writers.

3. It has been published / publishing continuously since its first issue in 2000.

4. They have questionnaires, resources, and ways to help you connect to other business-starters, as well as step-by-step guides to getting / to get your business.

5. Modern poetry or novels should be read only after one’s taste has been formed / forming by reading the classics.

6. Surrounded by books as the student is, he is more like to be attracted / to attract to those books which on his prescribed course of study than general reading.

7. For specialized knowledge of one’s vocation is sure to increase / increasing efficiency and general usefulness.

8. The paper takes an interdisciplinary stance by giving examples from technology enhanced learning research and to borrow / borrowing from literature in social, natural and computing sciences.

9. The importance of reading the classics is that one will develop the habit of be satisfied / being satisfied only with the best of everything.

10. We offer a timely, accurate and complete distribution supply chain achieving / to achieve our publishers’ needs.

**WRITING**

** 15. Put the verbs in brackets into the correct form.**

Graphics and publishing design seminar…… (gear) towards innovative advertising and marketing materials. THE PHILIPPINES, APRIL 16, 2012: The Graphics and Publishing Seminar 2012 aims ..… (hone) creative skills and optimize publishing tools in……… (produce) innovative corporate . ……(communicate) and advertising/marketing materials. The seminar will be on April 17-20, 2012 at AIM conference Center, Makati. Speakers are some of the Philippines' industry veterans whose expertise vary in their ….. (respect) fields:

• Marlo J. Ramirez, instructor at Philippine Center for Creative Imaging.

• Guillermo Ramos, instructor at Philippine Center for Creative …….. (Image) and Principal designer at Ige Ramos Design Studio.

• Antonio Bucu, instructor at Philippines Center for Creative Imaging.

• Gilbert Victoria, art director at CreActive media Services.

• Ronnie M. Millevo, multimedia specialist professor at DLSU-CSB.

The seminar…….. (be) for graphic designers, corporate communicators, digital artists, photographers, creative directors, art directors, web masters, web developers, illustrators, AV producers, publishers, layout artists, print managers, production artists, educators, multimedia specialists, animators, IT professionals, marketing and …… (advert) executives.

* **Write a programme for Graphics and publishing design seminar.**

**16. Choose and fill in the gaps with the suitable words given below.**

**attract attend increase target improve change recharge connect held schedule**

Join us in Orlando in June!

Educational sessions, professional speakers, equine magazines, products, and services 1….. equine industry professionals from the entire country to the AHP annual seminar every year. Attendees include decision makers who 2……. media publishers, editors, freelancers, and representatives from many leading equine-related businesses and organizations. Attendees experience a jammed-packed three-day educational and networking conference 3……… on publishing and networking. 4…….. the AHP annual seminar is a members-only exclusive event. It's an opportunity 5…… with professionals in the equine publishing industry in both casual and business environments. Members have a chance 6………and renew relationships, but they also exchange fresh ideas and make new contacts. The next AHP seminar 7……… the Sheraton Lake Buena Vista Resort in Orlando, Florida on June 16-18, 2016. Orlando, Florida offers both availability and affordability in travel. Plus, it's an unbelievable destination city whether you plan to add a family vacation to see places where you just enjoy the Sunshine State. The Sheraton Lake Buena Vista Resort is only a mile from Disney Springs and offers daily 8……complimentary shuttle service to all four Disney theme parks. Today's virtual world leaves little time to spend face to face with your professional peers. Attending the annual seminar provides you with an opportunity to meet new contacts, to create beneficial partnerships, and 9.……your exposure to new business. Technology 10…… and so is how we communicate with the community. An AHP seminar provides opportunities to learn and exchange ideas to help you grow professionally. Check out the 2016 Guest Speakers and Schedule of Events.

* ***Write about opportunities and advantages to visit events of the AHP annual seminar*.**

**17. Write the aim of Elsevier. Can they promote your products and services to the audience.**

**18. You are participants of the seminar dedicated to the problems of Printing and Publishing. We have seen significant changes in publishing and printing technology in recent years. Write about these changes.**

**LISTENING AND SPEAKING SKILLS**



**1. Watch the video** **“****Technical Writers Career*”***

(<https://www.careeronestop.org/Videos/careeronestop-videos.aspx?videocode=27304200> ) **and fill in the gaps.**

1. He was referring to the ……..power of words used skilfully.

2. They write …….. technical material for a specific professional audience.

3. Writers need critical thinking skills ………their concepts.

4. They write for small ………or news organisations.

5. They gain experience from…………...

6. They simplify ……………. ideas.

7. The work of different types of writers varies………….

**2. Listen to the information again and answer the questions**.

What do copywriters and technical writers do?

How do they gain experience?

Where do they work?

What do the writers use to produce content for the audience?

What does the writer need for work?

**3. Roleplay the discussion of a writer and a prospective publisher about how to publish a manuscript.**

**Student A.** You are a writer who after reading the advertisement of the publishing house wants to get more detailed information how to get your work published.

**Student B.** You are a publisher who is ready to give all the needed information on how to publish your manuscript.

**Manuscript Assessment Services**

Writers and authors! Are you unsure whether your manuscript is any good and worth publishing? We can help you strengthen and polish your story to create a publish ready manuscript that readers will love!

It’s vital to have your manuscript as strong as possible, before investing further time, energy and money into your book.

• Create a book that readers will be happy to buy

• Get positive reader reviews instead of negative ones

• Save time and money during the editing and proofreading stages that follow

**4. Role play. Discuss the problem with the partners.**

In recent years publishing and printing technology has seen significant changes. You are participants of the seminar dedicated to the problems of Publishing and printing technology, in particular the problem of the best print on demand options for independent authors and publishers. In groups of 4 discuss the advantages and disadvantages of printing technologies. Present the results of your discussion to the audience.

**UNIT III, Lesson 7**

**Writing a Manuscript**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. Do you consider editing is an important stage in writing a manuscript?

2. How can an editor improve the strength of the manuscript?

3. Do and don'ts of editing, what do you think?

4. What important manuscripts do you know?

5. How do authors write manuscripts?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

preparation production

consideration requirements

transcribing guidelines

predictable evaluation

acquisitions submitted

**b) Read the text about Writing a Manuscript and be ready to answer the questions. Discuss the information with your fellow students.**

1 Can a manuscript be considered the earliest draft of a book?

2. What are the stages ofWriting a Manuscript?

3. What are main Style and Preparation Guidelines?

4. Why does an editor examine both the manuscript and the details

of it (including grammar, spelling and punctuation)?

5. Will a book in manuscript form always need to be edited?

**Writing a Manuscript**

A manuscript is essentially the earliest draft of a book. It is the unpublished version of a book submitted to agents and editors for publication consideration. In book publishing, agents and editors will often refer to books in manuscript form, noting that the book is in the earliest stages of preparation. A book in manuscript form will always need to be edited. Sometimes, once the editor has gone through it, it is sent back to the author for a rewrite. Once it is deemed to be fully ready, it is then sent to the production side of the business, where it is prepped to be printed into an actual book.

Some authors begin work on their manuscript without first having had a book proposal accepted by a publisher. They write first, then look for a publisher. And if they can't find a publisher, they self-publish. Other authors only begin to work on the manuscript once a book proposal has been accepted by a publisher. There are still writers who use paper and pen, typewriters or record their manuscripts verbally before transcribing it or having it transcribed for them. Whatever method you use to compose your manuscript, it must eventually be made to conform to the style guide and manuscript preparation guidelines required by the publisher. There may be different style guides and manuscript requirements for the type of books, such as fiction, nonfiction, children's book, scripts, and poetry. Ask the publisher or your agent for their guidelines before you submit your manuscript.

Common rules for formatting a manuscript stem both from tradition and a need for the copy to be easy to read and annotate. You should follow these rules:

* Use one-inch margins on the top, bottom, and left- and right-hand sides.
* Numbering should begin on the first page following the title page.
* Each page should have a header with your name, the book title in all caps, and the page number.
* The entire text should be double-spaced, which leaves space for comments by editors.
* Indent each paragraph five spaces without adding extra lines between paragraphs.
* Use a standard font type such as Arial or New Times Roman in 12-point type.
* Printed manuscripts should be produced on 20-lb. bond paper.

It is easy to reformat manuscripts you have saved in a computer compared to the days of old when you had to retype them completely. And speaking of saving, I can't stress enough the need to back up your work on a memory stick or external hard drive. That way, even if your computer's hard drive crashes, your work will be saved.

*Retrieved from https://www.thebalancecareers.com*

**3. a) Match the verbs with the nouns to create collocations.**

1. to send a. ARC
2. to design b. the work
3. to print c. the manuscript
4. to review d. the demand
5. to accommodate e. the cover
6. to follow f. the production
7. to start g. the rules

**b) Say if these sentences are true (T) or false (F).**

1. When you are composing your book, many people recommend not worrying about the format.

2. Bestselling author Danielle Steel has written more than 100 books—all on her trusty 1946 Olympia manual typewriter.

3. You haven’t the advantage of using spell check and grammar checking.

4. It is probably safer to compose using a computer and word processing program so your work isn’t saved.

5. Either way, it will likely be sent back to you once it's been edited and proofread so you can make the requested changes.

**LANGUAGE KNOWLEDGE**

**4. Study the words and choose their definitions.**

1. negotiations a. obtaining of some kind of intellectual product 2. turnover b. predictable evaluation of costs and revenues 3. a schedule c. regulation of technical processes 4. acquisitions d. to detain beginning of any process 5. financial estimate e. kind of timetables 6. internals f. discussion aimed at reaching an agreement 7. a warehouse g. supervisors in some kinds of job 8. an adjusting h. inside components of something 9. taskmasters i. the place where people store things for the long term 10. to delay j. the money taken by a business in a particular period

**5. Read and translate expressions into Ukrainian.**

a book submitted to agent

the requested changes

a quill on parchment

to compose your manuscript

turnover

the distinctive feature

acquisitions

predictable evaluation

**6. Complete the sentences with an appropriate word.**

acquisition taskmasters production negotiations warehouse schedule financial estimate adjusting delay

1. Prime Minister decided to \_\_\_\_\_\_\_ start of new pension reform.

2. I had bad relations with my \_\_\_\_\_\_\_\_ at last work place.

3. Lingering \_\_\_\_\_\_\_ will be conclusive for Mr. Green’s car business.

4. Before digital printing technology was introduced, \_\_\_\_\_\_\_\_\_\_\_\_\_\_of small numbers of publications had many limitations.

5. My teacher often scolds me for violation of educational \_\_\_\_\_\_\_.

6. \_\_\_\_\_\_\_\_ of cutting steel constructions is a job for brave men.

7. After calculating the \_\_\_\_\_\_\_\_\_\_, director decided not to sign a contract.

8. Yesterday night \_\_\_\_\_\_\_\_\_ of this market was broken and stolen.

9. Korean company announced \_\_\_\_\_\_\_\_\_ of 20% stake in mobile operator system.

**7. Link the parts of the sentence to make one sentence.**

1. The distinctive feature of gravure printing technology is the fact that …………

2. Many processes have been developed by the manufacturers in order …………..

3. As a result of the many new developments and constant improvements, the flexographic printing technology has become increasingly important as an industrial printing technology worldwide, ……………………

4. This paper shows how such habits developed and suggests how to alter them …….

5. Most disciplines have a specific set of terminology with which …………

a. to make press history coherent with press reality – as a major social institution.

b. which are given out on-line, enable to read to millions readers which have the access to Internet and computer.

c. your audience may or may not be familiar.

d. to incorporate continuous inspection of the special characteristics of their products

e. by macroeconomic factors such as economic development and consumer demand.

**8. Read the text. Fill in the gaps with the correct prepositions.**

The **Second Climate Conference** was held on 29 October to 7 November 20.. in Geneva and sponsored ……….. the World Meteorological Organization. It was an important step ……… a global climate treaty and somewhat more political than the first conference.

The main task of the conference was to review the World Climate Programme set up …..the first conference. The Intergovernmental Panel on Climate Change first assessment report had been completed in time ………. this conference. The scientists and technology experts ….. the conference issued a strong statement highlighting the risk of climate change. The conference issued a Ministerial Declaration only ………. hard bargaining over a number of difficult issues; the declaration disappointed many of the participating scientists as well as some observers because it did not offer a high level of commitment. Eventually, however, developments …… the conference led ……. the establishment of the United Nations Framework Convention …….Climate Change (UNFCC) and the establishment of the Global Climate Observing System (GCOS), a global observing system of systems …… climate.

**for by at towards after by for to on at**

**9. Fill the gaps with a verb in the correct form. Determine the genre of the text.**

Leading advertising and marketing agency Fontana 1……… you with a complete cycle of all the necessary work and professional conduct of advertising, PR and marketing campaigns. Working with us you will always forget about finding additional contractors and performers, we 2…….. complete advertising support.

Thus, you not only get a holistic program, but also 3…….. a lot of personal time, and, importantly, 4….......... your advertising costs. And your competitors are most likely to be far behind you, thanks to our best marketing solution commutation relations and qualitatively new advertising technologies. What we are doing is 5………... And it works well. Our priority - a high level of service and efficiency. Every single customer is different and every business is unique and no identical solutions. Therefore, for our advertising agency, nothing is more important than the current one specific task. Advertising Agency Fontana - the market leader in marketing and advertising services. Fontana will make every effort to 6………. all possible options 7………. their goals. Criterion for the quality of our work is its effectiveness and we are responsible for the results. After we 8………. with our customers, friendly relationship of trust focus on long-term partnership.

**build provide save guarantee work reduce achieve identify**

**10. Put the verbs in brackets into the correct form.**

On 20 April, 20… in Kyiv for the eighth time will take place iForum – the biggest offline-conference in Ukraine.

iForum committee 1……. (start) its work and forms the most interesting topics for the streams and sections of this year. We will declare accepting applications for the reports together with names of streams and then begins the most interesting - formation of the program iForum-2016. Ukrainian forum of netizens is a social movement 2…….. (create) by a group of enthusiasts. It 3…….. (dedicate) to the problems of Internet development and covers the whole range of related issues. The original idea of iForum was 4……..(gather) all netizens of the country in one place for a cup of delicious coffee. In 2009 the idea was so actual that the meeting visited more than 1,000 people. And in 2011 the number of participants – 3743 people – 5…….. (consider) as a record for profile UAnet offline-events, as a result iForum 6…….(recognize) by the National Registry of Records as the largest conference in Ukraine. In 2013 iForum gathered more than 7000 participants from Ukraine. Over 50 leading Ukrainian and international Internet companies placed their stands and 7……..(present) a large number of local startups.

In 2014 and 2015 in our opinion we performed an extraordinary thing: we 8…….( not just manage) to organize iForum at such a difficult time for the country, but also gathered on it over 5000 participant. We are sincerely grateful to everyone who 9………(participate) in this event and look forward 10………...(see) everyone again this year. After all this is where you can hear a lot of useful information, meet new people and have a cup of coffee with friends.

**11. Choose the correct word and put it into the correct form. Determine the genre of the text.**

**attract change award include think discuss present consist**

10-13 September Publishers’ Forum took place in Lviv. These days Lviv became a real literature city. Publishers’ Forum 1………. numerous readings, presentations and literature projects. Above 300 new books of Ukrainian publishing houses 2…………. The organizers 3……….. more foreign participants. This year there arrived 300 authors from 22 countries, such as Great Britain, China, Germany, Poland, USA, Hungary, Finland, France etc. Publishers’ Forum 4………. of 5 topical platforms. Also some special topics 5…………: “Program of development and maintance of reading”, “Development of critical 6…………and 7………. of study programs”, “Educational program” and others. Within the forum a prize “The best book of Forum 20…” 8…….. Besides Publishers’ Forum, Lviv is also famous for other literature events, Lviv library forum and international literature festival.

**12. Underlined the correct form of words. Determine the genre of the text.**

If you've got something to sell or promote, we can print it. A massive range of premium quality Leaflets / Leaflet printing, Booklets / Booklet printing, Catalogues / Catalogue printing, Postcards / Postcard printing, Business Cards / Card printing, Stickers/ Sticker printing, Folded Leaflets / Folded printing, Folders / Folder printing and Stationary printing.

We specalise in booklet and catalogue printing, 1. included/ to include/ including full digital proofing and delivery. AD Print Services also specialise in unusual, bespoke, complex print product, finishing and distribution. AD Print Services, the highest quality Litho and digital printing, to your exact requirements.

AD Print 2. set/ are setting/were setting the standard for print quality and client care in the Art Gallery print market. We understand the importance of your work 3. looks/ looking/to look its best in all printed formats. Utilising today’s latest technologies and procedures we are at the cutting edge of Lithographic art printing. We love to push the boundaries and set industry leading standards with the majority of our customers simply unable 4. to get/ get/ getting the level of client care and service anywhere else. From Gallery invitations and brochures to limited edition prints and leather case bound books we are your one stop for all your bespoke high quality art and gallery print requirements. We have the knowledge, skill and expertise 5. advising/ advised/ to advise and recommend the most suitable print options to represent your work in the best possible way. AD Print Services limited is proud 6. offer /to offer/ offering person to person consultations at no extra cost. One of our specialist sales team members can 7. arranging / to arrange / arrange to meet a mutually convenient location or even visit you at your workplace. Despite today’s technology sometimes getting hands on and meeting face is the only way to discuss and arrange your print solutions. We want you to feel confident in our expertise, there is no substitute for a personal consultation.

If you 8.are pondering/ pond/ have pondered how to get more business this year, give us a call on: 01276 6800 and we'll chat through the options or even visit you at your workplace.

**13. Read the extract. Choose the correct verbal (Infinitive, Participle or Gerund). Determine the genre of the text.**

***reaching providing to target allowing to promote reducing***

Our **community newspapers** share with readers the achievements of their neighbors and community groups and organizations, as well as information about upcoming events. Advertisers may choose 1……….. a very specific geographical area, thereby 2………. the wasted costs associated with 3…….. audiences outside their market. Additionally, advertising packages are available that span our entire coverage area, 4………. businesses to reach more than 422,800 homes in Central Pennsylvania. Advertising by local businesses make it possible for residents to receive our papers every week free of charge. EPC believes in 5 ………….. a venue for local businesses 6………….their products and services, as dollars spent locally are recycled back into the communities in which we live, work, and thrive.

**14. Put the verbs in brackets into the correct form.**

A reprint of the original, 1……(unedit) 1923 text by Claude Hopkins. This 2……..(groundbreak) book remains essential reading for anyone 3………(enter) the copywriting and advertising professions,4………(remind) us that advertising's purpose is purely to sell. Claude Hopkins expresses powerful, statistically tested truths about "salesmanship in print" which remain relevant through the decades and across all media - including today's internet marketing. David Ogilvy once said "Nobody should 5……… (allow) to have anything to do with advertising until he has read this book seven times. It changed the course of my life. Read "Scientific Advertising" before you read any other book on advertising or marketing. Ogilvy even 6………(claim) it changed his life. The book is amazing in both its simple and direct approach. It's relatively short, yet packed with information of use to anyone interested in advertising. Hopkins essentially invented many of the concepts that so many advertisers take for 7…….(grant) today. Many advertisers fail to get results when they stray from his teachings. Whether you are an individual 8………. (consider) a career in advertising or an businessperson trying to figure out how best to market your business.

**WRITING**

****

**15. a) Underline the correct form of words. Determine the genre of the text.**

Sometimes we need 1.to cope/coping with some difficulties during ad campaigns, but there is no reason 2. to upset/ upsetting, if you have the textbook Advertising Campaign Strategy: A Guide to Marketing Communication Plans by Van den Bergh and Barban. This textbook will teach you 3. create/ to create your future campaigns, it also allows more room for creativity in these campaigns as opposed to a one-sided perspective, which may hinder creativity. You will find different technics and algorithms in this textbook, that can 4. make /made your advertising campaigns really successful. Advertising Campaign Strategy: A Guide to Marketing Communication Plans must be a desk book of every advertiser. Written by a team of exceptionally creative advertising professors, this textbook not only illustrates what effective ad campaigns are but it also illustrates how to successfully 5. execute/to execute them. The text outlines a comprehensive, detailed, start-to-finish campaign guide. Features: Drawing from their diverse specialities, the authors provide an in-depth perspective on every aspect of an ad campaign, from research to presentation and creativity to the media. This textbook's multisided approach not only teaches student strategies for creating future campaigns, but also allows more room for creativity in these campaigns as opposed to a one-sided perspective, which may 6. to hinder/ hinder creativity. Chapters 2 and 3 discuss in detail how to conduct a situation analysis. Chapter 10 offers comprehensive coverage on 7. putting /to put the plans book together. Excellent coverage on how to give effective presentations 8. provided /is provided in Chapter 11. An in-depth emphasis is devoted to the National Student Advertising Competition.

**b) Write a short announcement for presentation of this book.**

**16. a) Read the extract and choose the correct form. Determine the genre.**

**promoting offering supporting collecting be held**

**encouraging including be attended strengthening**

The Second International Festival is underway in cultural and art complex Mystetskyi Arsenal in Kiev. The Festival is one of the most notable literature and art events in Ukraine. This year, it presents more than 100 publishers, 60 guests from European countries, Japan, Russia and Ukraine, 1…………a rich event programme for children and adults**.** The Festival claims its goals as 2………. recreational reading, 3……………dialogue of readers and experts, 4…............ties between the art and literature, 5…………intellectual and art publishing in Ukraine, and integrating Kyiv in the international cultural context**.** Its term mission lies in the field of cultural policy and philanthropy. Unlike some other Kyiv book fairs, The Festival not a business project, but a non-profit cultural initiative**.** More than 150 events will 6 …………on ten sites inside the Mystetskyi Arsenal, 7………presentations of new books, talks with authors, autograph sessions, workshops and discussions, exhibitions of art and comics books, poetry events, literature and music programme, and charity events (8………….books for children's hospitals and orphanages)**.** About 50 Ukrainian authors will present their new publications. Some of them are to launch public debates in pairs under a Special Project.  The Festival will 9…………by authors, musicians and artists from Italy, Austria, France, Great Britain, Japan, Germany, Finland, Poland, Czech Republic.

**b) Write four aims for an announcement of the Festival.**

**17. Write about opportunities of AD Print Services** **(Refer to Ex. 12).**

**18. Choose one event of scientific interest and write an announcement about it.**

**e.g. iForum – the biggest conference in Ukraine will take place in…..**

**LISTENING AND SPEAKING SKILLS**

**1. a) Listen to the information** «**How to Write a Book**» **and put the tips in the correct order (**<https://www.youtube.com/watch?v=yHKKtxliYaY>).

Break the project in small pieces.

Establish your writing space.

Construct your outline.

Assemble your writing tools.

Conduct your research.

Settle on your big idea.

Set a firm writing schedule.

Turn off your internal editor (while writing).

Write a compelling reader first, opener.

Fill your story with conflict and tension.

Don't quit during the Marathon of the Middle.

Write a resounding ending.

**b) Listen to the information again and prepare to speak about how to write a book. Start with one of these:**

I agree/don’t agree with this… I believe/don’t believe …

I must admit that … I totally/fully/partly agree …

I’m convinced that … It seems to me that …

**2. Write the tips down and explain which tips are important.**

Write an advertising notice about the workshop«**How to Write a Book**» with the slogan «Speed is not the point. Quality is the point».

**3. Work in pairs.** **Choose the event that is in the sphere of your scientific interest and tell about it answering the questions.**

What kind of place is it? What can visitors see there? Tell about the importance of this place. Why did you go there? Why do you consider it to be a good place for students.

**4. Roleplay the situation.**

**Student A.** You are the Author who has submitted the work to the editor.

Before meeting the editor once again analyse Spelling, Grammar, Punctuation.

**Student B.** You have accepted the work and have made a list of requirements. Discuss the problem with the Author.

**UNIT IV, Lesson 8**

**The publishing process**



**1. Answer the questions. Share your ideas in group discussion.**

1. What do you know about the process of editing books in publishing houses?

2. As for you, which is the most difficult stage in book publishing?

3. How often do you visit publishing houses?

4. What is the difference between producing e-books and published books?

5. What responsibilities does the Marketing and Sales department have?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

financial estimates

editorial acquisition

internal preparations

perfectionists schedule

manufacturing department

**b) Read the text. Answer the questions and be ready to discuss the information with your fellow students.**

1. How does a word document turn into the finished product?

2. How much control do you have in producing e-books?

3. How long will the process take?

4. Do you know anything about printing of books in publishing houses?

5. How does a publisher prepare a book cover?

6. What happens on the first stage of the publishing process?

7. Who can prepare financial estimates for your manuscript?

8. What does a publisher do for making a book?

**The publishing process**

Whether you’re a first-time writer of self-publishing success, or good author, you may still have questions about what happens when the manuscript leaves your hands. Every publishing house works differently, but we’ve broken down the basic steps that traditional publishers take to create a book.

Step One: Acquisitions. You or your agent have sent the manuscript to a publisher. Depending on who you are, who your agent is, and what your book is about, an editor will decide whether or not to read the manuscript. They have an editorial assistant or intern do a first read and provide a reader report, which sums up the pros and cons of the book and provides a publishing recommendation to publish or not to publish. Many editors will also prepare financial estimates, like a profit. If all goes well here, the editor will speak to the author/agent to acquire the book. Then come contacts, negotiations, and that fun stuff. And this is when you really want an agent on your side!

Step Two: Editing. The acquiring editor will generally start by providing you with a first round of edits. You will be given a time frame of a few months to make those edits. A one-week delay can derail an entire publishing schedule. Your editor might want to make a few more rounds of changes until the manuscript is in top shape. Keep in mind that these edits will be made for content and development rather than grammar or word choice. Once your book is ready to go, it is passed along to a production editor. Production editors are the unsung heroes of publishing. They are the taskmasters, the organizers, the perfectionists, and above all, the schedule keepers. The production editor will then review the work that has been done and clean up any remaining errors. Now, each house does this next bit differently, but nearly every book receives some sort of the following work: author review, proofreading, and indexing.

Production. At some point in the editing process, there will be a conversion from Microsoft Word to a PDF, an InDesign document, or some other format. The design or production department is key here. This includes doing work like creating design elements, adjusting pagination, most books need to have a page count divisible by 16, and preparing the book’s internals for the eventual printing process. A good cover comes together from many parts of the publishing house: the back cover copy usually comes from the editor, the design comes from the cover team, and the printing treatments come from the manufacturing department. This diverse group will help decide other things, such as the trim size of your book, whether it will be paperback or hardcover, and if it will be metallic, matte, glossy and the list goes on. Marketing, PR, and Sales. The moment your book is acquired, the marketing, PR, and sales folks will start to think about what to do with your book. Many houses print ARCs (advance reading copies) or blads send to the media, librarians, booksellers, and special accounts. Your campaign can also include promotional materials such as bookmarks, tote bags, posters, and so forth to get attention from sales channels, readers, and media outlets. The PR department will work on the latter, and many publishers work to get reviews from big names. And all the while, the sales team is working to sell your book into every store, website and library.

Information and communication technologies (ICT) play a significant role in all aspects of modern society. One of the most significant outcomes of the progress of information technology is probably electronic commerce over the Internet, a new way of conducting business. Once the internals and cover are complete and ready to go, they head to the manufacturing department. From here, the files are sent to a printer, who will put the book on press and make the physical copies. These are then sent to a warehouse before going out to the sales accounts. At long last, the finished product will be available to you and your readers. As you can see, your book will go through an intensive process from start to finish. E-only projects go through nearly all of the same steps as print books, sans the manufacturing and printing stage. No matter how large or how small your publisher, one thing you can count on is that they acquired your book for a reason. They will do they best they can to ensure your book is successful and please include your publisher in your acknowledgments.

*Retrieved from https://thewritelife.com/literary-agent-tells-all-5-things-you-dont-know-about-book-publishing/*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. to provide a publishing ………………….. a. financial

2. to clean up any ………….errors b. differently 3.to prepare ………. estimates c. recommendation 4. to be passed along to a ……….editor d. entire 5. the ………….. and printing stage e. design 6. every publishing house works………. f. process 7. the …….comes from the cover team g. unagented 8. to derail an ………. publishing schedule h. manufacturing 9. to not accept …………….manuscripts i. production 10. the eventual printing………... j. remaining

**b) Say if these sentences are true (T) or false (F).**

1. Many publishing houses accept unagented manuscripts.

2. Speaking for all publishing professionals, I cannot stress how important it isn’t to be timely in your work!

3. In some cases, this is done in house, but more often the work is outsourced to a freelance copyeditor.

4. Some houses allow multiple rounds of author’s review, some only give you one last shot to make changes.

5. While all of the editing and internal preparations are going on, a team will not be working on your book.

6. Authors are almost always involved in the cover process, but the level of involvement can be low.

7. They will take your boring black and white, Times New Roman manuscript and make it looks like a real book.

**c) Complete the sentences.**

1. If the editor reads your work, he will prepare to take it into some kind of…..…….

2. In the meeting, the editor will share the manuscript with other editors ……...….....

3. Check out this article to learn about finding………………………………………...

4. The production editor’s job starts with copyediting the …………………………….

5. If you want to be less hands off, be sure to talk to your production editor ………...

6. Nearly everyone judges a book by its cover, you’ll want an exceptional…………..

**4. Find in the text words and phrases to explain the following:**

1. the person who sends the manuscript/proposal to a publisher \_\_\_\_\_\_\_\_\_\_\_

2. somebody who can do a first read and provide a reader report \_\_\_\_\_\_\_\_\_\_

3. by this thing the acquiring editor usually starts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. the person who is an unsung hero of publishing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. the most common type of manuscripts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. one of the most important components of any book \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. another definition to the bound galleys \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. most part of these books are created on an eight-month schedule \_\_\_\_\_\_\_\_

**LANGUAGE KNOWLEDGE**

**5. Choose the correct word.**

1. Your manuscript has been acquired by **a library /a publishing house / a polygraph factory.** 2. If the editor reads and likes your work, they will prepare to take it into some kind of **acquisitions meeting / dating / public dialogue.** 3. You will be given a time frame of **a several years/ a few months / five days** to make those edits. 4. **A one-day / one week-end / one-week** delay can derail an entire publishing schedule. 5. The production editor’s job starts with **rewriting / copyediting / destroying** the manuscript. 6. At some point in the editing process, there will be a conversion from **Photoshop to a JPEG / Paint to a GIF / Microsoft Word to a PDF.** 7. E-only projects go through nearly all of the same steps as **web-sites / print books / international magazine**, sans the manufacturing and printing stage.

**6. Complete the sentences.**

**review the work manuscript warehouse distribution publishers timely in your work multiple rounds real book**

1. You or your agent has sent the \_\_\_\_\_\_\_\_\_\_\_\_ to a publisher.

2. In the meeting, the editor will share the manuscript with other editors and the \_\_\_\_\_\_\_\_\_\_ of their imprint or company.

3. Speaking for all publishing professionals, I cannot stress how important it is to be \_\_\_\_\_\_\_\_\_\_\_\_\_!

4. The production editor will then \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that has been done and clean up any remaining errors.

5. Some houses allow \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of author review, some only give you one last shot to make changes.

6. They will take your black and white manuscript and make it looks like a \_\_\_\_\_\_\_\_\_.

7. Then they sent books to a \_\_\_\_\_\_\_\_\_ before going out to the sales accounts.

8. The company continued expanding its \_\_\_\_\_\_\_\_\_\_\_\_and manufacturing capabilities to other continents.

**7. Fill in the gaps with the correct form of the words in brackets.**

The day has finally come: Your manuscript 1) …………(acquire) by a publishing house! Every publishing house works differently, but we 2) …………... (break down) the basic steps that traditional publishers take to create a book. Depending on who you 3) …….. (be), who your agent is, and what your book is about, an editor 4) ………...(decide) whether or not to read the manuscript. The acquiring editor 5) …. (start) generally by providing you with a first round of edits. In some cases, this 6) …….. (be done) in house, but more often the work is outsourced to a freelance copyeditor. The production editor then 7) ……(review) the work that has been done and clean up any remaining errors. If you 8) …… (publish) a print book, an e-book 9) ………(be made) at the same time or shortly after the print book is published.

**8. Rewrite the following as conditional sentences.**

1. You should put more paper in the photocopier tray. You will have no problems.

Only if \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. If presentations are boring journalists will not want to attend them.

Provided that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3 They will invest in the project even if it does not make a lot of money.

Whether\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. If you have already looked through the first draft, you may want to look at it later. Supposing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. The book will be published next year if it meets all in-house requirements.

Unless \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Don’t take this course if you are not ready to study editing.

When \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. If we read the results carefully we are more aware of the limitations in the study.

Whenever\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
8. We always have to be attentive if we read a manuscript.

Whether or not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**9. Finish the sentences in as many ways as possible.**

1. If I were to write a book, ……….

2. If I were a developmental editor,………….

3. If I could start my own publishing house, ………….

4. If I had to edit non-fiction book,……….

5. If I were the editor in chief of a fashion magazine,………….

6. If I as substantive editor worked with a draft of a future novel,………….

7. If I were to edit a film,………….

8. If I wrote a famous book as a ghost writer,………….

**WRITING**

**** **10. In your future professional work you should know the essentials of text editing. Study the abbreviations and their decoding. Complete the table with abbreviations.**

**WO Prep Sp Tt SS OM Gr WW T Y P SE**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Word order** |  | **Preposition** |
|  | **Structure of the sentence** |  | **Grammar** |
|  | **Wrong word** |  | **Word missing** |
|  | **Stylistic error** |  | **Spelling** |
|  | **Tautology** |  | **Odd member of enumeration** |
|  | **Tense** |  | **Punctuation** |

**11. In your future professional work you should know the essentials of text editing. First, study the abbreviations and their decoding. Second, correct the mistakes in the given phrases.**

Word order(WO), structure of the sentence (SS), wrong word (WW), stylistic errors (SE), preposition (Prep), Grammar (Gr), Word missing (Y), spelling (Sp)

1. the project reached the follow conclusions Gr 2. afordability innovationi implementation in business projects Sp, Y

3. can target your message for the right markets, groups and individuals Prep 4. contributions from both established and emerge artists WW 5. growing in publishing expectations WO

6. these models exceed of expectations Prep

7. publishing staff collaborates in to create new models of writing Gr

8. to contribute dissemination of screen printing Y

**12. Correct the mistakes in the given phrases.**

a print variety of promotion formats;

lasting create impresions;

a memorable and uniqu experience customer;

merchandisе experts;

a impact pemanent;

in selling your products an exciting way;

ensure engages your entire campaign customers;

case modeling question strategies geared an online to environment;

testimonials sharing and examples of sucesful strategies;

**13. Correct the mistakes in the given sentences.**

1. It was a unique forum experiences were shared **Y** and best practices were formulated.

2. Attract visitors to your company profile the exhibitor director (**WW).**

3. Gather people together **Gr** and creating the space for them to make connect is what we're about **WW**.

4. The event attracted the world’s leading publishers **Gr**, offer a vital platform to discuss the most important challenges **Gr** facing the industry.

5. The place **Prep** was packed full publishers, culture and all round inspire **Gr**, packed **Y** theatre adaptations of books to a world-class education and research community.

6. That the three days includes of the Fair itself as well as other opportunities **WO** throuhout the year, including our meet-ups, seminars **Sp** and events which take place all over the world.

7. A programme week-long presentations **WO**, **Y**, debates, workshops and networking events addresed the major trends impact publishing **Gr**, with a focus on the sector digital future **Gr**.

**14. Correct the mistakes in the given sentences.**

1. А competent advisory team ready provide an effective and impartial review process. (**Gr, Gr**)

2. Topics include the model case question strategies geare to an online environment.(**Gr, T**)

3. Publishers are consous of the need attract a wider range of people so that its workforce remains inovative, dynamic and successful.(**Sp, Sp, Gr, Sp**)

4. We have the delight inform you that we introducing a multi-disciplinary research journal. (**Gr, T**)

5. His newspapers have won numerous region and national awards investigative reporting and general excelence. (**Y, Prep, Sp**)

6. Whether you are a new exhibitor, or return of another year, check out our advice. (**Gr, Prep**,)

7. Gather together people and creating the space for them to make link is what we're about. .(**WO, Gr, WW**)

**15. Correct the mistakes in the given sentences.**

|  |  |
| --- | --- |
| **S e n t e n c e** | Mistake |
| 1. Opportunities discussed at Conference explored the science of metadata case studies, standards, best practices, what's coming next. | **T, P** |
| 2. In the industry network with your peers and share ideas with digital industry representatives from around the world there is no better place. | **Gr, SS** |
| 3. Sessions and speakers will provide takeaway information and insights that will benefit members of the industry are exploring more effective and efficient way manage their businesses | **Y, Gr** |
| 4. The Channels programming topics will include retail, education, online comunities, international, mobile, garment decoration, websites, content usage, digital platforms. | **OM, Sp** |
| 5. Please join us for a week of International Literature. Hundred of publishers will be exhibit over 10,000 books different languages. | **WW , Prep** |
| 6. For those who want expand their digital knowledge and expertise and be in the know on cut edge technology and business initiatives, make sure you join executives and professionals across the publishing industry at our new venue where there is networking for plenty of space with your digital colleagues, sponsors and the many experts who will be the conference. | **Gr, WW** |
| 7. The Digital Book Conference attracts attendees from over 20 countries and over 40% of all attendes are senior executives director level with decision makе and buying power. | **Sp, Gr** |

**16. Write five different aims of The Digital Book Conference.**

**LISTENING AND SPEAKING SKILLS**

**1. Listen to an editorial assistant talks about her job at Bloomsbury Publishing**  (https://www.youtube.com/watch?v=uGBIMJDPtCc). **Put the questions in the correct order according to the talk and answer the questions.**

What does her average day look like?

If she could work in another department for a day, which she would choose?

Why does she choose her job?

What’s her Desert Island Disc book choice?

How does she impact on the publishing process?

What’s her favourite book she has worked on?

Why is the book her favourite one?

**2. Watch the episode of** «**How Book Is Made**» **with Lauren Oliver, listen to** **information about Random House and the Journey from Manuscript to Book.**

(https://www.youtube.com/watch?v=XFUcWguqr7U)

In this episode Lauren Oliver travels to the offices of HarperCollins Publishers to introduce viewers to her editor's role in the publication process. Editorial Director Rosemary Brosnan explains how books are selected for publication, explores the relationship between authors and editors, and shares her personal approach for reviewing and editing a manuscript.

How are books selected for publication?

What offices of HarperCollins Publishers have we visited with Lauren Oliver?

What is her editor's role in the publication process?

What are the relationship between authors and editors?

What is her personal approach for reviewing and editing a manuscript?

**3. Write an advertising notice about the book The Journey from Manuscript to Book.**

**4. Roleplay the situation. Work in pairs.**

**Student A is interested in the processes of book preparation for publication.**

**Student B is eager to describe the processes of book preparation for publication.**

**For ideas:** how to maintain control, profit, the budget you need, book production

printing and distribution, how to price your book, copyright.

**5. Role play. You are participants of the seminar dedicated to the changes of the publishing industry. Choose a problem and prepare a presentation.**

**Student A.** Describe the changes of the publishing industry since the end of the last century.

**Student B.** Discuss the problem how to avoid the problems in publishing.

**UNIT IV, Lesson 9**

**Modern publishing practice**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What is the difference between modern proofreading and editing?

2. What are the main tips in the work of modern editor?

3. How did paper production change communication?

4. Which forms of books do you know?

5. What is the main purpose of a publishing practice?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

typescript inelegancies

references authors

consultation environment

schedule accurate

practitioners pressures

**b) Read the text. Answer the questions and be ready to discuss the information with your fellow students.**

1. Think about what the technical editing involves.

2. What are the main obligations of the chief editor?

3. What's the difference between foreign publishers?

4. What are the main attributes of a professional editor?

5. What changes of the publishing industry have been since the end of the century?

6. There are various editorial positions in publishing. Tell about the main positions.

7. How does an editor communicate with the authors?

**Modern publishing practice**

Every publishing house has manufacturing, marketing, and accounts departments, but the heart of the business lies in the editorial function. This has changed in its mode of operation through the years and still varies from one country to another and between firms but not in essentials. The editor—who is sometimes called the sponsor and who is often a director—selects the books to be published, deals with the author, and is responsible for the critical reading of the typescript and for seeing the book through the press, in consultation with the manufacturing and marketing departments. So vital can this role be that a particular editor’s presence in a firm or transfer to another can be a major factor in attracting authors. Besides the editor, there is also an editorial department, which is responsible for the detailed preparation of the typescript before it is printed. This receives more attention today than in the past. Facts, figures, and references are checked, and inelegancies of style are polished where necessary. Careful attention by a skilled editor at this stage can contribute greatly to the quality of many books.

Advances in electronic communications have changed the work environment for writers and editors alike. Editors are able to do a lot of their editing from their homes, but most salaried editors work in-house, dealing with production deadlines and the pressures of trying to produce accurate work. This is advantageous because they get to learn how the production works from the inside. With experience, editors will know what they can handle and what projects might be too much. Schedules and budgets are tight in a publishing house so a lot of employers don't want to risk new freelancing editors. They may be less likely to hire someone with no in-house experience. Editors rank highly among careers. Editing by its nature allows its practitioners to see the results of their labor. Taking a manuscript that, despite its valid content, may lack structure and flow and then bringing those very qualities to it, can be rewarding to people who have a particular appreciation for the written word. Most people enter the editing field because they are intrigued by language. They enjoy the challenge of finding the right word to convey a point, making sense of a complicated piece of information, working with text until it flows smoothly. Meeting this challenge, however, requires more than a love of language. It calls for a passion for detail and accuracy and an inability to ignore incorrect or imperfect word choices and mistakes of grammar. Accomplished editors notice illogical arguments, inaccurate statistics, and poorly constructed sentences. They turn their love of language into a way to make a living and have an impact on the world around them.

A particular branch of editorial work that has grown to be of cardinal importance since the end of the last century concerns of planning and publication of the hundreds of books needed for educational programs at every level. The educational editor must concentrate almost wholly upon the commissioning of books to fit a particular syllabus in a school or university. The editor must seek material by regular visits, either personally or by an assistant, to colleges to find the teachers who have the makings of authorship. Outlines or drafts of texts are evaluated by editors who develop the central themes into a usable form. Much time must be spent on revision and production before the book is completed. The schoolbook that is widely adopted may sell for a generation and reward author and publisher on a scale beyond the dreams of those concerned only with general books. Equally, nothing can fail so completely as the schoolbook that gets no adoptions. The publisher’s techniques for book promotion have become increasingly sophisticated in all advanced countries. The typical traveler or book salesman is likely to hold a college degree; he receives a careful briefing from the home office, with elaborate samples and sales aids, and perhaps a car provided, or partly provided, by the firm. The capacity of some authors to produce a quite presentable book with the help of a printer still leaves them far from their objective unless they can find a publisher to undertake its distribution.

*Retrieved from https://www.britannica.com/topic/publishing/The-paperback-revolution*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. an ………………. typescript a. issues

2. is ……………. for the detailed preparation b. inelegancies

3. а well-run publishing house ……….. c. seeing

4. with ………….samples and sales aids d. unsolicited

5. texts are …………. by editors e. itinerary

6…………. of style are polished f. critical

7. the …………. for calls on bookshops g. responsible

8. the …………….reading of the typescript h. selects

9. .……… the books to be published i. evaluated

10. for ……….the book through the press j. elaborate

**b) Say if these sentences are true (T) or false (F).**

1. An editor's hours aren’t generally determined by the production schedule, and by the type of editorial position they have.

2. This higher than average happiness quotient among editors may be rooted in the essence of the work.

3. Throughout the world editors specializing in books, visit teachers and lecturers to promote the writing of the required texts.

4. The editor receive an unsolicited typescript that can be accepted at once.

5. This selection process is called adoption, and publishers compete to have their books adopted for use because of the large volume of sales that aren’t thus guaranteed.

6. The boards of education in some of the larger states review the available textbooks and approve a selection for use in their school districts.

**LANGUAGE KNOWLEDGE**

**4. Find words and phrases in the text and match them with their meanings.**

1. ……………a person or company whose business is the producing of books, periodicals, engravings, computer software.

2……………..to need something or make something necessary.

3. …………...to alter something already written or printed, in order to make corrections, improve or update.

4. ……………to select as a basic or required or series of textbooks in a course.

5. …………..to encourage people to like, buy, use, do, or support something.

6. ………….something new or different introduced.

7. …………... containing a lot of careful detail or many detailed parts.

8. ……………to read something written or printed and mark any mistakes so that they can be corrected.

**5. Choose the correct word.**

1. The publisher’s techniques for book promotion have become increasingly sophisticated in all **advanced/developed/rich** countries.

2. So **indispensable/ critical /vital** role of a particular editor’s presence in a firm or transfer to another can be a major factor in attracting authors.

3. Throughout the world editors specializing in school books visit teachers and lecturers to **boost/promote/support** the writing of the required texts.

4. The **distribution/arrangement/sampling** of review copies to the press is the last item in the normal program.

5. In the book publishing industry, editors may organize anthologies and other **collections/compilations/assemblings**, produce definitive editions of a classic author's works, and organize and manage contributions to a multi-author book.

6. Copy editor or manuscript editor, who **summerises/prepares/provides** the copy for conversion into printed form.

7. The history of publishing is **characterized/marked/ distinguished** by a close interplay of technical innovation and social change, each promoting the other.

8. The **opportunity/capacity/ capability** of some authors to produce a quite presentable book with the help of a printer still leaves them far from their objective unless they can find a publisher to undertake its distribution.

**6. Write the appropriate phrase.**

**letters, writing, attracting, a skilled editor, regular visits,**

**may be issued, a supervisor, the detailed preparation**

1. the invention of ………………………….

2. responsible for……………………….….

3. the monopoly of…………………………

4. careful attention by …………………….

5. a major factor in………………………..

6. to seek material by………………………

7. prescribed by ……………………………

8. a prospectus ……………………………

**7. Read the text. Choose the word that best fits each space.**

1. Achievement, a sense of …….(0) or pride whenever a demanding task is …..(1) out successfully. One way managers can contribute to this is by encouraging employees to set clear, realistic professional goals for themselves.

2. Recognition, the …… (2) of an individual’s or group’s efforts, or contributions. For example, managers can highlight staff efforts and contributions in meetings. They can also give genuinely positive performance …..(3) and devise a judicious system of …… (4), such as housing allowances or extra holidays.

3. Challenging work. For work to be ….. (5), there must be tasks that are challenging or motivating. Just as each individual prefers some tasks more than others, each finds some tasks more challenging than others.

4. Responsibility. When staff feel responsible and …...... (6) for their own work, and when they are somehow involved in the decision-making process, their job satisfaction increases. Managers can gradually increase staff..…..(7) and decision making as they gain expertise.

5. Growth and Development. Everyone needs to continue to develop personally and professionally on the job. When there are limited opportunities for …. (8) and development, motivation decreases. Employees may commit energy to other aspects of their personal lives, seek other employment, or …..(9) out. Managers can advocate educational or special training .....(10) for staff and encourage them to attend training programmes and conferences.

0. a. inspiration b. remuneration c. accomplishment d astonishment

1. a. carried b. broken c. brought d. pulled

2. a. reward b. congratulation c. prize d. acknowledgement

3. a. examination b. evaluation c. testing d. interrogation

4. a. perks b. awards c. praise d. loyalty

5. a. satisfying b. fulfilled c. completed d. retaining

6. a. mature b. accountable c. mindful d. comfortable

7. a. dependence b. autonomy c. separateness d. liberty

8. a. rise b. increase c. growth d. raise

9. a. break b. run c. fire d. burn

10. a. absence b. period c. leave d. term

**8. Fill in the gaps with the correct form of the words in brackets.**

1. Scripts of various kinds came \_\_\_\_\_\_\_(use) throughout most of the ancient world for proclamations, correspondence, transactions, and records.

2. Every publishing house has \_\_\_\_\_(manufacture), \_\_\_\_(market), and\_\_\_\_\_\_\_ (account) departments, but the heart of the business lies in the \_\_\_\_\_\_\_\_(edit) function.

3. Besides the editor, there is also an editorial department, which is responsible for the detailed preparation of the typescript before it \_\_\_\_\_\_\_(print).

4. The editor must seek material by regular visits, either personally or by an assistant, to schools or colleges \_\_\_\_\_\_\_(find) the teachers who have authorship.

5. Much time must then \_\_\_\_\_\_\_\_(spend) on revision and production before the book is completed.

6. Before the invention of writing, perhaps by the Sumerians in the 4th millennium B.C., information \_\_\_\_\_\_\_\_\_(spread) only by word of mouth, with all the accompanying limitations of place and time.

7. A particular branch of editorial work that \_\_\_\_\_\_\_\_(grow) to be of cardinal importance since the end of the last century concerns the conception, planning, and publication of the hundreds of books \_\_\_\_\_\_\_(need) for educational programs.

8. A well-run publishing house issues two or three \_\_\_\_\_(season) announcement lists with details of its forthcoming books, as well as an annual catalog of its present and past books still in print, which\_\_\_\_\_(send) to the principal booksellers and librarians.

**9. Fill in the gaps with proper verb forms.**

1. Publishing as it …………… today depends on a series of three major inventions.

**A.** knew **B.** is known **C.** is knowing

2. Writing was originally ………. not as a means of disseminating information.

**A.** regard **B.** has regarded **C.** regarded

3. Publishing house has………………. marketing, and accounts departments, but the heart of the business lies in the editorial function.

**A.** manufacturing **B.** manufacture **C.** been manufacturing

4. This selection process …….adoption.

**A.** called **B.** is called **C.** has called

5. The educational editor must concentrate almost wholly upon the commissioning of books ………a particular syllabus in a school or university.

**A.** fitting **B.** to fit **C.** has fitted

6. Machine production had lowered standards of design.

**A.** had lowered **B.** was lowered **C.** to lower

7. The English designer William Morris and his Kelmscott Press, had begun ……… for better typography and book design in the 1890s.

**A.** to be worked **B.** working **C.** to work

8. Even in the depressed conditions, publishers still dreamed …… a wider readership.

**A.** of tapping **B.** be tapping **C.** by tapping

9. The oldest …………examples of writing are on clay or stone.

**A.** of surviving **B.** surviving **C.** survived

10. The more fragile materials …. for writing at various times have generally perished.

**A.** is used **B.** have used **C.** used

**WRITING**

**10. Competition game. Divide into two groups. The members of each group in turn write** **a word in accordance with the given categories** (**guests of an exhibition, different activities it can provide, exhibits).** **The team which has more written words on the blackboard is a winner of the competition.**

**11. Using the scheme of writing announcements (Who -What -When-Why) and a word-list from ex. 10, write an announcement about the International Conference** «**New technologies in Publishing**»**.**

**12. Make the given information more detailed using words and word combinations from the table.**

1. We invite you with works that illustrate projects,………,………,….

that describe significant advances in the areas of Mechanical Engineering,………. 2. The International Conference welcomes many guests: publishers,……..,……. 3. Organizers of the International Conference «**New technologies in Publishing**» will prepare varied programme such as…..,

4. The goals of the International Conference will be to promote the discussion of professional issues,…………………….

|  |
| --- |
| Computer Engineering, research results, Information Technology, VLSI Design and Technology, electronic publishing through standards; surveying works, technologies related to electronic publishing, Electronics and Communication Engineering, industrial experiences, demonstrations of proven technology, exchange best practices |

**13. Using the information of Ex. 12 write a notice about the International Conference** «**New technologies in Publishing**»**.**

**14. Make the given information more detailed using the evaluative adjectives from the table.**

1. The event is created for \_\_\_\_\_\_\_\_audience,\_\_\_\_\_\_ visitors, \_\_\_\_\_\_ residents.

2. We’re committed to delivering **\_\_\_\_\_\_\_\_\_\_\_\_** digital colour **printing.**

3. Program’s goal is to play an active role in the**\_\_\_\_\_**\_\_development and in **\_\_\_\_\_\_** contribution to the \_\_\_\_\_\_\_\_technologies.

4. The exhibition continues to be a \_\_\_\_\_\_\_\_ light in innovation.

|  |
| --- |
| * Innovative * eminent * considerable * significant * successful and experienced * high quality, fast, competitive short run * well-known and respected * leading * outstanding and extremely good |

**15. Skim the text «Modern publishing practice» and write a notice about an online workshop on the problem.**

**LISTENING AND SPEAKING SKILLS**

****

**1. Listen to the information (*Listening-9)* and fill in the gap.**

1. We are also analysing really big datasets—Census data, financial data, graduate …

2. He dreamt up the idea of ………….. He’s been an adviser to the U.K. government on creative and cultural industries.

3. People are encouraged by the impulse to write, or the impulse to paint, the impulse……….

4. The research of quite a lot of ………..in the area, shows that the career of a creative artist in any of the art forms, including writing, is difficult.

5. People like us still work at establishing and maintaining courses where those students can be educated for economically …………

6. Artists need to have the skills, ………, resilience, problem solving, to shift between the demands of the two worlds in which they live.

**2. Listen to information again and answer the questions.**

1. What kind of income do people have in the creative industries?

2. Why does Richard Florida dream up the idea of the “creative classes”?

3. Why do Employers want to hire creative people?

4. Where do they do creative work outside the creative sector?

5. Does Internet provide platforms for artists, editors and others graduates?

**3. Work in pairs. Read the advertisement on how to selfpublish a book. Discuss the problem with your friend.**

**Student A is optimistic about self publishing.**

**Student B is confused about how to get a book published.**

There are several ways to self-publish your book. Technology and change has brought new opportunities for writers to build brands and sell books, but now writers and authors are more confused than ever about how to get a book published. There are countless stories of authors being ripped off by vanity self publishing companies that deliver a poor quality book product that doesn’t sell. Our company has helped many authors get back on track, after dealing with one of these companies and we want you to avoid this situation all together and get started on the right track.

**4. Work in pairs. Write the answers to the questions. Role Play the situation.**

You can choose your preferred proofreading service, or we can advise whether a standard or basic proofread is needed. This is so you don’t pay any more than you have to.

Q. What type of payment do you accept? A……………………………………….

Q. What information do I need before ordering? A. ………………………………………

Q. What type of file format do you accept? A. ………………………………………

Q. What can you tell about payment of project? A. ………………………………………

Q. How long does proofreading take? A. ……………………………………….

Q. Are there any privacy or non-disclosure agreements to sign? A. ……………………………………..

Q. I have a question not covered here. How can I contact you? A. ………………………………………

(-We would love to answer your question. Simply contact us here and we’ll be more than happy to help.

- To get started we’ll need your manuscript in a ‘word.doc’ or ‘.docx’ file format.

- Projects require payment up front in full to be booked in. We can certainly chat with you about the possibility of a deposit depending on the size of the project.

-The average standard proofreading service takes approximately 2 weeks for 60,000 words.

- The order process begins with completing your quote confirmation form. We’ll be in touch to confirm a start date and provide an invoice.

- No documents to sign, although during the ordering process you’ll be required to confirm you have read the terms and conditions page before submitting. All your information is kept confidential including all email correspondence.

- All payments for proofreading services are made via secure PayPal, which also accepts all major credit cards.)

**5. Tell your partner about the publishing house where you want to work. Do you think it is successful? Explain reasons why do you want to work there. Inform about its history, publishing policy and conditions of work.**

**UNIT V, Lesson 10**

**Social and Cultural Events**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What are cultural events?

2. What kinds of events do you know?

3. What are their main features?

4. What is a social event?

5.Give some examples of special events?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

conventions sustainable

emergency characteristics

implementation launching

negotiation properties

appreciation execute

**b) Read the text about different types of events. Answer the questions and discuss the information with the partner.**

1. What are the different types of events that people attend globally?

2. What are the characteristics of events?

3. What are three main categories of events?

4. What is the importance of event management?

5. What are the 5 C's of event management?

6. What is the purpose of an event?

7. Who is an event manager?

**Social and Cultural Events**

An event is something which happens or takes place. The sole purpose of any event is that a group of people will convene in one particular place for one particular purpose at a given time. Now that could be various purposes such as a wedding, a business meeting, a networking function. The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. The EMP is the document that establishes how all the distinct moving parts and disparate elements of your event will work and result in your event being safe and enjoyable.

Events can be classified on the basis of their size, type and context. There are three main categories which events go under. These events are private, corporate and charity which are explained below. There are the most common types of events: Trade Show, Appreciation Events, Conferences, Team Building Event, Trips, Holiday Parties, Charity Events, Meetings, Product Launches, A speaker session (a guest speaker presentation), Networking sessions, A seminar or half-day event, Workshops and classes, Sponsorships, VIP experiences.

A wide range of software products that are used in the management of professional and academic conferences, trade exhibitions, conventions and smaller events. A recent trend in event technology is the use of mobile apps for events, which have a range of uses. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation, participation in an event. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors, and suppliers. The process of planning an event from start to finish may be divided into 5 basic phases, which we have called the 5 Cs. These are Concept, Coordination, Control, Culmination and Closeout. Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. Many industries, charitable organizations, and interest groups hold events in order to market their label, build business relationships, or celebrate achievements.

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service. Corporate event managers book event venues to host corporate meetings, conferences, networking events, trade shows, product launches, team-building retreats or training sessions in a more tailored environment. The Events Industry Council or Convention Industry Council is a non-profit federation of more than 30 U.S. and international organizations involved in the meetings, conventions and exhibitions industry. The Events Industry Council’s member organizations represent more than 100,000 individuals and more than 18,000 firms or properties across all sectors of the industry.

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1.the ……….purpose a. devising

2. aims to………. b. sole

3. alternate ……….. c. sustainability

4. ..........the event concept d. acquiring

5. event greening e. meaning

6. …………..development f. ensure

7. an event is ………..responsibly g. greening

8. ....................necessary permits h. sustainable

9. ……………in event management i. hosted

**b) Say if these sentences are true (T) or false (F).**

1. Proper event management planning is vital for any successful event.

2. Each event is different in its nature so process of planning & execution of each event basis of type of event.

3. It represents the total package of interventions at an event, and needn’t to be done in an integrated manner.

4. The events industry now includes events of all sizes from the business breakfast meetings to big events.

5. There are no number of universities which offer training in event management.

**LANGUAGE KNOWLEDGE**

**4. Replace the words.**

**context, reporter, issues, newspaper,**

**psychologically, program, danger,**

1. A jounalist can work with general **matters** or specialize in certain **matters**.

2. A television **columnist** holding a microphone in front of a cameraman.

3. This journalist may be a part of a **tabloid** that covers many different topics.

4. Depending on the **situation**, the term journalist may include various types of editors, editorial writers, columnists, and visual journalists, such as photojournalists.

5. Journalists sometimes expose themselves to **risk**, particularly when reporting in areas of armed conflict or in states that do not respect the freedom of the press.

6. Apart from the physical harm, journalists are harmed **mentally**.

7. A **schedule** director sets the task for TV journalists.

**5. Add the appropriate prepositions to the verbs аnd make sentences with the word combinations.**

**for, as, by, to, by, for, from…to, by**

1. to be characterized………….

2. to be regarded………………

3. to be spread………………...

4. to be responsible…………...

5. to held……………………...

6. to vary……………………...

7. to be confined………………

8. to be adopted……………….

**6. Underline the correct form of a modal verb.**

1. If you want to be a good imposer, you have to / might / must not know these rules.

2. You can’t / could /should avoid using hyphens unless it’s necessary to have a professional looking work.

3. To get the best possible results, you must / have to / must have to use professional equipment.

4. You have to / need to / might obtain ‘orphan’ words.

5. It is the first thing you might/should/may do when you laying out a body of the text.

6. You have to / must to / may not correct all mistakes at once, it’s all right.

7. You ought to / must / should practice a lot before you’ll be able to see the difference between the similar fonts.

8. You must / need / may learn these typesetting rules to become a professional.

9. A good typography might / must / ought to be a good base for a bestseller.

10. Read the instructions, they may / should / could help you to learn faster.

**7. Rewrite the following sentences using appropriate forms of modal verbs.**

1. A textile designer's job is multifaceted (express possibility).

2. Designs can be created digitally (express obligation).

3. Fabric design can be focused on print, woven and knit development (to give advice).

4. A textile design can also be created to fit products' cut and sewn pieces (ask about the possibility).

5. The knowledge of the related and competing products is an additional service that textile typographers sometimes offer (express necessity).

6. The fabric is not usually the end product (express advice).

**7. All details of the project need to be reviewed by typographer (**express possibility)**.**

8. The textile designs are created as a seamless pattern (express prohibition).

9. All these should be done before sending files to typography (express obligation).

10. It is very important to make a habit to picture the textile print as a part of the finished product (express necessity).

**8. Choose the correct modal verbs.**

**can have to might must ought to should not**

1. You \_\_\_\_\_\_\_\_\_ learn to recognize bad typesetting.

2. Titles \_\_\_\_\_\_\_\_\_\_\_ be in capitals.

3. There are no cases when title text \_\_\_\_\_\_\_\_\_\_\_\_\_ end with the window.

4. Quotes marks \_\_\_\_\_\_\_\_\_\_\_\_\_ be outside the body text.

5. Different fonts \_\_\_\_\_\_\_\_appear bigger even when they are the same size in points.

6. You \_\_\_\_\_\_\_\_\_\_\_\_ be a good imposer, you just need practice.

7. You \_\_\_\_\_\_\_\_\_\_\_ forget about kerning.

8. Also you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ remember about tracking.

9. You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ know typesetting rules.

**9. Make reported questions, requests or orders.**

1. Is Tom at his work place in the publishing house?

2. Have news broadcasts and magazines been directed toward national audiences?

3. Could you please select the books to be published in two weeks?

4. Were they on the annual congress of editors and businessmen?

5. The publisher’s techniques for book promotion have become increasingly sophisticated in all advanced countries.

6. They had never known about computer software until last year.

7. Do you like to read brochures or folios?

8. Did David take part in reportages often?

9. Why do the students study proofreading?

10. Would you bring me a couple of photocopies, please?

**10. Correct mistakes in these sentences.**

1. Many organizations news claim proud traditions of hold government officials and institutions accountable to the public.

2. Media critics have raised questions holding the press itself accountable the standards of professional journalism.

3. Publishing is the industry concern with the production of literature or information – the activity make information available for public view.

4. Journalism is the discipline of collecting, analyze, verifying and presenting information regard current events, trends, issues and people.

5. When wanting set an agenda, framing can invaluably useful to a mass media organisation.

6. News-oriented journalism sometimes describe as the "first rough draft", because journalists often record important events, produce news articles on short deadlines.

7. Corporations use marketing public relations convey information the products they manufacture or services they provide to potential customers to support their direct sales efforts.

8. This ability for the media is able to change how the public thinks about occasions.

**11.** **Rewrite the sentences** **paying attention to the word order.**

1. You have not done would find that feel most successful that they business people it on their own.

2. you would successful have names that be very Many familiar with companies.

3. that environmental objectives are is a good way whether there are barriers to

success Checking achievable to find out.

4. If we can bring and support enthusiasm the goals we and to the task more

energy understand.

5. At a time of to set uncertainty it is the right for companу goals financial essential.

6. They found the program highly plans and practical, with implement in place engaging to a number of initiatives arising from it.

**WRITING**

**12. Your printing company is going to participate in The International Digital Publishing Forum (IDPF). You want to inform the potential visitors about the event. Complete the sentences, using some information from the table.**

1. International Digital Publishing Forum is the global trade and standards organization offered unprecedented access to thousands of digital books ,……

2. The International Digital Publishing Forum will be dedicated to the development ...

3. The work of the IDPF will promote electronic publishing …………….

4. The IDPF will benefit creators of,……………………..

5. The IDPF will provide the discussion of …………………….….

6. The IDPF will maintain the global trade ………………………....

7. The IDPF will welcome software and reading system developers, booksellers,….

**For ideas:**

|  |  |
| --- | --- |
| promotion of electronic publishing and content consumption. | newspapers, journals and magazines |
| applications and products**.** | content, makers of reading systems and consumers. |
| standards, other types of content as digital publications,-compliant reading device and applications | issues and technologies related to electronic publishing. |

**13.You want to inform the potential visitors about the event. Write a notice about this Forum.**

**14. Add some information to the underlined words using attributive clauses.**

**Model:** iForum, which is the biggest offline-conference in Ukraine for the eighth time is held in Kiev.

1.The International Publishers Association, the Publishers Association (UK) are proud to announce that **the International Publishers Congress**  will be held in London on April 10-12.

2. **The Congress**  is expected to become a leading light in innovation, creativity and publishing excellence.

3. **London Book Fair** offers a platform for debates and discussions.

4. A week-long **programme**  will promote exchange of innovative ideas.

5. **Richard Mollet**  said that “we are thrilled to attract the international publishing community to London”.

6. **Jacks Thomas**  said “Congress **delegates**  are in for a treat! London is a great city to visit.

**15. Study the information for an announcement. Using the table add some details to the underlined words, create a slogan for the advertising announcement. In pairs discuss your slogans.**

**InnoTech Ukraine position – new IT-technologies in education field**

From 9 till 11 April the first Ukrainian forum of innovative technologies will take place in Kyiv. It gets together **several technological fields**. Forum is aimed to show **the opportunities for innovations i**n Ukraine and **rise innovation activities**.

Participants will discuss **many vital problems.** Visitors are expected to meet interesting speaker, **world-renowned developers**. Detailed forum program you can find on site InnoTech Ukraine.

|  |
| --- |
| smart-technologies, robotics technology, innovations in medicine and education; how new technologies can influence education; innovative approach; successful projects, well-known tech devices makers, foreign experts etc. |

**16. Write the sentences using some information from the table.**

1. Visitors of all ages can learn\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, with workshops led by independent publishers, \_\_\_\_\_\_\_\_\_\_\_, and specialists of art college, photographers, \_\_\_\_\_\_\_\_\_\_\_\_, coaches. 2.\_\_\_\_\_\_\_\_\_\_is, for us NBC Mestech Inc., a supplier of screen print materials, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_and expression as well as\_\_\_\_\_\_\_\_\_\_\_\_\_. 3. The event brings together the best art book publishers and \_\_\_\_\_\_\_\_\_from around the world under one roof. 4. We \_\_\_\_\_\_\_\_\_\_\_\_through public offering from both Japan and overseas, and submissions will \_\_\_\_\_\_\_\_\_including \_\_\_\_\_\_\_\_\_\_\_to select Grand Prize and other prizes. 5. We are pleased to announce that the International Screen Print Biennial, a public offering biennial that\_\_\_\_\_\_\_\_\_\_\_\_, is to be held following the 20…. biennial, and now we invite works from Japan and overseas. 6. The prizes will \_\_\_\_\_\_\_\_\_\_\_by the jury and announced in October, and the prize winning works will \_\_\_\_\_\_\_\_\_from November 23 (Mon) to 28 (Sat) at the Gallery of the Japan Artists Association (Ginza, Tokyo). 7.\_\_\_\_\_\_\_\_\_\_\_\_\_is from August 3 (Mon) to 28 (Fri).

|  |  |
| --- | --- |
| to create design and illustration | Art and cultural activities |
| to be specialized in screen print work | advancement of printing technology |
| to be judged on various aspects | the entry acceptance period |
| to contribute to dissemination of screen printing | the purpose of the biennale |
| to expect a wide variety of submissions through public offering | graphic designers, market researchers, publicists artist bookmakers |
| to make their own books and graphics | various aspects including artistic quality and artistic expression |
| to be selected through the judgment | the prize winning works will be exhibited from |

**17. Write sentences for informational notice adding useful information.**

1. The Publishing Forum was an important event to…………………………

2. The PF offered unprecedented access to thousands of digital books…………

3. Publishing Forum provided different activities…………………………………

4. Publishing Forum welcomed guests……………………..

5. The goals of the Publishing Forum were …………………………

6. The PF promoted wide adoption of electronic publishing through ………………

**18. You are going to write the advertisement for** **the online magazine**. **Study the table, make up the sentences, put them down in a logical order. Correct grammar forms.**

Welcome to **a grand opening of the exhibition** of contemporary art entitled **«Painting forever!»**

|  |  |  |
| --- | --- | --- |
| The exhibition "Painting forever!" | feature | well-known artists’ books, bright catalogues, rare publications |
| The international event | Visit | the unique works where you can find many famous and prominent authors such as Nader Ahriman, Matthew Antezzo, Wolfgang Betke |
| We recommend | Be | a place for cultural and spiritual communication, successful and promotional organization of events (lectures, meetings, concerts) |
| "Painting forever!" | Hold | a permanent exhibition of the author's concept of pictures and posters. |
| Programme of activities | showcase | contributions from both established and emerging artists, some of whom are exhibiting for the first time |
| The gallery | address | September 17, 20…, 6-9 pm within the Berlin Art Week. |
| The works | include | topics that are genuinely specific to painting, such as light and composition, but also investigate the materiality of painting and explore the possibilities panel painting offers. |

**19. Your printing company has participated in the exhibition «International Screen Print» and you need to make a notice about it on the website. First, answer the questions, second, organize information in a logical order adding the details from the table.**

**The International Screen Print is specialized in screen print works.**

1. Who organized the International Screen Print?

2. When and where did the International Screen Print take place?

3. Who visited the event?

4. What activities did the ISP provide?

4. What are the expected results?

5. What prizes were awarded at the International Screen Print?

**For ideas:**

|  |  |
| --- | --- |
| to make their own books and graphics | advancement of printing technology |
| to create design and illustration | art and educational and intellectual activities |
| Grand Prize and other prizes | to implement innovative ideas into practice |
| to expect a wide variety of submissions through public offering | graphic designers, market researchers, publicists |
| to share ideas on various aspects | artist bookmakers |
| to contribute to dissemination of screen printing | various aspects including artistic quality and artistic expression |

**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information and fill in the gap.** (*Listening 10)* You are going to hear a conversation between Jane and her colleague talking about Christopher's attendance at a trade show.

1. You need …............for what you want to do at this trade show.

2. I know they're …...........Tech Expo in San Diego the following week.

3. I think we're going to get a lot of………..

4. He's the guy who ……….. for the trade show.

5. We need to put something …………at the Boston Trade Show, advertise our attendance.

6. Read the trade……….., that will help you to understand everything about the show.

7. The stand is quite high tech with some ………….

8. How many journalists you can speak to, how many phone numbers from ……..you can collect.

**2. Jane discusses a trade show with Christopher. Decide if the sentence is**

**True or False**.

1. The trade show opens on Thursday 18th and will run for two days.

2. Both people think that they should do very well in this trade show.

3. They will get a lot of companies and call all their big customer.

4. They don’t need to change their website.

5. Another rival company could be missing.

6. They think how many software packages they can sell.

7. Ray Jones is the person who will be operating the hi-tech parts of the stand.

8. The company will advertise their attendance at the trade show on their website.

**3. Match the people and organizations with the statements. Write the answer.**

1. Jane 2. SysNet 3. Graham 4. Christopher 5. Ray 6. The website techs 7. The customers

a. will probably not be attending

b. is surprised to be going

c. created the stall that will be used

d. will also be attending the show

e. will have a stall on the other side of the hall

f. will be told about the company's attendance

j. will put something on the top of every page

**4. Roleplay the situation. Think how to plan an event from start to finish.**

**Student A.** You are an event organizer. Think how to plan an event from start to finish. An event is divided into 5 basic phases, which are called the 5 Cs. These are Concept, Coordination, Control, Culmination and Closeout. Discuss every phase**.**

**Student B.** You are an event manager.What do you need to know about theevent**? You** are interested in the problem of taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, budgeting, negotiation, and client service.

**5. Roleplay the situation.** You are at an exhibition. You are a manager and your partner is a wholesaler.

**Student A.** You are a manager of a printing company. You are at an exhibition and see someone whom you met last year at the trade fair.

1. Reintroduce yourself. Tell about your products.

2. Find out if the person is interested in becoming an agent for your company.

**Student B.** You are a wholesaler. You have a business in printing. You see a manager of a printing company you met last year at the trade fair.

1. You introduce yourself. Tell about your work. Discuss printing products and mutual interests.

2. Try to find out if there is any possibility of working together in the future.

**UNIT V, Lesson 11**

**Fashion** **events**



**1. Answer the questions. Share your ideas in group discussion.**

1. What factors are important for communication?

2. What is Fashion Journalism? What is a fashion journalist?

3. What is fashion media?

4. In your opinion, is fashion very important for communication? Why?

5. Do you known Fashion journalists who write about clothing and accessories for magazines? Tell about one of them.

6. What factors will improve communication between fashion journalists and their readers?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

flourished exclusive

expectations conducting

reproduction portray

issue circulation

distinguished enhance

**b) Read the text about events. Answer the questions and discuss the information with the partner.**

1. What is the main role of mass media in Fashion life?

2. What kinds of mass media do you know?

3. Does Fashion journalism involve all aspects of published fashion media?

4. Why do people say that Fashion journalists are employed on a freelance basis?

5. Do Fashion Magazines have editors or editorial boards?

6. What is the difference between a newspaper and a Fashion magazine?

7. What is the importance of Internet for Fashion Magazines?

8. Why do many large publishers now provide digital reproduction of their print magazine through various online services?

9. Where can you study fashion journalism?

**Fashion journalism**

Fashion journalism involves all aspects of published fashion media, including fashion writers, fashion critics, and fashion reporters. This can be fashion features in magazines and newspapers, and may also include books about fashion, fashion related reports on television and online fashion magazines, websites, and blogs. The work of a fashion journalist can be quite varied. Typical work includes writing or editing articles, or helping to formulate and style a fashion shoot. A fashion journalist typically spends a lot of time researching and conducting interviews and it is essential that he or she has good contacts with people in the fashion industry, including photographers, designers, and public relations specialists.

Fashion journalism and the Internet. A fashion website named Fashion Net was started in 1995. Beauty Flow magazine flourished with exclusive content for editorials, portraits, and reports. Fashion journalism portrayed in the media. Fashion journalism is only now becoming a subject of academic interest, as for a long time it has been under a general Journalism umbrella term. With the rise of social media, cross-platform content production, and democratization of fashion around the world - interest in the study of fashion journalism is rising quickly. Since 2013 fashion journalism has become a stand-alone subject of academic study at the Academy of Art University's School of Fashion in San Francisco, and it is the only accredited. Fashion Journalism program offering BA and MA degrees in the United States. Fashion Magazines are publications, usually periodical publications, that are printed or electronically published (online magazines.) They are generally published on a regular schedule and contain a variety of content.

Business Week, which starts each issue anew with page one, is a magazine, but the Journal of Business Communication, which starts each volume with the winter issue and continues the same sequence of pagination throughout the coterminous year, is a journal. Some professional or trade publications are also peer-reviewed, an example being the Journal of Accountancy. Academic or professional publications that are not peer-reviewed are generally professional magazines. Fashion Magazines can be distributed through the mail, through sales by newsstands, bookstores, or other vendors, or through free distribution at selected pick-up locations. The subscription business models for distribution fall into three main categories. Paid circulation. In this model, the magazine is sold to readers for a price, either on a per-issue basis or by subscription, where an annual fee or monthly price is paid and issues are sent by post to readers. Paid circulation allows for defined readership statistics. Non-paid circulation. This means that there is no cover price and issues are given away, for example in street dispensers, airline in-flight magazines, or included with other products or publications. Because this model involves giving issues away to unspecific populations, the statistics only entail the number of issues distributed, and not who reads them. Controlled circulation. This is the model used by many trade magazines distributed only to qualifying readers, often for free and determined by some form of survey. This latter model was widely used before the rise of the World Wide Web and is still employed by some titles.

An online Fashion magazine is a magazine published on the Internet, through bulletin board systems and other forms of public computer networks. Some online magazines distributed through the World Wide Web call themselves webzines. An online Fashion magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers and the readership. Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee.

*Retrieved from  https://www.definitions.net/definition/fashion+journalism*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. to continue the same sequence of …………. a. exclusive

2. to ………….. and style a fashion shoot b. enhance

3. on a per-issue basis or by ……………. c. hyperlinks

4.…………content for editorials d. qualifying

5. feature interactive elements such as………….. e. pagination

6. to further ………...the experience f. formulate

7. to …….. the number of issues g. freelance

8. a lot of time researching and ………interviews h. subscription

9. distributed only to …………. readers i. entail

10. are employed on a ………… basis j. conducting

**b) Say if these sentences are true (T) or false (F).**

1. Fashion journalists are either employed full-time by a publication or aren’t employed on a freelance basis.

2. The fact that a publication calls itself a "journal" make it a journal in the technical sense.

3. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

4. Traditionally, magazine publishers haven’t relied on two revenue sources: selling ads and magazines.

5. Additionally to some Fashion publishers aren’t using electronic publication methods to reach to readers and inform them when new digital editions are available.

**LANGUAGE KNOWLEDGE**

**4. Study the following words and choose their definitions.**

**to look cool to be in fashion to suit outfit gorgeous**

**trendy unfashionable jewelry size accessories**

1. put on clothes, typically for a particular activity;

2. have the appearance or give the impression of being;

3. style in clothes, cosmetics, behaviour, etc., esp. the latest or most admired style;

4. personal ornaments, such as necklaces, rings, or bracelets, that are typically made from or contain jewels and precious metal;

5. not fashionable or popular at a particular time;

6. a person who is very fashionable or up to date;

7. a thing's overall dimensions or magnitude;

8. something very beautiful and exquisite;

9. that can be added to something in order to make it more useful, versatile, attractive;

10. provide (someone) with a set of clothes.

**5. Match the verbs with the nouns to create collocations.**

1. online a) journalism

2. fashion b) media

3. computer c) formats

4. social d) magazines

5. digital e) networks

6. electronic f) program

7. journalistic g) method

**6. Choose the correct word.**

1. Job – specific objectives should be in line with the broader strategic ….. and

initiatives in our organization.

a. values b. goals c. aims

2. If objectives are nor clearly ….. we can never know if they have been achieved.

a. suitable b. measurable c. valuable

3. We would like to see an increase of ten percentage points in the proportion of

our …… generated by overseas clients by the end of next year.

a. profit b. existence c. turnover

4 They need suitable goals and objectives both to weather the current storm and ………….. their longer – term success.

a. to judge b. to ensure c. to achieve

5. A successful company is generally ….. that has been in existence for quite some time and that’s why their brand and their name is known.

a. an organization b. an enterprise c. a business

6. Some online …………. have begun publishing in multiple digital formats.

a. issue b. publishers c. journalist

7. The price signals generated by large …….. managers holding or not holding the stock may contribute to management change.

a. reactive b. active c. objective

8. On the other hand, some of the largest investment managers advocate simply owning every company, reducing the incentive to influence ……….. teams.

a. management b. engagement c. entertainment

9. One way is for the institution to decide, the other is for the institution to poll its ….

a. dictionaries b. varieties c. beneficiaries

10. Marketers also attempt to track these segments' perceptions of the various products in the market using tools such as perceptual ……………..

a. keeping b. mapping c. auditing

11. The national context in which….. representation considerations are set is variable.

a. shareholder b. owner c. engineer

**7. Fill in the gaps with the correct form of the words in brackets.**

1. Carmel Snow………. (revolutionise) the idea of fashion journalism and opened the doors for photography, art, home, and fiction……….(write) in the magazine's pages in addition to regular fashion stories.

2. Franca Sozzani was a fashion editor in Vogue Italia and also she ….(know) for supporting models of any ethnicity.

3. Grace Mirabella became editor in chief of Vogue magazine without lots of experience in the fashion world. During her 17 years as chief, she ……. (demonstrate) to the fashion journalism world that business skills (be) necessary and vital in the editorial world.

4. Suzy Menkes is a famous critic of Vogue magazine. Her opinion is known for (be) able to make or break a collection. In the 1990s, she wrote about a new channel bag, ……(induce) it was out of style.

5. Anna Wintour ……. (characterise) by her short hair, dark black sunglasses and her passion for young fashion. Since 1998, she ……. (be) the Chief and editor of Vogue Magazine ……(feature) in the covers mixing high and low fashion with lots of costume and jewelry. Her main focus is….. (portray) fashion as a lifestyle.

6. (Return) home, she moved to Manhattan and (hire) as Wintour's assistant at Vogue. She was there for ten months before (leave) along with features editor Richard Story. In 2003, Weisberger's first book, The Devil Wears Prada, (release) and spent six months on the New York Times Best Seller List.

7. From June 1996, Glenda Bailey served as editor-in-chief of the edition of Marie Claire, before (join) Harper's Bazaar as editor-in-chief in May 2001. She (appoint) Officer of the Order of the British Empire (OBE) for services to journalism and fashion in the 2008 New Year Honours.

**8. Read the text and choose the word that best fits each space.**

The range of magazines consists mainly of 0 .….…, including trade magazines, journals, and illustrated magazines. Trade magazines cover a limited field, thus attracting a limited specialist readership. Unlike books, 1 ..……… costs for magazines are not paid for exclusively by the final consumer. Magazines are usually published by publishing houses just like books. This is due to the 2 and it is a major characteristic of the periodicals. Magazine production differs considerably from book production. Magazines are generally 3 ………... booklets with a flexible cover. They often have a high circulation and are bound using simple 4 ……..… processes (wire-stitching, perfect binding). Depending on the circulation, magazines are 5 ..….… with sheet-fed offset or web offset presses, but rotogravure presses are also used for magazines with a very high circulation. The newspaper is still one of the most significant mass media today. The first 6 ………... appeared at the start of the seventeenth century. The external appearance of newspapers 7 ………. considerably from that of magazines. Newspapers normally consist of large-size loose sheets. Several of these loose sheets are combined during production and form an individual section of the paper. Generally, newspapers are produced on special newspaper printing presses. These presses are highly productive web presses, which can print on 8 ……... paper, at low cost. The traditional newspapers are black and white but modern printing presses are able to print in colour economically. This has created the opportunity to adapt the newspaper’s appearance to today’s 9 ……… (colour photographs), but also to conform to the wish of many advertising customers that their advertisements be published in colour. The production of a newspaper is mainly financed by advertising inserts and advertisements. For this reason the ultimate 10……… price for a newspaper is relatively low.

|  |  |  |  |
| --- | --- | --- | --- |
| **0. a. periodicals** | **b.** magazines | **c.** journals | **d.** papers |
| **1. a.** print | **b.** sheet | **c.** production | **d.** circulation |
| **2.** a. content | **b.** cover | **c.** appearance | **d.** section |
| **3.a.** multicoloured | **b.** traditional | **c.** rotogravure | **d.** published |
| **4. a.** printing | **b.** varying | **c.** binding | **d.** stitching |
| **5. a.** produced | **b.** printed | **c.** financed | **d.** illustrated |
| **6. a.** magazines | **b.** advertisements | **c.** newspapers | **d.** booklets |
| **7. a.** consists | **b.** appears | **c.** differs | **d.** uses |
| **8. a.** uncoated | **b.** combined | **c.** limited | **d.** published |
| **9. a.** circulation | **b.** expectation | **c.** press | **d.** reason |
| **10.a.** consumer | **b.** category | **c.** paper | **d.** measure |

**9. Underline the correct form in the sentences.**

I *write / am writing* to apply for the position of Fashion Marketing Manager in your office as advertised in last week’s Guardian newspaper. As outlined in my curriculum vitae, *which / where* I have enclosed I attended Secondary School in Gloucester where I complete / completed my GCSE and “A” Level studies. In 2010, I graduated from the University of Wales with a BSc in Business Studies and Marketing. *Since / after* graduation, I moved to Japan where I trained as a market researcher for the Fashion Company for two years. On my return to England I continued *working / to work* as a market researcher until 2015 when I *have obtained / obtained* my present position. I am currently *employed / employing* as Assistant Managing Director at Melton Enterprises, where my duties include the organisation of staff, as well as the allocation of budget within the sales department. I am also responsible for *overseen / overseeing* the business generally noted for good organisational and managerial skills.

I believe that I *must / would* be an ideal candidate for the position you *outlined / have outlined* as I having / have had extensive marketing training with a well – known marketing and public relations firm. I hope I obtained a valuable insight into culture and working practices. I also have a number of very good business contacts *where / as well as* a basic understanding of the language *why / which* is necessary if one is to be able working / to work effectively. *Finally / Basically*, I am willing and able to *relocate / relocated* at short notice which I understand to be a requirement of the position. I enclose my curriculum vitae and photograph as requested and I would be happy *supplying / to supply* you with further details should they *be required / have been required*. I thank you for *considered / considering* my application and am willing *to attend / attending* an interview at any time.

**10. Make sentences using right word order.**

1. ratio Sharpe is and The best known the simplest performance measure.

2. context also Depending on to examine the regulatory may the be important industry in detail.

3. brand audits The may also conduct periodic to assess equity of its the strength brands and company sources of brand.

4. Marketers use a variety of schedules and their projects keeping to achieve objectives project management techniques to ensure while established budgets.

5. Marketing managers may with the firm accounting department to is generating analyze various the product lines the profits from and customer accounts also work.

**WRITING**

****

**11. Some days ago you wrote some sentences for the advertising notice. Unfortunately a networking error occurs and the phrases have been mixed up. Rewrite them using the table (choose correct information from the second column and add it to the first column).**

**Welcome to 3D Print Conference in Kyiv**

|  |  |
| --- | --- |
| 1. Do you want to know | project’s website is already working |
| 2. Everyone who wants to know | Ukraine hosted a conference, devoted to 3D printing and scanning |
| 3. On the 4th of September, 20…. | are invited for cooperation |
| 4. We’re happy to announce that | what can you do with a 3D printer today |
| 5. 3D Print Conference | the difference between prototyping machines and 3D printer |
| 6. 3D Print Conference in Kyiv | answeres the most current questions about three-dimensional technologies |
| 7. Everyone who likes and uses advanced technologies | is first-hand experience, communication with market professionals and experts |

**12. Your printing company is going to participate in the exhibition «The Book Fair». You want to make an announcement about this exhibition. The announcement should be well organized with information presented in a logical order. Do some tasks to develop your writing skills. Read the sentence and add details by answering the questions** **in the written form. Use the table for ideas.**

**The Book Fair presents the vast programme of activities.**

1. What is the Book Fair?

2. When and where will the Book Fair take place?

3. Why will the Book Fair be organized?

4 What will the Book Fair present ?

5. What is the programme of activities of the Book Fair?

**For ideas:**

|  |  |
| --- | --- |
| June 10-20 , 20……. | to brand new releases |
| book signings | to welcome artists |
| the best in international arts publishing | to sell their works |
| a vibrant program | to attract publishers and small presses |
| catalogues, magazines and publications | to exchange of experience |

**13. Yesterday You participated in the conference for publishers and you need to make a notice about this conference. Read the sentences and add details by answering the questions and using the table for ideas.**

**The**  **conference presented** the best in international publishing**.**

1. What opportunities did the conference give to the participants?

2. What were the organizers of the conference looking forward to?

3. What was the programme of activities of the conference?

4. Did the conference exhibit products?

5. What products did it exhibit?

**For ideas:**

|  |  |
| --- | --- |
| a vibrant program of related talk | to meet colleagues and publishers |
| successful promotional opportunity | to exhibit and sell the works |
| catalogues, magazines and rare publications | to exchange experience |
| the largest annual event | to have some direct contact with customers |
| the latest developments in the field | to attract publishers |
| workshops and book signings | to showcase books |

**14. Your printing company is going to participate in the exhibition «PACK FAIR». You are asked to write an advertising notice about this exhibition in the magazine. Аdd details to the answersto the questions using the table.**

**The packaging exhibition «PACK FAIR» is part of the International forum of food industry and** **packaging industry.**

1. What information about the **PACK FAIR** can you add?

2. What are aims of the exhibitionite?

3. What publishing products will be represented?

3. What opportunities does PACK FAIR provide to the participants?

**For ideas:**

|  |  |
| --- | --- |
| to demonstrate full set of professional solutions for modern production | the newest packaging equipment, technologies, packaging materials |
| to create favorable conditions to cover several market segments | existing manufacturing facilities |
| to react on the market changes | packaging machinery and packaging for final products |
| to include the following international exhibitions: ………………. | the demand for safe and attractive packaging |
| to need high technological equipment | for leading players and for beginners of the packaging market |
| to get in touch with many potential clients | exhibitors, manufacturers and suppliers of technological equipment, the target audience |
| to get additional profit | the demand for safe and attractive packaging |

**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information *(Listening-11)* and fill in the gap.**

1. She describes the social ……… of needing to be seen wearing new clothes.

2. Why lots of people this year are ….– or promising publicly - to buy no new clothes.

3. And quite often people are buying those ………to take a photo to put on Instagram.

4. Test your………. of fast fashion with a question. Do you know how many items of clothing were sent to landfill in the UK.

5. It sounds very wasteful and to me, illogical – not ………..or sensible.

6. And this idea is caused by social media – she uses the expression……...

7. It might make us feel good, but it’s not great for the……….

8. There is a bit of a ……..now – that’s a strong negative reaction to what is happening.

**2. Listen to the information again and answer the questions.**

1. What is driving our desire to keep buying more clothes?

2. Do lots of people buy new clothes?

3. What do people think about fast fashion?

4. What is the fashion industry looking for?

5. What is backlash?

6. Why do people have negative reaction to what is happening?

7. What did the fashion journalist say about new clothes?

8. Why do people buy new clothes?

**3. Work in pairs. Discuss the following statements.**

1. Successful people probably need not to have a very good vision, thoughts about what their business should be and do in the future.

2. They should not be good at managing relationships, understanding people and taking care of them.

3. They often are uncomfortable in the company that they’re working in.

4. Businesses that are successful learn from those that have not been successful.

5 A successful business person might not have previous experience in doing business.

6. If we know what we have to do, we can not organize our working day better to achieve results and with the desired quality.

**4. Roleplay the situation.**

**Student A.** Prepare information about a successful company. What successful companies do you know? How did they become successful? Are they successful now?

**Student B.** Prepare information about crises in companies. What are some of the commonest crises which companies face today? And what steps should companies take in dealing with a crisis?

**6. Tell your partner about factors which may be important for career success**.

**Student A.** You think these factors to be of prime important: Social background, financial backing, well–round education, relevant experience.

**Student B.** You don t quite agree with your partner. You think these factors are also very important: popularity among colleagues, team spirit, ambition, motivation.

**UNIT V, Lesson 12**

**Cultural exhibitions**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What is a public exhibition?

2. Why are exhibitions important?

3. Why are cultural institutions important?

4. How do they organize a successful event?

5. Why do people go to exhibitions?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

admission maintenance,

conservation revitalisation,

interpretation documentation

heritage interaction

engagement representative

**b) Read the text about events. Answer the questions and discuss the information with the partner.**

1. What is a cultural event?

2. What is a cultural exhibition?

3. What is the purpose of a cultural exhibition?

4. What factors will improve cultural exhibitions?

5. What is a trade show?

6. What is a trade exhibition?

7. What is the purpose of a trade show?

8. What are the benefits of the exhibition?

9. Can you write an exhibition review?

10. Why are art exhibitions important?

11. How do they organize successful exhibitions?

**Cultural exhibitions**

Public exhibition means any exhibition, performance or display which the public may see, view or attend for an admission price, fee or other valuable consideration. Cultural institutions play an important role in the maintenance, conservation, revitalisation, interpretation, and documentation of heritage, and in facilitating citizens' interaction and engagement with heritage. Cultural events that relate to a specific culture; events that are representative of a culture. They may be related to music, art or other similar things. The exhibition of cultural heritage objects is a practice used by organizations where collected objects are put on display to the public. Organizations that collect cultural heritage objects, such as museums, tend to focus on the identification, display and interpretation of what they collect, preserve and study. Exhibitions are an opportunity for a large number of buyers and sellers in an industry to come into direct contact with each other - at the same time. Art exhibitions are really very important because that's the only and the best way to put your wonderful artwork on display. The Council of Europe series of art exhibitions began in 1954 with the aim to increase knowledge and appreciation of European art as one of the highest expressions of Europe's culture values. The Organisation is reviewing its Exhibitions concept in view of enhancing culture and the arts as vectors of Council of Europe values in reply to current political and societal challenges.

Exhibitions, expositions, trade shows all are names for the public events in which businesses gather together at convention centers to set up booths and advertise their goods and services to the crowds who come streaming through over a several-day period. Trade exhibitions serve multiple purposes concurrently. They are primarily marketing opportunities for the businesses that have set up booths at the shows. With a steady flow of potential customers coming through an exhibition, businesses have lots of chances for direct marketing by showing off their products and informing consumers about the company brand, values, and more. Representatives at the booths can also acquire consumer information to follow up later with email marketing. A trade show is an event held to bring together members of a particular industry to display, demonstrate, and discuss their latest products and services. Major trade shows usually take place in convention centers in larger cities and last several days. Also trade fair (trade show, trade exhibition, or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. If a potential customer just isn’t responding and no connection is made, it might be difficult or impossible to make a sale.

An exhibition, in the most general sense, is an organised presentation and display of a selection of items. In practice, exhibitions usually occur within a cultural or educational setting such as a museum, art gallery, park, library, exhibition hall, or World's fairs. Exhibitions can include many things such as art in both major museums and smaller galleries, interpretive exhibitions, natural history museums and history museums, and also varieties such as more commercially focused exhibitions and trade fairs. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations and are called travelling exhibitions, and some are online exhibitions. Exhibitions featuring especially valuable objects may be shown only during a formal presentation, under the close supervision of attendant or educator. Temporary exhibits that are transported from institution to institution are traveling exhibits. Curators are sometimes involved as the people who select the items in an exhibition. Writers and editors are sometimes needed to write text, labels and accompanying printed material such as catalogs and books. Architects, exhibition designers, graphic designers and other designers may be needed to shape the exhibition space and give form to the editorial content.

*Retrieved from* [*https://en.wikipedia.org/wiki/Exhibition\_of\_cultural\_heritage*](https://en.wikipedia.org/wiki/Exhibition_of_cultural_heritage)

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. an ……… large event a. attendant

2. to …………………products b. rivals

3. …………or valuable objects c. extraordinarily

4. a World's fair…………… d. contributions

5. study activities of…………. e convention

6. the ………….. of great personalities f. holding

7. in ………….. centers g. exposition

8. the close supervision of………. h. showcase

9. organizing and ……………exhibitions i. fragile

**b) Say if these sentences are true (T) or false (F).**

1. Over almost half a century the series has succeeded in illustrating most of the great epochs or the contributions of personalities who left an indelible mark on their time.

2. Of course, in many cases, the success or failure of these marketing efforts depends largely on the types of connections businesses can make with consumers.

3. Exhibitions range from an extraordinarily large event such as a World's fair exposition to small one-artist solo can’t shows or a display of just one item.

4. Organizing and holding exhibitions also require effective event planning, management.

5. Exhibitions leave an unparalleled and ideal opportunity to showcase products and services to a highly targeted audience.

**LANGUAGE KNOWLEDGE**

**4. Study the following words and choose their definitions.**

**editorial vital audience equipment circulation indulgent accomplishment tabloid**

1 a newspaper having pages half the size of those of a standard newspaper, typically popular in style and dominated by headlines, photographs, and sensational stories;

2. a special skill or ability gained by practice or training;

3. extremely important;

4. supplies or tools needed for a special purpose;

5. the distribution of copies of a periodical among readers;

6. relating to the commissioning or preparing of material for publication;

7. having or indicating a tendency to be overly generous to or lenient with someone;

8. the assembled spectators or listeners at a public event, such as a play, movie, concert or meeting.

**5. Write correct word order of words.**

work / for / in print / published;

expectations / growing / in publishing;

for / university / financial / presses / reasons;

these models / expectations / exceeded;

authors / collaborated / writing / and / in creating / new models / and / publishing staff/ of scholarship;

monographs / would / publication of / the project / enable;

presented / scholarship / historical / is;

the / conclusions / project / the following / reached;

**6. Fill in the correct word from the list below.**

**synergies priorities including contemporary conceived curatorial assessed genuine**

1. Employing ………formats with a focus on participation, sharing, networking and bridging producers’ and consumers’, amateurs’ and professionals’ roles will be part of the ambition.

2. The Council of Europe …………have increasingly shifted towards safeguarding European values.

3. It may offer a ………… exhibition on “otherness” and, at the same time, associate events in member states to the initiative to make it a longer-term and impactful process, by building …………..and creating a network of like-minded institutions for inspiring co-creations.

4. The new approach seeks the active involvement of multiple stakeholders, ………. the Council of Europe, in selecting, advising and promoting Exhibitions and events which represent wider thematic, geographical and …………interests.

5. Together with a high-level group of consultants, ………exhibition projects ………. by a relatively small number of major European cultural institutions, and offered a label and modest financial support to the best projects.

**7. Open the brackets using the appropriate forms.**

1. This V&A exhibition will bring together 200 masterpieces of watercolour. (Examine) …….. the evolution of gender in the Renaissance, the exhibition will explore its role in the (understand) ……….., interpretation and documentation of the natural world. Focused on three fundamental genres (landscape, natural history and portraiture), he will present finished works, sketches, portraits and illuminations of (renown)…………. artists such as Albrecht Dürer, Hans Holbein, Jacques le Moyne, Nicholas Hilliard and Anthony van Dyck. 2. Fans of the Swedish pop group ABBA will be able (revive) ……. their extraordinary universe thanks to this immersive exhibition, which (show) ……. the music, lyrics, creation processes and influence of the group, an iconic icon of pop music. Far from being a (tradition) …….. exhibition, this interpretation of ABBA’s journey immerses its visitors in the depth of the group (members)……. stories. 3. (Gather)……. more than 300 works of the artist, made with paper or on paper, this exhibition covers the whole of his career and represents an important chapter of modern art. For Picasso, paper was more than a drawing medium. Always imaginative, he used all kinds of resources: newspaper pages or old pieces of papers. He also created sculptures with strips of torn and (burn)…… paper, made collages, and made it three-dimensional. From studies for ‘Guernica’ to a 4.8-metre-wide collage, this exhibition brings together more than 300 works on paper (span) ….. the artist’s 80-year career. 4. Symbol of Japan, the kimono is usually (perceive) as a traditional, timeless and immutable garment. Kimono: Kyoto to Catwalk reflects on this outdated conception by presenting the garment as a constantly (evolve) …… fashion icon, (reveal) …….. its clothing, aesthetic and social significance from the 1660s to the present, in Japan and throughout the world. 5. The exhibition (explore)…… the extravagant world of the Bright Young Things, through the eyes of the famous British photographer Cecil Beaton. It will revive a delirious period of British cultural life, which (bring) …….. together high society and avant-garde, artists and writers and party lovers, many of them (photograph) ……. friends. The show traces the trajectory of Beaton, from his middle class school to the star he became. In addition to his portraits, the exhibition also (feature) …….. works by friends of the artist.

**8. Underline the correct form in the sentences.**

1. The student was carrying / has been carrying out this experiment for twenty minutes.

2. This question has already been discussed / discussed at the conference.

3. This problem dealt / will be dealt with in the next chapter.

4. The more we study the language, the better we understand / are understanding the structure of the sentence.

5. The problem is difficult, my interest is greater / the greatest in it.

6. The results of this investigation have relied on / can be relied on.

7. At present they have studied / are studying various aspects of this problem.

8. This equipment repaired / had been repaired before you came.

**9. Link the parts of the sentence in order to make one sentence.**

1. During its long history book communication has been established as a system of institutions responsible for ………………………………..

2. After processing necessary information social authors need new information on the pages of new books,……………………………………….

3. Sometimes a person can't understand the meaning of and interpret the content of books at the moment of reading, …………………………………….

4. Inclusion of book text into the system of communicative relations leads to the fact…………………………………………...

5. This influence does not leave a person any opportunity ………………………

6. Consequently, the book can be defined as an element of the information sphere of life of a society,………………………………………..

7. Book communication always was seen…………………………….

8. Level of comprehension of book text is associated ……………………………. 9. Book and communication about ideas and thoughts embodied in it have special significance………………………………….

10. Fundamentals of book communication research was formed on the possibility to receive a book and a book business in ………….

a. to understand the content included in the book, but it cannot be entirely ignored. b. the creation and dissemination of socially meaningful information in time.

c. that book interpretation often ceases to be individual but it gains social and communication character.

d. which is satisfied through the publication of new editions.

e. as a significant factor in civilization’s progress, spiritual and intellectual development of the society.

f. which performs at a number of significant social functions.

g. with the inclusion of meaning in the intellectual space of a personality.

h. a wider socio-communicative context is as a basic subsystem of social communication.

i. for the scientific community and the creative intelligentsia.

j. which is satisfied through the publication of new editions.

**10. Fill in the gaps with proper verb form.**

1. Writers, editors, and other communicators of science need to consider social media a legitimate and effective way ……………..an audience.

**A.** bereaching **B.** of reaching **C.** reached

2. Identifying your resources will allow you …………. a social-media platform that showcases your strengths.

**A.** choose **B.** to choose **C.** has choosen

3. The study also showed that newspaper readers …………more of the information they read than iPad readers.

**A.** were retained **B.** be able retain **C.** were able to retain

4. That system meant that books could be subject to inordinate delays in the printing process, and explains, why the second part of the book …………. significantly longer to produce than the first part.

**A.** took **B.** was taken **C.** taking

5. The goal is to carefully raise the issue, always with an emphasis …………. the author avoid trouble.

**A.** on helping **B.** is helped **C.** help

6. As editors, we rarely have the authority ……… an author to fix a problem, and even when we do, “force” is rarely the right solution.

**A.**  forces **B.** forcing  **C.** to force

7. Depending on the nature of the job, it’s not necessarily our formal responsibility ……………… for such problems.

**A.**  looking **B.** to be looking  **C.** to go looking

8. I can satisfy my ethical responsibilities by raising the problem, explaining its consequences, and doing my best ………… the author to deal with it honestly.

**A.** to persuade **B.**  persuade **C.** persuading

9. In one particularly memorable case, an author I was working for ……. to try publishing essentially identical papers in two journals.

**A.**  deciding **B.** decided  **C.** had decided

10. All scientists understand and accept the fact that it’s sometimes necessary ………… better ways to do research by screwing up an initial study.

**A.** discover **B.** to discover **C.** to be discover

11. Editors who work with authors before a manuscript…..for review face challenges.

**A.** sent **B.**  sending **C.** is sent

12. One paper I edited by an eminent scientist proposed a perfectly plausible explanation for the author’s experimental results.

**A.** proposed **B.** to propose **C.** proposing

**WRITING**

**11. Study the guidelines for creating advertisements and complete the table with word combinations corresponding to the underlined characteristic features of advertisements.**

1. One of the main features of the advertisements is their **persuasive character**, their attempt to win new converts to a good, service or idea.

2. The whole aim of advertising is to cause an immediate action or to make us more favourably disposed in general terms to the advertised product.

3. The role of the headline is **to attract attention** to the advertisement and to select the reader – that is it tells whether the subject matter interests the reader.

4. The text should explain how the product or service being advertised satisfies the consumer’s need and it may **concentrate on one or several benefits** as they relate specifically to the target audience.

5. The text immediately explains or develops the headline and the visual in a straightforward attempt to sell the product and it emphasizes **the reason the consumer should buy it.**

|  |  |  |  |
| --- | --- | --- | --- |
| Words and word combinations of persuasive character | Words and word combinations to attract attention | Words and word combinations describing benefits | Words and word combinations giving the reason for attending the event |
|  |  |  |  |

advancement of printing technology; a vibrant program of workshops; Make $300 the easy way; the latest developments in the field; Don’t miss a chance to; You can verify your designs; impacting publishing; Exhibit and sell your products promote electronic publishing; the major trends; the world’s leading publishers; professional solutions; get more information; to virtually test the behavior of product designs; to get additional profit to exchange experience; promotion of electronic publishing; award-winning; to showcase books, catalogues, rare publications; such renowned artists as; promotion of content consumption; networking events; a programme of presentations; demonstrates full set of.

**12. Study the announcement. Transform the informational announcement into an advertising one. Add promotional information to the underlined words. In pairs check your transformed texts.**

From 6 till 12 June Ukrainian forum of technologies will take place in Kyiv. It gets together technological fields. Forum is aimed to show the opportunities for innovations in Ukraine and rise innovation activities.

Participants will discuss many problems. Visitors are expected to meet speaker, developers. Detailed forum program you can find on site InnoTech Ukraine.

**13. Read the advertising announcement. Transform it into the informational notice by changing some information and the tense forms. You may use the material from your portfolio.**

The Council for the Development of Social Science Research is pleased to invite all participants at the 2010 Cape Town Book Fair (CTBF), taking place from 30 July to 2 August at the Cape Town International Convention Centre, to the exhibition of its books, monographs, journals and other publications. The Cape Town Book Fair is presently the largest book event. The 2009 edition featured over 266 exhibitors from all over the world, including Town Book Fair, and this year’s edition promises to be much bigger as the book fair continues to grow annually. You can see recent publications at the Book Fair. For further information, please contact Eric Elouga.

Marketing and Distribution Officer, Publications.

**14. Put sentences in a logical order, rewrite them using information from the table. As a result, you will receive the advertising notice.**

**Welcome to Lane Printing & Advertising**

|  |  |
| --- | --- |
| Because we produce every piece of the puzzle in-house, Creative Services, Printing, Digital Output Printing, Direct Mail Services, Promotional Services, Advertising and Event Planning, | that your project will be done right, be ready when you need it and completed in the most cost effective manner possible. |
| You are free from the headaches of coordinating | that gets your message where it belongs. |
| With our thirty-three years experience in the Graphics Field, we can design and implement a marketing plan | even providing “one on one” marketing pieces that pinpoint your prospects with the appropriate information. |
| You will work with one point person, | we can save you money and save you time. |
| Lane Printing & Advertising can target your message to the right markets, groups and individuals, | of coordinating vendors, designs, specs, and deadlines. |
| With Lane Printing & Advertising you can have the confidence | who can call on the entire Lane Team to handle every detail of your job, on time, on budget and exactly as you required. |

**15. Read the announcement**. **Choose the right phrase for each gap. Ttransform the text into an advertising notice. Complete the table.**

|  |  |  |  |
| --- | --- | --- | --- |
| Words and word combinations of persuasive character | Words and word combinations to attract attention | Words and word combinations describing benefits | Words and word combinations giving the reason for attending |
|  |  |  |  |

1. \_\_\_\_\_\_\_\_\_\_\_ The Herald digital edition, where you can read the paper anytime, anywhere in the world. This Digital paper is 2. \_\_\_\_\_\_\_\_\_\_ at home, work or on holiday, it is the same as the printed newspaper in Scotland. The News, Sport and Business sections, and the supplements are laid out just as in the actual paper, 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_which provides 4.\_\_\_\_\_\_\_\_\_\_\_\_with multiple zoom levels and full-screen reading mode options available. Readers will also have 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_, search archives and 6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information -1 *(Listening-12-1).* Decide if each sentence is True or False.**

1. The British Museum's director said manga was first perfected in China.

2. The manga exhibition included exhibits from 70 manga series.

3. Over 2,000 people a day went to see the manga exhibition.

4. A manga exhibition is the British Museum's biggest show this year.

5. The manga exhibition included sketches of video game characters.

6. The origins of manga go back almost 1,000 years.

7. The article says manga has risen in popularity worldwide this year.

8. The director said manga has storylines that are inventive.

**2. Listen to the information-1 (Listening-12-1) again and answer the questions.**

1. What video game characters did the article mention?

2. What kind of storylines did the museum director tell about?

3. What did the article say about manga?

4. Why was the manga exhibition more popular than others?

5. Where did someone say manga is now loved?

6. When has manga become popular?

7. How many different manga series were on display at the museum?

8. How far can the art form trace its roots back?

9. How many people paid to see the exhibition every day?

**3.** **Listen to David and Jane.They are talking about a modern art exhibition *(Listening- 12- 2).*** **Listen to them and answer the questions. Choose the best answer for the questions below**.

1. What did Jane say about the pictures and modern art?

2. Which of these statements is not true when Jane describes the picture?

a. She saw it near the end of the art gallery visit.

b. She also liked the frame on the picture.

c. It reminded her of her childhood.

d. She spent a long time looking at it.

3. What is Jane's reaction to David's opinion about modern art?

a. She can understand why he thinks that.

b. She disagrees totally.

c. She accuses him of not understanding modern art.

4. What suggestion does Jane make to David at the end of their conversation about modern art and the pictures?

a. to buy a painting if he sees something he likes.

b. to attend the exhibition with someone who couldn't go with Jane today.

c. to go with their aunt, who is in town this week.

5. Why did Jane like the picture?

**4. Can you describe your ideal exhibition? Tell about Exhibition Place, the space for events, the topics of events, money, time, activities.**

**5. Work in pairs. Freelancing online is very popular and it has pros and cons to consider.** Freelance writers create pitches and ideas for publications in order to sell their work. They can also use online job boards to take assignments, which can help build their portfolio and good reviews of their work. Discuss work of freelance fashion journalists.

For ideas: *to be responsible for marketing to find the clients to build the portfolio to design fun and creative pitches to negotiate prices and contracts to have some sort of website or web page for their writing business.*

**6. Roleplay the situation. Work in pairs. Exhibition Interview.**

**Student A:** You are a representative of British news television programme. Prepare questions for interview with the organizer of the exhibition. Ask questions on the process of the organization of the exhibition, its programme and potential opportunities.

**Student B:** You are an organizer of the exhibition. Tell about the key points of the event which organizers need to know. Describe how your group arranged this exhibition, tell about the programme of events and the main idea of the exhibition. Give detailed information about the activities of this exhibition and opportunities for future. Tell about your wishes and expectations.

**UNIT VI, Lesson 13**



**Photojournalism**

**1. Answer the questions. Share your ideas in group discussion.**

1. What is the purpose of photojournalism?

2. What factors do we need for success in photojournalism?

3. How do companies attract customers with using of photojournalism?

4. Why are the established customers better for companies than new customers?

5. What is companies’ marketing effort focused on?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

approaches objectivity association manipulation reproduction transmission considerations empowered truthfully honestly objectively

**b) Read the text about photojournalism. Answer the questions and discuss the information with the partner.**

1. Who takes control of the images?

2. Is Photojournalism distinguished from other branches?

3. What different responsibilities do Photojournalists have?

4. Why is the practice of photojournalism worthy for the specialist?

5. Is it the individual responsibility of every photojournalist at all times to strive for pictures that report truthfully, honestly and objectively?

6. Did the empowered news audience with the advent of the Internet spark the creation of blogs, podcasts and online news, independent of the traditional outlets?

7. How do Photojournalists create pictures that contribute to the news media?

**Photojournalism**

**Photojournalism** is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism. Photojournalism is distinguished from other branches of photography (documentary photography, social documentary photography, street photography or celebrity photography) by complying with a rigid ethical framework which demands that the work is both honest and impartial whilst telling the story in strictly journalistic terms. Photojournalists create pictures that contribute to the news media. The Danish Union of Press Photographers was the first national organization for newspaper photographers in the world which was founded in 1912 in Copenhagen. The National Press Photographers Association (NPPA) was founded in 1946 in the U.S., and has about 10,000 members. The National Press Photographers Association (NPPA) is a professional society that acknowledges concern for the public's right to freedom in searching for truth in a photograph and the public's right to be informed about the events that occur in the world. Since the same ethical approaches are applied to photojournalism as to other journalism forms, photographs should illustrate news in an object manner to keep the public accurately informed.

The practice of photojournalism, both as a science and art, is worthy of the very best thought and effort of those who enter into it as a profession. Photojournalism affords an opportunity to serve the public that is equaled by few other vocations and all members of the profession should strive by example and influence to maintain high standards of ethical conduct free of mercenary considerations of any kind. It is the individual responsibility of every photojournalist at all times to strive for pictures that report truthfully, honestly and objectively. Business promotion in its many forms is essential, but untrue statements of any nature are not worthy of a professional photojournalist. It is the duty to encourage and assist all members of the profession, individually and collectively, so that the quality of photojournalism may constantly be raised to higher standards. The use of photography as a way of reporting news did not become widespread until the advent of smaller, more portable cameras that used an enlargeable film negative to record images. Since the 1960s electronic flash, auto-focus, better lenses and other camera enhancements have made picture-taking easier. New digital cameras free photojournalists from the limitation of film roll length. Although the number depends on the amount of megapixels the camera contains and what size of memory card one is using, it is possible to store thousands of images on a single memory card. Content remains the most important element of photojournalism, but the ability to extend deadlines with rapid gathering and editing of images has brought significant changes. Now, equipped with a digital camera, a mobile phone and a laptop computer, a photojournalist can send a high-quality image in minutes, even seconds after an event occurs. There is some concern by news photographers that the profession of photojournalism as it is known today could change to such a degree that it is unrecognizable as image-capturing technology naturally progresses. The journalist and the attainment of news photos from amateur bystanders have contributed to the art of photojournalism. The empowered news audience with the advent of the Internet sparked the creation of [blogs](https://en.wikipedia.org/wiki/Blogs), [podcasts](https://en.wikipedia.org/wiki/Podcasts) and online news, independent of the traditional outlets. Having noticed the advantages of the combination of social media and Phoneography, some well-known newspapers, news magazines and professional photojournalists decided to employ Phone journalism as a new approach. Phone journalism is a relatively new and even controversial means of photojournalism, which involves the use of pictures taken and edited on phones by photographers. In recent years, as social media has become major platform on which people receive news and share events, Phone photography is gaining popularity as the primary tool for online visual communication.

*Retrieved from https://https://en.wikipedia.org/wiki/Photojournalism*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. to make facts ……….. to the viewer a. record

2. ethical ………….. to objectivity b. emergence

3. a recently published ……… of events c. empowered

4. the ……………of [digital photography](https://en.wikipedia.org/wiki/Digital_photography) offers d. relatable

5. the …………. news audience e. approaches

6. how to edit are constant ………….. f. representation

7.……..an opportunity to serve the public g. significant

8. exposed to ………. obstacles h. affords

9. accurate …………. of the events i. framework

10. a rigid ethical………….. j. considerations

**b) Say if these sentences are true (T) or false (F).**

1. Like a writer, a photojournalist is a reporter but he must often make decisions instantly and carry photographic equipment, often exposed to significant obstacles.

2. [Citizen journalism](https://en.wikipedia.org/wiki/Citizen_journalism) and the increase in user contribution and submission of amateur photos to news sites is becoming more widespread.

3. Standards of business dealings, ambitions and relations shalln’t require to take into consideration highest duties.

4. It is the duty of every photojournalist to work to preserve all freedom-of-the-press rights recognized by law and to work to protect and expand freedom-of-access to all sources of news and visual information.

5. Camera phones and portable satellite links increasingly allow the mobile transmission of images from almost any point on the earth.

6. As recently as 15 years ago, nearly 2 days were needed to scan and transmit a single color photograph from a remote location to a news office for printing.

**LANGUAGE KNOWLEDGE**

**4. Look at the words and choose their definitions.**

**editorial function distribution attribute proclamation news phi phenomenon to evaluate motion picture framework**

1. a publication expressing the opinion of editors or publishers;

2. is a particular set of rules, ideas, or beliefs which you use in order to deal with problems or to decide what to do;

3. to determine the importance, effectiveness;

4. a public and official announcement;

5. the process of marketing and supplying goods, especially to retailers;

6. a characteristic of a product or service that can be measured by a rating having only two possible states;

7. is packaged information about current events happening somewhere else;

8. is a series of still images which, when shown on a screen, creates the illusion of moving images due to the phi phenomenon;

9. is the optical illusion of perceiving a series of still images, when viewed in rapid succession, as continuous motion.

**5. Read the text and choose the word that best fits each space.**

The dictionary defines advertise as **«**to make (something for sale, services offered) known to the public**»**. Advertising can therefore be considered a form of ...... (0), the ultimate aim of which is to….. (1) consumers to choose a specific product or service. Every company tries to …. .(2) its products from those of the competition, and a key element here is the strategy of branding. A……. (3) can be defined as **«**the name attached to a product or service, how that name is visually expressed through a ….. (4) and how that name and logo are developed through a company’s communications**»**. However, a brand is much more than just a name. It also represents some intangible aspects of a product since it is how the product or often the whole ….. (5) is perceived by its ….. (6). It is a nexus of ideas, feelings, and perceptions about lifestyle, status, ….. (7) and quality. Creating a powerful brand identity is essential if you want to …..(8) a strong competitive ….. (9). A successful brand will make …. (10) think of your company first when they think of the particular product category to which the brand is attached.

1. a. distribution b. retail c. communication d. wholesale
2. a. recommend b. persuade c. suggest d. decide
3. a. recognize b. distinguish c. harmonize d. differentiate
4. a. brand b. label c. cachet d. slogan
5. a. visual b. logo c. commercial d. spot
6. a. association b. headquarters c. company d. subsidiary
7. a. patrons b. customers c. regulars d. visitors
8. a. picture b. illustration c. photo d. image
9. a. gain b. succeed c. award d. realize
10. a. surplus b. profit c. advantage d. bonus
11. a. customers b. suppliers c. retailers d. clients

**6. Choose the correct grammar form in these sentences.**

1. The other career options in journalism is / are as follows: photojournalists, proofreaders and news analysts in print and electronic media.

2. Print media transmits / transmit information via physical objects, such as books, comics, magazines, newspapers, or pamphlets.

3. However, instead of being merely a result of the TV, the effect often based / is often based on socioeconomic factors.

4. Publishers may use developers to create / creating software to meet a market need that the publisher has identified.

5. This ability for the media to be able to change how the public thinks and behaves has occurred / have occurred on other occasions.

6. The growth of the printing industry is influenced / influenced essentially by macroeconomic factors such as economic development and consumer demand.

**7. Choose the correct form.**

1. The boss is busy …………. for his interview.

A. prepare B. to prepare C. preparing D. being prepared

2. The arrival of mechanical movable type printing introduced the era of mass communication which permanently ……… the structure of society.

A. had altered B. altered C. to alter D. was altered

3. The press is ready ……… production within a minute.

A. to resume B. to be resume C. resumed D. resuming

4. Customer feedback also …... to influence the manufacturer's decision.

A. has helped B. help C. helped D. helped

5. The press ……… all commercially available waterless offset inks.

A. is handled B. handles C. will be handle D. have handle

6. You can turn over print jobs in a very short time, while ………quality and costs effectively under control.

A. was keeping B. had kept C. keeping D. being keeping

7. The printing press was invented in the Holy Roman Empire by the German Johannes Gutenberg around 1440 ………. on existing screw presses.

A. was based B. had based C. basing D. based

8. A printing press is a device for applying pressure to an inked surface resting upon a print medium thereby ……… the ink.

A. was transferring B. had transferring C. transferring D. transferred

9. Manufacturers ….. to Germany and then to the first users in the UK.

A. will be shipping B. ship C. will ship D. are shipped

10. Italy is the largest market ….. coffee table books and large colour books.

A. produced B. producing C. have produced D. be produced

**WRITING**

**8. Read the advertising announcement about «Forum of publishers». Write an advertising announcement about it in English.**

Кожного вересня, 22 роки, Львів перетворюється на справжнє місто Літератури. Такої концентрації читань, презентацій та літературних проектів ви більш ніде не зустрінете. Мова про найбільшу книжкову подію України **«**Форум видавців**»**, що проходитиме у Львові з 10-го по 13 вересня 2015 року. Цьогорічна програма Форуму налічує 1285 подій, які розташовані на більш ніж 60-ти різних локаціях міста. Львівський форум стає головною бібліотечною конференцією країни, залучає все більше іноземних учасників та проводиться спільно з Українською бібліотечною асоціацією.

**9. Yesterday you visited «Forum of publishers». Using information from Ex. 8 and the table below write the informational notice about the forum. Describe different activities of the event and write about its aims and opportunities it can provide.**

**Forum of publishers was held from 13 to 16 of May.**

|  |  |
| --- | --- |
| to include | to foster |
| to inspire | to present |
| to dedicate to | to attract |
| to benefit | to welcome |
| to promote | to exchange |

**10. Read the informational announcement and fill in the gaps. Transform it into the advertising notice using the table from your portfolio.**

**Writer's Digest Conference Agents & Editors**

At the Pitch Slam, you 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who represent all genres—fiction, nonfiction, children’s, young adult and more. But they’ve got one thing in common. They 2\_\_\_\_\_\_\_\_\_\_\_ who wants to sign up for the agent. We 3\_\_\_\_\_\_\_\_\_\_\_\_ a dynamic roster of the highest quality agents to participate in this year’s Pitch Slam. Please note that 4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that are subject to change, not all agents 5\_\_\_\_\_\_\_\_\_\_\_at each Pitch Slam session. Nevertheless, you can always expect dozens of agents on hand to offer professional—and personalized—answers to your questions. Check back often 6\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and be sure to sign up for the Writer’s Digest Annual Conference for updates!

**To sort the list of agents by genre, click the button below and 7\_\_\_\_\_\_\_\_\_\_\_ that interest you. To learn more about each of the agents and what they are looking for, click on their name/company.**

*to view the updated list, will be present, due to personal schedules,* ***choose the genres,*** *will meet literary agents and editors, are busy assembling, are looking for new writers*

**11. The organizers of the Festival have asked you to write the advertising notice about this Festival to attract more publishers and more educated people. Change the informational notice into the advertising one adding more promotional information.**

**«The Frankfurt Book Fair» is** **in Frankfurt**, where the most famous publisher of our country and the most interesting writers tell about their books and work. If you have time, welcome to this event. We are waiting for you!

**12. Skim the text “Photojournalism” and write an infomational notice about the**

**On-line workshop that took place last week.**

**LISTENING AND SPEAKING SKILLS**



**1. Listen to an interview with Jane, who works as a photographer. Use the information -1 (Listening – 13-1) and then fill in the gaps.**

1. I’ve advertised a lot in………...

2. I also deal with phone calls and emails from ……….and set up meetings.

3. I was keen to experiment ………….. the rules.

4. I have greater freedom to move in different directions.

5. I have print ads in a few ……… magazines.

6. It has to capture ………….. of the occasion.

7. They had quite ……. of how to express the character of the event.

**2. Listen to the information-1 (Listening 13-1) again*.* For questions 1-6, choose the best answer (A, В or C)**.

1. Jane makes the photographs because she likes to show when people

A. change acting for the camera

B. feel comfortable

C. express worrying at that moment

2. What is Jane’s advice for photographers

A. to find an assistant to deal with certain parts of the process

B. to develop business

C. the more they shoot, the more they grow

3. Why is Jane proud to make her career choices?

A. to have greater freedom to move in different ways

B. to be able to create and work on the shots from beginning to end

C. to visit different events and weddings

4. How does she spend a working day?

A. She goes to different places for talking to photographers.

B. She prepares for the presentation and specialises in wedding photography.

C. She organises meetings with interested customers.

5. Why was it important to take a college photography course for Jane?

A. She developed certain skills to run her own company.

B. She’d realised how creative taking photos could be.

C. She learnt how to use light and to apply that to whatever she wants to shoot.

6. How does Jane attract customers?

A. She deals with weddings.

B. She gets a mailing list monthly of postcards.

C. She prints ads in magazines.

**3. Listen to the information -2 (**https://www.nyip.edu/courses/photojournalism)

**and fill in the gap.**

The New York Institute of Photography's Course on Photojournalism will give you the firm foundation you'll need to pursue this photographic specialty. Professional photojournalists will teach you the 1………. compositional components of a great journalistic image. They will also give you insider tips for success and their personal 2……….., honed over years in the field. You'll even peek inside their gear bags. You'll gain a strong foundation in photojournalism's history, and 3……... You'll be 4………..a photojournalist mentor who will look at your work and help you improve, and be there to answer all your questions. Our system 5………a well-rounded course combined with personal attention - that's our formula for success. NYIP's photojournalism course is organized, easy to navigate and filled with compelling photography and 6………video instruction. And because it's online, you can take it anywhere, anytime and at your own pace.

**4. Tell us about one of photojournalists**.

You may dwell on his/her education, works, professional skills, style, his/her personality, what kind of computer or editing software she / he uses or prefers. Also focus on the factors helpful in achieving the career success, and on future projects.

**5. Work in pairs.**

You are participants of the exhibition dedicated to development of Photojournalism. What is the difference between a photographer and a photojournalist? In groups discuss the advantages of Photojournalism and its development. Present the results of your discussion to the audience.

**6. Roleplay the situation Interview with a photojournalist**.

**Student A:** You are an organizer of the exhibition. You have written the advertisement of the exhibition. You need photojournalists and you will have a meeting with one of them. Acquaint yourself with the photojournalist's work by studying his his submitted portfolio or online work.

Check it to see which agencies have published his work. Prepare a list of questions you want to ask during the interview (about his work, style, his personality). Ask what kind of camera and what kind of computer or editing software he uses.

For ideas:

Where have you worked? What did you learn there?

What qualifications do you have?

What professional skills have you acquired in this field?

What has helped you to achieve success in your career?

**Student B:** You are a photojournalist. Tell about your educational background, agencies, where you have published the works. Prepare a list of questions you want to ask during the interview. You may inform about your work and style, about the camera and what kind of software you prefer. Tell about your projects.

**UNIT VI, Lesson 14**

**Professional exhibitions**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What kinds of exhibitions do you know?

2. What book presentation have you visited?

3. What books should everyone read?

4. Why are opportunities of exhibitions important for publishing companies and customers? How often do you visit the book exhibitions?

5. What is success in publishing business? How have companies attracted customers?

6. What do publishing organizations and companies do for their profit?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

valuable knowledge appointments highlights participants

increasingly digitalized conversational continuously evolving

**b) Read the text about professional exhibitions. Answer the questions and discuss the information with the partner.**

1. Tell about visitors of exhibitions.

2. Why do we need the book fair?

3. What are the new fair concept?

4. Why do they have business networking?

5. Is it important to take part in conferences?

6. Why do they use book presentation?

7. What are the aims of professional exhibitions?

8. What do exhibitions showcase?

9. What is publishing companies’ marketing effort focused on?

**Professional Exhibitions**

Publishing & Media Expo in London Olympia is a unique opportunity to update yourself with the whole thing in the substantial publishing industry. Today, business models and fresh technologies are continuously evolving and busy publishing experts often have difficulty staying abreast of all of the most modern products, ideas and services on hand. Publishing & Media Expo, with its interactive seminar programme, is the great answer. It provides a one-off opportunity to find out what's available and what's new, to build fresh and existing relationships, generate business and network with field professionals. Publishing & Media Expo is wonderful because all your aims can be met in a day, under one cover at Olympia London. Organised by a team of ex-publishers with the help of several top-notch industry professionals, it is especially designed to deliver effective and relevant benefits whilst providing a pleasant, invigorating industry gathering. Publishing & Media Expo is a pivotal event for everyone in the process of producing magazines, newsletters, newspapers, directories, brochures, catalogues and corporate literature, both in print and electronically. The event presents the latest ideas, contacts, products, services and solutions to enable publishing teams to compete strongly in their markets. Don't miss out on your chance to gain valuable industry knowledge and relationships at Publishing & Media Expo.

There are many reasons to visit the Frankfurt Book Fair – whether as an exhibitor or as a trade or private visitor. Nowhere else does the industry show itself in a more multifaceted, innovative and international light. The Book Fair saw an increase in attendance, boasting a total of more 200,000 visitors. The number of accredited journalists and bloggers also rose to 9,900. In terms of events, with over 4,000, the fair also made gains compared to previous years. Since it was founded, the Book Fair has been characterised by international exchange. The «Weltempfang» centre’s focus on the theme of «Borderlines» made it particularly topical as a key arena for political debate. Traditionally, the Book Fair is also a platform for repressed and persecuted voices from the fields of literature and journalism.

High-level conferences such as «The International rights directors meeting» round off the opportunities for advanced professional training offered by the various stages and events. THE ARTS+, a hub for business development in the cultural and creative industries, will take place for the first time this year, at the Book Fair. Professionals from the culture and creative scene, developers, publishers and media representatives will exchange ideas in Hall 4. The platforms will be product presentations, exhibitions, a laboratory, workshops.

From 7-11 March they exhibited at ITB Berlin with UK partners joining us on the Britain stand. ITB is the world’s largest travel trade exhibition. The five-day trade show provided extensive networking opportunities and business meetings, with the final two days open to the public. On the eve of ITB Sally Balcombe, officially launched their new marketing campaign, «I Travel For» in Europe, over 200 guests from across the industry attended. On this significant event ITB again showed how important face-to-face meetings remain in an increasingly digitalized world. The general mood and the many discussions that took place at this trade show confirmed our basically optimistic outlook for future. ITB has again provided evidence that this trade show, a global market place and a platform for personal encounters, provides a firm foundation for the industry during times, and in the digital age it has its importance for the travel industry all over the world. *Read more* ***Appendix B-1***

*Retrieved from  https://olympia.london/whatson/media-production-technology*

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. …………… industry gathering a. submission

2. to gain …….. industry knowledge b. artists

3. an international open ………. exhibition c. valuable

4. acclaimed science ………….. d. multifaceted

5. extensive …………. opportunities e. relevant

6. by contemporary…….. f. invigorating

7. a more………., innovative and international light g. writer

8. effective and ……….. benefits h. networking

**b) Say if these sentences are true (T) or false (F).**

1. The new structure of the fair, which debuted, was a resounding success.

2. Since 2014, creative visionaries and key economic players from the media industry haven’t been meeting at the Book Fair’s Business Club.

3. With its programme, the Business Club serves as a central meeting point, in addition to making it easier to make new business contacts and appointments, it above all highlights the international character of its speakers and participants, who come from more than 48 countries.

4. In addition to its role as the world’s largest trade fair for content, the Book Fair isn’t an important platform for the future of the publishing and media industry.

5. International business opportunities were facilitated by shorter distances between halls, while the fair wasn’t even more international and lively than in previous years.

**LANGUAGE KNOWLEDGE**

**4. Complete sentences 1-10 with an appropriate word.**

**standards technical experienced correction self-employed**

**authors’ growing developmental editing copy**

1. \_\_\_\_\_\_\_\_\_\_ editor, an editor who supports authors before and during the drafting of a manuscript.

2. \_\_\_\_\_\_\_\_ is the process of selecting and preparing written, visual, audible and film media used to convey information.

3. The editing process can involve \_\_\_\_\_\_\_\_\_\_\_, condensation, organization, and many other modifications performed with an intention of producing a correct, consistent, accurate and complete work.

4. \_\_\_\_\_\_\_\_ editors correct spelling, grammar and align writings to house style.

5. The primary difference between copy editing scholarly books and journals and other sorts of copy editing lies in applying the \_\_\_\_\_\_\_\_ of the publisher to the copy.

6. \_\_\_\_\_\_\_\_editing involves reviewing text written on a technical topic, identifying usage errors and ensuring adherence to a style guide.

7. Large companies dedicate \_\_\_\_\_\_\_\_ writers to the technical editing function.

8. Editing is a \_\_\_\_\_\_\_\_ field of work in the service industry.

9. \_\_\_\_\_\_\_\_ editors work directly for clients (authors, publishers) or offer their services through editing firms, or both.

10. Those who work directly for authors and develop professional relationships with them are called \_\_\_\_\_\_\_\_ editors.

**5. Put the words in each sentence in the correct order**.

1. create book in an interest need product the to publishing We presentation.

2. customers develop in an interest the to want We products.

3. attention attract must books the to different We.

4. aware become publishing of People brands the will companies.

5. Employing promoting steps in take advising contemporary in selecting impactful to try formats will process exhibitions.

6. to sell products and creating a network publishing we must by building synergies prompt action At the event.

7. a visit products desire develop different of publishing must book our product to We exhibitions our.

**6. Choose the word that best fits each space.**

When former New York Times public editor Margaret Sullivan made her debut as a media columnist for the Washington Post, she wrote an encouraging column about how 20-something journalists have a chance to make a real difference in our troubled field, therefore, they can save journalism. “Given the defiances, what’s needed most are journalists - of every age - who are willing to help figure out the future with 1………., smarts and 2…………..,” Sullivan wrote. At this point it’s a cliché to say it, but it really is an exciting time to be in journalism. The reality is 3…………….. now exists beyond newspapers and social media platforms. The media has morphed from something we are all trying to understand. We can mold and shape it to however we like—it may sound dangerous, but I hope this is the “chance” Sullivan was alluding to in her column. I know for many of us in the industry, we can’t take chances anymore. Not when we have to make payroll. Not when we have to keep our doors open. But I’m telling you, we still need to take them. Three years after Amazon founder and CEO Jeff Bezos bought the Washington Post, we’re still asking him why he purchased the newspaper. The New York Times reported that at a recent Recode technology conference, Bezos said “he bought the newspaper because he wanted to make it into a more powerful national—and even global—publication, and that the Post was well situated to be a watchdog over the leaders of the world’s most powerful country.” Bezos decided to take a chance on newspapers, and since he became 4……….of the Post, the newspaper has reported a 70 percent increase in page views year over year, 48 million visits from mobile users and online visitors spending more than 15 minutes on Post 5………. The company continues to make smart moves, from its 6……….. list of new hires to selling its Arc Publishing technology to other media outlets, such as the Alaska Dispatch News, Willamette Week in Portland, Ore., and Toronto’s Globe and Mail. Of course, the Post is an exception. It was already a strong brand before Bezos came along, and not every struggling newspaper can find a billionaire to save it. So, here’s our chance for newspapers to find new and 7…………..ways to save themselves, and as Sullivan said in her column “be part of the solution.” I see the steps we’re making in clever marketing 8………….., in virtual reality storytelling, creative advertising ideas—it doesn’t always have to feel like we’re standing on a cliff, looking over an edge. But if we do jump, let’s make sure we have a parachute strapped on tight.

1. fervor passion zeal devotion

2. integrity unity wholeness veracity

3. journalism fourth estate reporting newswriting

4. owner proprietor holder host

5. venues platforms sites podiums

6. continuing ongoing open-ended current

7. crafty inventive artful adroit

8. crusades marchs campaigns operations

**7. Match phrases with their meanings.**

*strapped on tight 20-somethings journalists upside-down smart moves encouraging column technology conference troubled field to be a watchdog*

1. to fasten (a thing) very stiff around something in the manner of a tie

2. decisions, quick or prompt in action, witty and socially elegant

3. to watch carefully, especially so as to detect illegal, wrong or unethical conduct

4. the act of consulting together, meeting on an important matter of technique

5. article in newspaper, that inspires with courage, spirit or confidence

6. disturbing area, which causes problems

7. disordered community or assembly

8. reporters, who are from 20 to 30 year old group

**8. Answer the questions and discuss the answers with the partner.**

1. Where did Sullivan work before becoming the former New York Times editor?

2. According to Margaret what things need journalists have to save the future?

3. Has journalism really overcome majority of its problems?

4. Does journalism now have basis in newspapers and social media platforms?

5. What did Jeff Bezos want to make for the Washington Post?

6. What has happened when Jeff Bezos became the owner of the Washington Post?

7. Was the Washington Post newspaper in a desperate situation, when Jeff Bezos started his work as CEO?

8. What things do journalists have to save the future according to Margaret**?**

**9. Fill in the gaps with the correct form of the words in brackets.**

It would be a lot easier to manage if I just 1………… (download )all those books to an [iPad](http://mashable.com/category/ipad/) or [Kindle](http://mashable.com/category/kindle/). None are hard 2….(find) editions that would be unavailable in a digital format, and a few are recent hardcover releases, heavy and unwieldy. There's something about 3……(hold) a book in your hand and the visceral act of physically turning a page that, for me at least, can't be matched with pixels on a screen. E-books are slowly 4 …….(subsum ) the printed format as the preferred vehicle on which people read books. A recent study from Scholastic found that the percentage of children who have read an e-book nearly 5……(doubled) since 2010, while the number who say they'll continue to read books in print instead of electronically 6………(decline) from 66% to 58%. For those who prefer their books printed in ink on paper, that sounds depressing. But perhaps there is reason 7………. (hope)that e-books and print books could have a bright future together, because for all the great things e-books accomplish — convenience, selection, portability, multimedia — there are still some fundamental qualities they will simply never possess. That's not to say that electronic books can't be beautiful — as a medium, e-books are still new and designers have yet fully 8………(realize) their potential. For that reason, the best 9………(design) covers were often beautiful art pieces. The cover image may help quickly ground us, but eyes 10…….. (draw) by habit to number and quality of reviews.

**10. Link the parts of the sentence in order to produce one sentence.**

1. Newspaper includes the following functions: ……………………..

2. Multimedia is a powerful tool for computing information systems, ……………

3. There are many advantages of on-line publications, …………………………….

4. The quality of the polygraphic production is ameliorated considerably through the process of improvement, ………………………………………………

5. You are never limited to standard work, …………………………

6. Gutenberg, a goldsmith by profession, developed a complete printing system …….

7. During its long history book communication has been established as a system of institutions ………………………………………..

8. In the first place, packaging is used to protect the actual goods inside,

9. The use of efficient production management and archive systems for data to link and support all the manufacturing stages …………………………

10. This does not, however, necessarily make a statement about the characteristics of a specific product for a printing process or about the later application or usage of a printing product, ………………………………………………………

a. but can handle production requiring.

b. which is an addition to the paper publications or exclusive electronic format and

clauses are easier for checking and correcting.

c. responsible for the creation and dissemination of socially meaningful information in time and space.

d. getting news, writing news in the form of an article, selection of the best items for the printing, and displaying the selected copies in the paper.

e. but it also makes for an attractive presentation and at the same time packaging is also printed on to provide information about the package content.

f. which perfected the printing process through all its stages by adapting existing technologies to printing purposes.

g. for instance, for labelling, forms, or folding boxes but the test printing devices have been developed over the years which inspected the interaction of paper with printing ink or varnishes.

h. when the choice of raw materials, equipment and technology is properly done.

j. in the creation of printed products is becoming increasingly the state of the art.

k. enabling you to convey ideas via mechanisms, such as graphics and 3-D modelling.

**WRITING**

****

**11. Yesterday you wrote some sentences for the announcement. After reading it your colleague asked you to make some corrections.**

**Edit the text, paying attention to: stylistic error (SE) The structure of the sentence (SS) Word order(WO) Odd member of enumeration (OM) Tautology (Tt) WW wrong word T Tense P punctuation Prep preposition Gr Grammar Y Word missing Sp spelling**

|  |  |
| --- | --- |
|  | Mistake |
| 1. Sessions and speakers will provide takeaway information and insights that will benefit members of the industry are exploring more effective and efficient way manage their businesses. | **Y, Gr** |
| 2. The Channels programming topics will include retail, education, online comunities, international, mobile, data, garment decoration, websites, content (ebook) usage, digital platforms and more. | **OM, Sp** |
| 3. Opportunities discussed at IDP DigiCon explored the science of metadata case studies, lending, standards, best practices, what's coming next and much more. | **Style , T, P** |
| 4. In the industry network with your peers and share ideas with digital industry representatives from around the world there is no better place. | **Gr, SE** |
| 5. The Digital Book Conference attracts attendees from over 30 countries and over 60% of all attendees are senior executives director level with decision making and buying power. | **WO** |
| 6. This conference sells out anually so do not miss out! | **Sp, Tt** |
| 7. Please join us for a week of International Literature. Hundred publishers will be exhibiting over 10,000 books in different languages | **WW , Prep** |

**12. Rearrange the sentences in the text to make it coherent. Determine the genre of the text.**

\_\_\_\_ The key factor is that in order to do it, we need high technological equipment that can quickly react on the market changes and be readjusted under limited time.

\_\_\_\_ Each year exhibitors of the exhibition offer the target audience the newest equipment, technologies, materials, finished system solutions for the printing industry.

\_\_\_\_ Exhibitors, manufacturers and suppliers of technological equipment and machinery thanks to the organizers of the exhibition for an opportunity to get in touch with many potential clients and therefore to get additional profit.

\_\_\_\_ International exhibition is a major exhibition event of the printing industry in Ukraine with a long lasting and successful history.

\_\_\_ The exhibition is part of the International forum which can include different international exhibitions.

\_\_\_ Demand for safe and attractive packaging in the food area is so high that existing manufacturing facilities cannot satisfy it.

\_\_\_ For the period of its existence the exhibition became the most anticipated event for all area specialists, the most actual and efficient tool for work in sector both for leading players and for beginners of the market not only in Ukraine but also in many countries of Europe and the world.

\_\_\_\_ The Forum demonstrates full set of professional solutions for modern production, thus creates maximum favorable conditions to cover several market segments all at once for its participants.

**13. You have written the advertising announcement. This is the first draft of it. Read it again and make corrections (it has 5 mistakes).**

**Digital Publishing: eBooks, eMagazines, and Apps**

Welcome to this seminar. Let us know if you would like to see it again. eBook sales continue to rise rapid, and the trend is only going to continue, with magazines and other publications quickly moving to the iPad and other tablets. Digital publishing is, and print designers should be learning it now.

With a lot of different formats and a host of different target devices, there’s nature some confusion. What are the different formats and what is each capable of? What are the differences e-Books and eMagazines? What is the Adobe Digital Publishing Suite, and how can it help me? This seminar answers these questions. You'll come away with a clear understand of what's possible, knowledgeable about the various the topics of media types and devices. You’ll be inspired to get started!

**14. The organiser of the largest antique book fair has asked you to write the informational notice. Edit your text (it has 10 mistakes).**

The International Antiquarian Book Fair is all about bring people closer to books by giving them a chance to browse, touch and even go home with items that they might imagine could only be found in a museum or special collect library. Featuring the collections and rare treasures of over 200 booksellers from over 30 different countries the International Antiquarian Book Fair recognize as one of the world's largest and most prestigious exhibitions of antiquarian books. The Fair gives visitors the opportunity to see, learn about and purchase the finest in rare and valuable books, manuscripts, autographs, graphics, photographs and more. Over 200 directories distribute with great exposure exhibitors and attendees. Everyone who's anyone in the world of publishing and media gathers at the Book Fair. The website offers visitors a way to stay connect and informed all year long. Our full range of advertising options will help you get the attention of your audience twelve months a year - before, during and after the Book Fair - in a way that is precise, targeted and reason priced. The print options of advertising your company and products guarantee high circulation and high attention. Profit from our international acclaim. Through promote activities at the Book Fair, you can reach your target audience face-to-face - directly and instant.

**15. Your colleague has prepared the advertising notice, help him/her to edit it.**

The IPPD is branded event **Gr** manage in May 20…., Amsterdam, the Netherlands.

IPPD’s anual exhibition delivers industry members with the opportunity **Sp,** **Prep** to connect leading exhibitors for digital wide format, screen printing and garment decoration. Print service providers and sign-makers **OM** can connect with industry representatives, agents , delegates , deputies , proxies, view the latest products and **WO** participate in conferences and workshops daily.

**Tt** The show is a global event going from strength to strength, delivering strength quality visitors, educational content and providing exhibitors face-to-face **WW** engage with potential customers. **SS** Whether you want to showcase new print machinery and share an innovative new application, exhibiting at IPP Digital **SE** can build priceless brand awareness and generate genuine sales leads.

**Reasons to exhibit at** IPP **Digital**

1. Engage with over 10,000 international industry professionals
2. Access to €2 billion of annual budget **Gr**  invest in equipment
3. Many attendees are looking to invest at the exhibition or within 6 months
4. 55% of visitors are senior level decision makers with visitors **Gr**  attend the show for 2 or more days.

Our industry partners are vital **Prep** for supporting the shows we deliver, and we thank them for their continued trust. Welcome to the exhibition.

**16. Skim the text «Professional exhibitions» and write an infomational notice about it.**

**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information (**https://www.fespa.com/en/news-media/videos/oki-europe-at-fespa-2018?feed=news***).* Frank and Guy speak about OKI Europe's new products, product differentiation, the future of OKI Europe. They are talking about a modern exhibition**. **Fill in the gaps.**

1. FESPA is a global federation of 37 national associations for the ……printing, digital printing and textile printing community.

2. FESPA’s successful worldwide events generate profits which are ……..for the benefit of the global print community.

3. FESPA’s initiative is a structured international programme that uses ……from FESPA events to support the global speciality print community to achieve sustainable and profitable growth.

4. The reinvestment is channelled into four key areas: to help print businesses to diversify, grow and prosper; to share knowledge and………; to promote best practice and spark inspiration; to create valuable networking opportunities.

5. The programme has continually delivered a range of high-quality products and services for printers worldwide.

6. These include: independent market research; conferences, seminars and webinars; international summits; regional and national congresses; educational guides; …….and training content; national print award schemes; event features.

**2. Listen to the information again and answer the questions below**.

What product are showcasing?

What are benefits?

What products are launching?

How are products different from others in the market?

What does the future look like for the company?

**3. Roleplay the situation.** You are a marketing manager of a growing commercial printing company As a participant of the exhibition **«Publishing and printing equipment»** You should make a report about special features of publishing and printing equipments.A report should be well organized with information presented in a logical order. Mind the structure:

* Title - Findings
* Executive summary - Conclusion
* Introduction - Recommendations

**4. Roleplay the situation «The Book presentation».**

**Student A:** You are an organizer of the book presentation. You will have a meeting with the writer. Prepare a list of questions you want to ask during the interview (about his work, style, his personality, discuss some episodes from the book).

**Student B:** You are a writer. Tell about your educational background, agencies, where you have published the works. Tell about your book. Prepare the information you want to tell during the interview. You may inform about your work and style, about some interesting episodes from the book which you prefer.

**5. Tell about one of Professional Exhibitions which you visited last year**.

**6. Work in pairs. Study the role cards** **and**

a) finish the sentences with the information from the text;

b) ask your partner the questions, get ready to answer his/her questions;

c) write an advertising announcement about the workshop on event management.

Student A. An event manager is…..

Her/his responsibility includes….

Responsibilities of corporate event managers are….

The Events Industry Council is….

Student B. An event is…

Event planning can include…

Event planning may be divided into….

Event management is…..

**UNIT VII, Lesson 15**

**Mass media saturate the industrialized world**

****

**1. Answer the questions. Share your ideas in group discussion.**

1. What is your favourite magazine or newspaper?

2. What kind of magazines is especially popular with women? With men?

3. How do you think people will get information in the future?

4. What is mass media?

5. What are the basic functions and roles of mass communication?

6. Which type of mass media is the most reliable? Which is the quickest?

7. Do you think the media influences teenagers?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

availability increased programming increasingly diverse

legislatures executives sociologists controversial engagement

**b) Read the text about mass media. Answer the questions and discuss the information with the partner.**

1. Which type of mass media do you prefer?

2. What is the difference between a 'tabloid' newspaper and a 'broadsheet'?

Which is more popular?

3. Do people read regional or national newspapers?

4. Are there many advertisements in news media?

5. What are the different promotion strategies used in mass communication?

6. Which are the most dominating companies in the field of mass communication?

7. Do you think that the government should control the media?

8. How does social media effect youth?

9. How can the media be helpful to people?

10. Is Media education very important in our country? How does media provide

a useful platform for teaching?

11. What type of radio stations are popular in your country? Do you prefer

regional channels or national ones?

**Mass media saturate the industrialized world**

Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Mass media is a significant force in modern culture. Sociologists refer to this as amediated culture where media reflects and creates the culture. As recently as the 1970s, television, for example, consisted of primarily three networks, public broadcasting, and a few local independent stations. Not only has availability increased, but programming is increasingly diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes. More recently, the Internet has increased its role exponentially as more businesses. Although TV and the Internet have dominated the mass media, movies and magazines—particularly those lining the aisles at grocery checkout stands—also play a powerful role in culture, as do other forms of media. What role does mass media play? Legislatures, media executives, local officials, and sociologists have all debated this controversial question. While opinions vary as to the extent and type of influence the mass media wields, all sides agree that mass media is a permanent part of modern culture. Three main sociological perspectives on the role of media exist: the limited‐effects theory, the class‐dominant theory, and the culturalist theory.

Mass media is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. Because media is such a broad term, it will be helpful in this discussion to focus on a limited definition. In general usage, the term has been taken to refer to only the group of corporate entities, publishers, journalists, and others who constitute the communications industry and profession. This definition includes both the entertainment and news industries. Another common term, especially in talking about conflict, is news media. News media include only the news industry. The distinction between news and entertainment can at times be fuzzy, but news is technically facts and interpretation of facts including editorial opinions, expressed by journalism. Which facts are included, how they are reported, how much interpretation is given, and how much space or time is devoted to a news event is determined by journalists and management and will depend on a variety of factors ranging from the editorial judgment of the reporters and editors, to other news events competing for the same time or space, to corporate policies that reflect management's biases. Mass communicated media saturate the industrialized world. The television in the living room, the newspaper on the doorstep, the radio in the car, the computer at work, and the fliers in the mailbox are just a few of the media channels daily delivering advertisements, news, opinion, music, and other forms of mass communication. Because the media are so prevalent in industrialized countries, they have a powerful impact on how those populations view the world. Nearly all of the news in the United States comes from a major network or newspaper. It is only the most local and personal events that are experienced first-hand. Events in the larger community, the state, the country, and the rest of the world are experienced through the eyes of a journalist. With the news, however, all one has to do is turn on a television or turn to the Internet. Even when it is biased or limited, it is a picture of what is happening around the world. The more sources one compares, the more accurate the picture that can be put together. In addition to the media conglomerates, there are also a range of independent news outlets, though they have a much smaller audience. Some of these provide an alternative view of events and often strive to publish stories that cannot be found in the mainstream media. Technological advances in many industrialized countries make it possible to read papers and watch broadcasts from around the globe. Existing media resources can be used within lectures to stimulate interest in and develop knowledge of the material being taught. This traditional approach is teacher-centric, and information is pushed to the learner. Media allows the instructor to facilitate the transfer of expert knowledge to novice learners. Given the tremendous rate of technological change, instructors face an ongoing challenge in choosing the most effective media platform to reach their students. Instructors can also create their own media to effectively and efficiently convey knowledge. For example, media provides a useful platform for teaching with cases, cooperative learning, problem solving, and for giving more interactive lecture demonstrations. Student-created media involves a high degree of engagement; promotes individual learning, social interaction and immersion; and is highly customizable and collaborative.

*Retrieved from* *https://en.wikipedia.org/wiki/Influence\_of\_mass\_media*

**3.a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. a high degree of ………………. a. facilitate

2. increasingly ………with shows b. immersion

3. influence the mass media …….. c. exponentially

4. this widespread availability and ……….. d. aisles

5. highly customizable and …………. e. diverse

6. the group of corporate………... f. engagement

7. individual learning, social interaction and ……. g. wields

8. a ………….. force in modern culture h. collaborative

9. reflect management's ………. i. amediated

10. lining the …… at grocery checkout stands j. deceptively

11. to …….. the transfer of expert knowledge k. biases

12. to increase its role …………… l. significant

13. a …….. simple term m. entities

14. ……… culture n. exposure

**b) Say if these sentences are true (T) or false (F).**

1. This widespread availability and exposure makes television the primary focus of most mass‐media discussions.

2. It is often used interchangeably with the press or the group of people who write and report the news.

3. Existing media resources can also be used to engage students and facilitate active learning strategies which promote deeper learning.

4. Without the media, most people would know little of events beyond their immediate neighborhood.

5. The further one goes outside of one's circle of friends and family, the more time-consuming and expensive it becomes to get information.

6. Very few, if any, individuals have the resources to stay independently informed of world events.

7. Mass media makes possible the concept of celebrity: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous.

8. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few.

**LANGUAGE KNOWLEDGE**

**4. Look at the words and choose their definitions.**

**accomplishment disaggregation indulgent equipment**

**escape vital audience vulnerable**

1. - easily hurt or harmed physically, mentally, or emotionally, open to attack, harm, or damage

2. - a special skill or ability gained by practice or training

3. - extremely important

4. - supplies or tools needed for a special purpose

5. - to get away from a dangerous place or situation

6. - breaking up into smaller units

7. - having or indicating a tendency to be overly generous to or lenient with someone

8. - the assembled spectators or listeners at a public event, such as a play, movie, concert, or meeting

**5. Match the network services with their definitions.**

**coupon sites YouTube location-based marketing sites Twitter**

**blogs online photo -sharing services Facebook customer review sites**

1…………- a social networking site that allows you to have conversations with customers, post photos and videos, promote special offers.

2…….…..- a 'micro-blogging' service that allows you to send and receive short messages from customers and potential customers.

3………....- an online video-hosting service that lets people share their videos.

4………....- internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'.

5…………- websites that offer discount coupons for goods, services and events.

6…………-sharing services - websites that allow users to store, organise and share their photo collections.

7…………- websites that deliver targeted marketing messages to customers in particular locations, through mobile devices such as smartphones and tablets.

8…………- websites that feature customer reviews of goods and services.

**6. Match the verbs with the nouns to create collocations**.

1. adventurous a) access

2. pleasing b) stimulus

3. absolute c) travelers

4. weight-conscious d) design

5. luxury e) primacy

6. adjust sb f) display

7. ease of g) behaviour

8. hierarchy of h) book

**7. Read the text. Choose the word that best fits each space.**

Electronic media were developed in the twentieth century and together with printed products (print media) became important for 0 …**a**…….. information. This trend continues today and is 1 ………. particularly by the use of computers and the Internet. In addition to the latest 2 ………. in the Internet and World Wide Web, electronic media also include the more conventional radio and television along with the corresponding forms of storage such as video and audio recordings as well as 3 ……….. . Electronic media involve a chain of 4 ………. and transmission which depends on the specific form of the media. The first stage in this process consists in 5 ……….. the contents. In the preliminary phase, scripts are usually compiled (at least in a 6 …….…. environment) as we know them from traditional film. In the case of electronic media products, the specific demands on the presentation must already be taken into account in the design stage. The reasons for this include the low local resolution (in comparison to print products) and the 7 …….…. of the output format. Compression 8 ….…… play an important role here. They permit the reduction of data without a noticeable loss of quality. The underlying transmission technologies may be varied, ranging from Internet 9 ………… via dedicated switched connections, such as satellite routes, or high-speed links via cable or glass fiber, to private or company networks. The presentation systems, for instance, computer monitors, television screens, projector devices are generally at the end of the transmission

chain. In the place of 10 ….……. systems, memory can also be found there that records the data transmitted, for instance, to reproduce it at another time.

|  |  |  |  |
| --- | --- | --- | --- |
| **0.a.сommunicating** | **b.** ranging | **c.** recording | **d.** coding |
| **1. a.** dedicated | **b.** characterized | **c.** transmitted | **d.** saved |
| **2. a.** records | **b.** products | **c.** developments | **d.** demands |
| **3. a.** animations | **b.** monitors | **c.** contents | **d.** scenes |
| **4. a.** Information | **b.** environment | **c.** communication | **d.** creation |
| **5. a.** generating | **b.** allowing | **c.** corresponding | **d.** underlying |
| **6. a.** conventional | **b.** chronological | **c.** professional | **d.** virtual |
| **7. a** .reproduction | **b.** transmission | **c.** restriction | **d.** resolution |
| **8. a.** processes | **b.** techniques | **c.** reasons | **d.** format |
| **9. a.** compression | **b.** images | **c.** connections | **d.** sequence |
| **10. a.** presentation | **b.** description | **c.** reproduction | **d.** data |
|  |  |  |  |

**8. Choose the correct word.**

1. Book **spoiling /robbing/piracy** is about to arrive on a massive scale.

2. A few publishers have **experimented/tested/trialled** with selling e-books without the standard digital-rights management technology and have not seen bootlegged copies littering the Internet thereafter.

3. According to the leading annual industry survey, net revenue in trade publishing has **geminated/ duplicated /increased** overall since 2008.

4. Just as important, the boom has come at surprisingly little **rating /expense/ consumption** to higher- priced hardcovers and paperbacks, sales of which are only slightly down.

5. Historically, as e-books replaced print books, revenues declined slightly on a title-by-title **basis/ foundation/ground**.

6. The publisher’s techniques for book promotion have become increasingly sophisticated in all **advanced/developed/rich** countries.

7. Despite their legal setbacks, the major houses have done their part to uphold the value of the book in readers' **eyes/minds/thoughts**.

8. Even if the whole business does eventually go digital, there will be enough value built in to **promote/support/ advertise** the books of the future.

9.The sad thing is the book has come out in so many **different/unlike/dissimilar** editions since it was first published, that it’s completely lost its magic and playfulness along the way.

**9. Complete sentences 1-8 with an appropriate word from the box.**

|  |
| --- |
| book equitable reason essential worth articles  edition of a newspaper electronic form TV viewer media |

1. Now the \_\_\_\_\_\_\_\_\_\_\_ wants “Breaking Bad” without bills from Comcast.

2. Each \_\_\_\_\_\_\_\_\_\_\_\_consumes enormous resources.

3. But the \_\_\_\_\_\_\_\_\_\_\_ itself is hanging on and even thriving.

4. But other \_\_\_\_\_\_\_\_\_ still have \_\_\_\_\_\_\_\_\_\_\_ to look at the relative economic health of the book with envy.

5. Their products are made up of songs and \_\_\_\_\_\_\_\_\_\_\_\_\_and shows that have long been consumed in those individual units.

6. It may be that a higher price would be more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7. Yet people remain willing to fork over a decent sum for books, whether in print or in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

8. More than any major cultural product, it has retained its\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**10. Put the verbs in brackets into the correct form.**

1. That means you need to get ………. (involve) on the social Web as soon as possible, not only to capitalize on the opportunities that it presents to your business, but also …… (develop) and protect your reputation.

2. It's a good idea to start with a plan that has goals and an …….(organize) framework to keep you on track.

3.The only differences are that on the social Web, you…….(talk) through your keyboard, and your potential audience is much, much larger.

4. Allocate specific times during your day………(devote) to social media marketing.

5. It's better to have 1,000 highly engaged, loyal followers than 10,000 followers who ………(sign up,follow) you but then never acknowledge you again.

6. Rights managers coordinate the whole process, from…….. (initiate) the sale of a publication to new contacts, through…….(ensure) that the particular publication is produced on schedule.

7. In general, however, typical work activities ……(focus on, increase) the profitability of a company's publications.

8. The Publishing Industry and Cultural Media sectors …….. (develop) rapidly with the arrival of digital technology.

9. Like most papers of the time, it published ……..(ship) information and news from England.

10. By the early 1800s, the United States…….(entere) a period of swift technological progress that would mark the real beginning of modern media.

**11. Put the words in each sentence in the correct order**.

1. Most clients innovative, to work ready to listen with companies like who are determined and.

2. Don't to adapt circumstances be afraid to explain how you had a new solution to unusual and.

3. numerous partnerships You can make about the events to help you get the word out promoting other people’s you host as well as brands online.

4. Sharing stories improve employee in this way for external marketing can help drive innovation, engagement and generate fantastic stories.

5. Social media an integral part of and marketing is campaign any author’s publicity.

6. However, he, on the whole, much better of journalistic activities the standards have become believes that.

7. Mass media all forms of large groups of people a handmade sign information to, from to an international include news network communicated.

8. Today the Times as scholars a major by American, and is reference tool standard reading is used for libraries and government officials.

9. Technical style written on identifying adherence usage involves reviewing text a technical topic, errors and ensuring to a guide editing.

**WRITING**

****

**12. Your colleague has written the sentences for the notice. There are several mistakes in these sentence. Correct them.**

|  |  |
| --- | --- |
| 1. Thank you for exhibiting at The 20… BookExpo. The 20… BookExpo rave about, both during and after the fair, for what a positive experience it was attendees and exhibitors alike. | **T, Prep** |
| 2. Pavilions brought extra attention to different areas of the fair, BEA management allowed an increase in reader attendance, and the New Title Showcase remained a popular destination for exhibitors and spectators alike. | **SS, WW** |
| 3. Annually feature over one thousand titles (both print and ebooks), the BookExpo New Title Showcase is one of the most popular stops in our show schedule. | **Gr, Prep** |
| 4. With changes coming in 20.. —including a layout move for the exhibit itself onto the show floor, in the trafficked area extremely high near the autographing tables—the 20… New Title Showcase could be the best yet! | **WO,WW** |
| 5. We had 8-12 thousand make up an attendance that included library staff of all levels from across the country and the gamut of librarians (public, private, school, research. | **SE, Gr** |
| 6. The show played a role in the purchase of books alone of a reported 82% of the attendance! | **SS, Y** |
| 7. While almost half of the attendees represented institutions with over $5 million in operating expenses the opportunity is huge. | **P, Sp** |
| 8. With the additional expose that CBE's seniority granting us a great location, the titles appear front and center for this very influent audience. | **WW, Gr** |

**13. Your Chief editor has asked you to write the notice. This is your first draft of it. Read the notice and make corrections.**

The event attracted the world’s leading publishers, **Gr** offer a vital platform to discuss the most important challenges facing the industry. It was a unique forum **Y** experiences were shared and best practices were formulated. **SS** The Congress offered a unique opportunity in today’s climate of **WW** global and digitalization, for publishers to network and learn. The Congress gathered 600 publishing leaders **Gr** assess the trends impacting the sector, delivering new insight into how to develop sustainable publishing businesses. **OM** A week-long programme of presentations, debates, workshops, challenges, and networking events addressed the major trends impacting publishing, with a focus on the sector’s digital future. Networking events connected us with publishing peers. We could expert presentations, debates and workshops on publishing’s big issues and **Sp** Inspiration & Tecniques on how to build **SE**  businesses sustainable. **WO** We were welcoming thrilled to be the international publishing community. The place **Prep** was packed full publishers, culture and all round **Gr** inspire, packed **Y** theatre adaptations of books to a world-class education and research community. The Congress continued to be a leading light in innovation create and publishing excellence. **P, WW**

**14. Read the notice which has several mistakes. You should make 7 corrections.**

The meeting with Richard Hendrix – famous advertiser taught a wide range of topics that influence business decisions and showed the best in corporate strategies and tactics:

* The key to powerful communications strategy
* Role of IC in building a sustainable business
* Integrating Social Media and Digital Marketing
* How to Understand your customers’ needs and how to satisfy them

Visitors worked with multiple tools to target content ideas that matter to audience and link to brand. Also he covered the latest trends and best practices - with step-by-step guides on how to assess the right investments for institution. Our meeting was deep-dive into key measurment strategies to help evaluate the efficacy of social media marketing and discussed to tie initiatives back to business goals. Our speaker also maked themselves available to provide resources and give feedback - during and after the meeting. Everyone heared the detailed methods and strategies that achieved results. Moreover, he taught to tailor ad creative to suit audience depending on which stage of the marketing they’re in and pair with the proper ad objective and suggestions for how to optimize, and report on campaigns. Shared his advanced knowledge of audience creation techniques. He told how important to understand the researched audiences.

**15. Yesterday you wrote some sentences for the advertising notice.**

**Edit the sentences, paying attention to:**

**Stylistic error (SE)) Word order(WO) Odd member (OM) Tautology (Tt) The structure of the sentence (SS) WW wrong word Prep preposition**

**Gr Grammar Y Word missing Sp spelling**

|  |  |
| --- | --- |
| **S e n t e n c e** | Mistake |
| 1. Thank you for exhibiting at LBF 20…. Now that you have signed up, we recommend that you will **start planning your LBF campaign now.** | **T** |
| 2. Now enter this **year** to the global marketplace for rights talks, sale and distribution to content across print, audio, TV, film and digital channels**.** | **WW , Prep** |
| 3. For 20… it returns to Lviv from **12-14 April** for a Fair cover all aspects of the industry. | **Gr** |
| 4. Attract visitors to your company profile the directory exhibitor. | **WO** |
| 5. Allowing your company to be searched and submit your details via the Exhibitor Portal, viewed by publishing professionals online. | **SS** |
| 6. We've put together some apexes to help to be a successful exhibitor. | **SE, Y** |
| 7. Whether you are a new exhibitor, returning of another year, check out our advice. | **Prep** |
| 8. Once you have your Sharer Registration Package, don't forget to add any companies share through your stand your exhibitor portal. | **Gr , WO** |
| 9. This will provide them with the opportunity to access them the portal and promote presence at the Fair. In just three days, you can take advantage of a range of benefits. | **OM** |
| 10. More than **60** countries regularly exhibit and there are around **1,000** overseas companies. Our exhibitor list is to take a look fully searchable and plan who you need to see. | **WO** |
| 11. With plenty of excited features, with plenty of events seminars and conferences there’s always plenty to do at The Fair. | **Tt,**  **WW** |
| 12. Find what's happening and start planing your three days at the fair. | **Y, Sp** |
| 13. Gathering people together and creating the space for them to make links is what we're about. | **WW** |
| 14.That the three days includes of the Fair itself as well as other opportunities throuhout the year, including our jamboree, seminars and events which take place all over the world. | **WO, Sp, SE** |
| 15. Take a look at our programme of events, across the full week of The Book Fair, and use the search function to find exactly what you look and plan your time at the Fair. | **WW, Gr,** |

**16. Yesterday the head of PR department asked you to write the advertising notice. Edit the text, paying attention to.**

**Stylistic error (SE) Word order(WO) Odd member (OM) Tautology (Tt) Sp spelling The structure of the sentence (SS) WW wrong word Prep preposition Gr Grammar Y Word missing**

The Publishers Association is calling on people working in publishing give careers talks in colleges and universities **Gr**, and share the exciting job opportunities available in the industry. Publishers are conscious of the need to engage a wider range of people **WW** so its workforce remains innovative **Y**, dynamic and successful. In order to do this, young people need to know about publishing, and the wide range of jobs and opportunities by offer **Prep**; how the term ‘publishing’ can represent: consumer, academic, acquirer, professional, educational, children’s, apps and e books and much more **OM**. One of the challenges we have is that young people are simply not aware of publishing as a career option **SS**. We hope by encourage those already working in publishing to visit their own or local school **Gr**, we hope to start addressing this. Involved to get, as publishing ambassadors with their local schools **WO**. This can be done be contacting colleges or universities in their local area or previously attended by the person. It will be possible alternatively to register on our site to receive updates on approximating opportunities to give hold a session **WO**, **SC**. To make such visits as easy as possible, we have created a wide variety of digital resources accessible via our site. The resources can be tailored and adapted to the user’s style and content. They include: PowerPoint presentations. Scripts. Leaflets.

**17.You are going to write the advertising notice on your website to invite editors to the Advanced Course** «**Editor of print and online media**»**. So far you have got only one sentence.**

To editors of departments and editors-in-chief the course will allow to optimize its work and improve the atmosphere in team and relations with subordinates.

**18. Skim the text** «**Mass media**» **and write an infomational notice about the course of lectures on the topic delivered a week ago.**

**LISTENING AND SPEAKING SKILLS**



**1. Listen to Sophia’s talk about how she got into public relations (**https://learnenglish.britishcouncil.org/business-english/podcasts-for-professionals/public-relations).

**Listen to the information and fill in the gap.**

1. My ……also meant that I built up a list of contacts in the media and PR industry. i

2. I could start …... before leaving university.

3. I was able to meet lots of ……. professionals.

4. I'm also more …….in organising special events like press conferences.

5. When I felt ready ……. something a bit meatier.

6. I had to write and proofread ……keep track of media databases.

7. It gave me a better ……. into PR.

**2. Discuss the information (**<https://learnenglish.britishcouncil.org/business-english/podcasts-for-professionals/public-relations>) **and answer the questions.**

1. What did she do before leaving university?

2. Do many people want to work in PR?

3. What does she have to show and prove?

4. Why does she like her work?

5. Why does she need portfolio?

6. Does she have a talent to communicate easily?

7.Why does she choose to do a journalism option?

**3. Discussion.**

**You have to show willing and prove that you're an enthusiastic, ambitious person who wants to succeed.**

**4. Work in pairs. Choose one of the key social media services and discuss it with the partner. Why and how often do you use this service?**

Different types of social media are good for different marketing activities. The key social media services are:

coupon sites YouTube location-based marketing sites Twitter

blogs online photo -sharing services Facebook customer review sites

**5. Tell about the goals and the advantages of social Web.**

For ideas: The mass media play an important part in our lives. Newspaper, radio and especially TV inform us of what is going on in this world and give us wonderful possibilities for education and entertainment. They also influence the way we see the world and shape our views.

**6. Roleplay the situation.**

**You are participants of the discussion** «**Mass media in today’s world**».

**Student A. You are interested in the problem** how mass media relates to features like transmission of information and the accessibility of information to groups of people. Focus on how digital or mass communication is different from face to face communication and how it influences the people via various concepts involved such as advertising, entertainment, education and information. Ask the questions about Mass media and communication as are key promoters of cultural globalization. How can you participate in social media?

**Student B. The questions you are interested in are: W**here do you usually get the news from? What are the advantages and disadvantages of getting the news from the internet? **What is the most important medium for people in your country?** Why do you choose that medium? What do you want to get out of your social Web participation? Do you greatly affect the type of content you publish? Tell about the activities and your participation in the social Web.

**UNIT VII, Lesson 16**

**Conferences**



**1. Answer the questions. Share your ideas in group discussion.**

1. What is a conference?

2. What is the difference between meeting and conference**?**

3. What is the difference between a seminar and a conference**?**

4. Why are conferences important for professionals?

5. What are the characteristics of the conferences?

**READING**

**2. a) Practice the pronunciation of English words and explain them in English.**

improvements announcements discussion cooperation scholarly communication exposure preceding visibility consultancy

**b) Read the text, answer the questions and discuss the information with the partner.**

1. What are the types of conferences?

2. What are the main reasons for people to attend conferences?

3. What happens at the conferences?

4. What is the purpose of the conference?

5. What makes a good conference?

6. Do they have a fantastic group of speakers?

7. What are the benefits of conferences?

8. Why do the organisers write announcements for conferences?

9. How do the organisers prepare conferences?

**Conferences**

Meetings and conferences are all events where people get together to consider a particular subject; usually the difference is one of scale. A group of people getting together to discuss a subject, whereas a Conference is usually formal, will have an agenda and a programme of activities planned, a meeting of several people to discuss a particular topic. A big reason for going to conferences is to meet with likeminded people and industry peers. Conferences bring together people from all different geographical areas who share a common discipline or field, and they are a great way to meet new people. A convention is larger than a conference; it is a gathering of delegates representing several groups. At a conference, innovative ideas are thrown about and new information is exchanged among experts. Conference types include:

* An academic conference is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted. An academic conference in science and academic is a formal event where researchers present results, workshops, and other activities.
* A business conference is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business
* A trade conference takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and made new connections. Such a conference consists of workshops and white paper presentations.
* Authors' conference, or writers' conference, where writers gather to review their written works and suggest improvements.
* Professional conference, a meeting of professionals in a given subject or profession dealing with related matters or developments.
* Conference call, in telecommunications, a call with more than two participants.
* News conference, an announcement to the press (print, radio, television) with the expectation of questions, about the announced matter.

The ALPSP Conference will be in Manchester, UK. The Conference provides a friendly forum in which to share information and knowledge, learn about new initiatives, and engage in open discussion on the challenges and opportunities facing publishing today. With expert speakers and a wide ranging programme, our annual event is for everyone in the scholarly publishing community. We also offer a range of sponsorship opportunities for this key event in the calendar, which attracts a high level audience from all sectors of the scholarly communications industry.

Themes for this year's conference programme include: Technology and Innovation The Internationalization of Publishing: Global perspectives on industry trends. The New Open: customers, communities and the transition. UN Sustainable Development Goals. Accessibility 360: Perspectives on the journey towards accessible publishing. Raise the profile of your organisation within the industry in the lead up to and during the conference. Reach out to those who use your products and services. Develop new collaborative partnerships and business leads. Strengthen and support the culture of discussion and cooperation within scholarly communication. Our sponsors receive exposure not only at the conference, but also in the preceding months with visibility on our dedicated event website and all associated marketing. *Read more* ***Appendix B-2***

*Retrieved from*https://www.conferences-uk.org.uk/guide

**3. a) Fill in the gaps with the suitable word. Check your answers in the text.**

1. a conference ……….of workshops a. pertaining

2. opportunities …………to the business b. exchange

3. to explore new product …………… c. consists

4. contributions and …………..knowledge d. profitable

5. ………………partnerships e.consultancy

6. developing …………….digital products f. innovations

7. in open discussion on the ……………. g. collaborative

8. provides specialist …………to publishers h. challenges

9. to ………….a particular subject i. findings

10.profession …………..with related matters j. consider

11. research ……………are presented k. dealing

**b) Say if these sentences are true (T) or false (F) and discuss them.**

1. Engage with the technology experts from the international publishing houses.

2. Join the conference to know how technologies are shifting the game for publishers.

3. They aren’t motivated by how digital technology can improve life, work, teaching.

4. They are the experienced technology, information and product professionals.

5. They aren’t passionate about delivering user-centered experiences through and with empowered global teams.

**LANGUAGE KNOWLEDGE**

**4. Choose the correct word.**

1. As a source of high **concentration/density/thickness** data storage, the book offers unparalleled ease of access.

2. The book is readily portable and requires no energy or **grease/oil/fat** to maintain.

3. Books never look untidy, even when piled in **falling/collapsing/tumbling** stacks.

4. There is something **sensitive/sensuous/exciting** about the book.

5. And what **exotic/interesting/curious** pleasures are to be found in antiquarian bookshops.

6. Being **modular/composed/extensible**, it is easy to store.

7. With the arrival of the **clever/inventive/ingenious** Sony Reader it's worth making the case for the book.

8. This technology was first developed at the Massachusetts Institute of Technology in 1995. Corporation obtained an exclusive **license/permission/authorization.**

**5. Write synonyms for the words.**

progressive · ………………………………

certainty · ………………………………….

doubtful · …………………………………..

analysis · …………………………………..

revenues · …………………………………

original · …………………………………..

modernize · ……………………………….

delivered · …………………………………

(broadcasted released report forward-looking renovate accuracy profits

onward initiatory suspicious results update veracity propulsive

scope coverage opening let out refashion skeptical earnings initial

incredulous inventive faultlessness).

**6. Read the text and choose the word that best fits each space.**

The range of magazines consists mainly of 0 .….…, including trade magazines, journals, and illustrated magazines. Trade magazines cover a limited field, thus attracting a limited specialist readership. Unlike books, 1 ..……… costs for magazines are not paid for exclusively by the final consumer. Magazines are usually published by publishing houses just like books. This is due to the 2…... and it is a major characteristic of the periodicals. Magazine production differs considerably from book production. Magazines are generally 3 ………... booklets with a flexible cover. They often have a high circulation and are bound using simple 4 ……..… processes (wire-stitching, perfect binding). Depending on the circulation, magazines are 5 ..….… with sheet-fed offset or web offset presses, but rotogravure presses are also used for magazines with a very high circulation. The newspaper is still one of the most significant mass media today. The first 6 ………... appeared at the start of the seventeenth century. The external appearance of newspapers 7 ………. considerably from that of magazines. Newspapers normally consist of large-size loose sheets. Several of these loose sheets are combined during production and form an individual section of the paper. Generally, newspapers are produced on special newspaper printing presses. These presses are highly productive web presses, which can print on 8 ……... paper, at low cost. The traditional newspaper are black and white but modern printing presses are able to print in colour economically. This has created the opportunity to adapt the newspaper’s appearance to today’s 9 ……… (colour photographs, colour TV), but also to conform to the wish of many advertising customers that their advertisements be published in colour. The production of a newspaper is mainly financed by advertising inserts and advertisements. For this reason, the ultimate 10……… price for a newspaper is relatively low.

|  |  |  |  |
| --- | --- | --- | --- |
| **0. a. periodicals** | **b.** magazines | **c.** journals | **d.** papers |
| **1. a.** print | **b.** sheet | **c.** production | **d.** circulation |
| **2.** a. content | **b.** cover | **c.** appearance | **d.** section |
| **3.a.** multicoloured | **b.** traditional | **c.** rotogravure | **d.** published |
| **4. a.** printing | **b.** varying | **c.** binding | **d.** stitching |
| **5. a.** produced | **b.** printed | **c.** financed | **d.** illustrated |
| **6. a.** magazines | **b.** advertisements | **c.** newspapers | **d.** booklets |
| **7. a.** consists | **b.** appears | **c.** differs | **d.** uses |
| **8. a.** uncoated | **b.** combined | **c.** limited | **d.** published |
| **9. a.** circulation | **b.** expectation | **c.** press | **d.** reason |
| **10.a.** consumer | **b.** category | **c.** paper | **d.** measure |

**7. Give the definitions of these words. Compose your own sentences using the words.**

features crusade

installation level

venue manufacturer

proprietor packaging

circuit monitoring

**8. Choose the correct word in these sentences.**

1. Our employees work to strengthen our industry leadership position and ……….. the common goal of total customer satisfaction.

A. to achieve B. achieving C. is achieved D. achieve

2. Quality is the result of our continuous care ………..efficient controls to each step of the development, sourcing and manufacturing processes.

A. applied B.to apply C. have applied D. apply

3. The company……….. expanding its distribution and manufacturing capabilities to other continents.

A. continue B. continued C. have continue D. is continued

4. Our products ………….in Europe via our Belgium headquarters, subsidiaries in Luxembourg, France and Germany, and via a comprehensive network of dealers.

A. have distributed B. is distributed C. are distributed D. are distributing

5. It’s reasonable to contact more than one editor before ……….on the one who’s right for you.

A. is settling B. settled C. settling D. has settled

6. If I were you, I ……….. professional advice.

A. would seek B. will seek C. can seek D. was seeking

7. Whether your business is packaging or commercial printing, this modern medium-format press is ideally ………….. for swift and cost-effective production.

A. was suited B. suitting C. suited D. to suited

8. With up to seven printing units, you are in a position …………. practically every customer wish.

A.accommodates B.accommodated C. acomodated D.accommodate

9. The most successful businesses are those that are continually ………... to changes in customers’ needs and the volatile market.

A. adapt B. adapted C. adapting D. is adapting

10. Additionally some publishers are using other electronic publication methods to reach out to readers and them when new digital editions are available.

A. informed B. inform C. is informing D. to inform

11. This latter model was widely used before the rise of the World Wide Web and is still ……………...

A. employed B. employing C. has employed E. employed

12. Digital editions have the benefit of reduced cost to the publisher and reader ………………..the time and expense to print and deliver like a paper edition.

A. avoid B. are avoiding C. by avoiding D. has avoided

**9. Fill in the gaps with the correct form of the words.**

1. The high-speed printing press …………., driving down the cost of printing.

2. Publishers realized that a profitable future …………..to cheap newspapers with large readerships and increased advertising.

3. It was a time that …………..a breed of editors who set the standard for generations of journalists.

4. They combined idealism with national pride, and their papers became the means by which great masses of new immigrants ……………the American way of life.

5. A corporate website may be used for publicity, for selling or for ……….. information.

6. Business use e-mail …………customers, to make and respond to enquiries quickly and to communicate with employees.

7. Although both radio and television ………… more to entertaining than to informing, they have become increasingly concerned with the news.

8. Radio also affected the economy by …………new products to potential customers.

9. Among the problems of mass media, which ……… from the old regime, he also …… the limitations of journalist’s right for access to information and absence of reaction of state officials to information in mass media.

10.Before …………your career as a journalist, you can try part time jobs which will give you an excellent training on ………. interesting, eye-catching and unique articles on specific topics.

11. In journalistic writing an author puts the main points in the first sentence of the first paragraph – what …………a person’s attention.

**Start share belong teach shape introduce deal with inherit geare grab develop point out write**

**10. Correct mistakes in these sentences. There are two mistakes in every sentence.**

1. Share experiences is a wonderful way develop new and existing relationships, transfer knowledge and galvanise the entire workforce behind a common cause.

2. Using monetary and other rewards improve motivation is a simple idea, but do it fairly and effectively can be challenging.

3. You must always to reward top performance and must as clear as possible to your staff on just what you consider top performance.

4. You must let your audience takes control of the online conversation and making it their own so they develop an emotional attachment to your brand, and your business.

5. Company executives are often reticent allowing this level of transparency in the business and worried, too, about to lose control of brand communication.

6. Interestingly, Scott also points out that companies who have their own blog often appointing the wrong people do the writing – marketing folk and copywriters.

7. If you’re a self-published author, you’ll need reach out to media and event venues yourself set up readings, book signings or talks.

8. One of the best parts of use social media is the flexibility small business owners have to tailor their use of each network support their goals and their brand.

9. When it's champion from the top it creates an environment where people feel safe to question, share, collaborate and innovate.

10. It encourages an empathic and inter-connected culture where individuality celebrated, but at the same time contribute to a common purpose.

**WRITING**

****

**11. Rearrange the sentences in the text to make it coherent and prepare the advertising notice. Edit the text, paying attention to:**

|  |  |
| --- | --- |
| The Book Fair is the global marketplace for negotiation rights and the sale and distribute of content over print, audio, TV, film and digital channels. | **Prep, WO** |
| Our exhibitors tell us they come back every year because The Book Fair demonstrate their products, build brand aware, conduct face to face business and most substantial make sales. | **Gr, WW** |
| The fair will take place in Lviv, and cover aspects of all the publishing industry of Ukraine. | **WO** |
| You need to ensure your experience click on the button below to find all the information with The Book Fair is enjoyable and profitable as possible. | **SS,Y** |
| Whether your aim is increase brand awareness, generate new business leads or increase your business network, The Book Fair can support your market plans and put you in front of the publishing world. | **Y, Gr** |
| Our exhibitors come back every year The Book Fair provides them the perfect platform engage with customers. | **Y, Prep** |
| Now let us help you make the most of your exibiting experience on the next steps with all the information, how to maximize your presence. | **WO, Sp SE** |
| Take a look at the options below and don't hesitate get touch with any questions you might have. | **Prep, P** |

**12. Your printing company has participated in** «**International Publishers Congress**» **and you are going to write a notice about it in the magazine. Describe the event in the simple past tense, it has to be well organized with information presented in a logical order. Аdd details using the table for ideas.**

**Global publishing leaders debated future in London.**

|  |  |  |
| --- | --- | --- |
| to be greatly looking forward to hosting it next year. | the most important challenges facing the industry | |
| to attract creators……………….. | a leading light in innovation, …………… |
| has attracted the world’s leading publishers……………………… | a programme of presentations, ………….. |
| to be jointly organized by IPA, the PA and LBF | with publishers, culture and all round inspiration |
| offering a platform to discuss the most important challenges facing the industry | with a focus on the sector’s digital future ………………………… |

**13 Write the advertising notice to attract more publishers and more educated people. Add more promotional information.**

**Student A** prepares the advertising notice about one of the important cultural event.

**Student B** prepares the advertising notice about one of the publishing and printing companies.

When students finish creating their advertising notices they will exchange their works. Students have to proofread the advertising notice of each other and correct mistakes.

**14. Write the advertising notice to attract more publishers and more educated people. Add more promotional information.**

**Student A** prepares the advertising notice about one of the meeting with **the journalist, advertisers or agents.**

**Student B** prepares the advertising notice about t the presentation of the book.

When students finish creating their advertising notices they will exchange their works. Students have to proofread the advertising notice of each other and correct mistakes**.**

**15. You need to write the advertising notice about the packaging exhibition for** **the online magazine. So far you have got only one sentence.**

A major exhibition event of the packaging industry in Ukraine has a successful history.

**16. Skim the text** «**The conferences**» **and write an infomational notice about it.**

**LISTENING AND SPEAKING SKILLS**



**1. Listen to the information (Listening-16) and fill in the gap.**

1. We rely on stories of …………… gaining high profile publishing contracts.

2. They connect with schools, local authorities,…..,……,…….

3. To express themselves with …………. in a range of genres — a skill which can be applied to writing a good business report.

4. Brief glance at what’s going on in the UK shows how creative writing programs take their …………very seriously.

5. Creative graduates are considered to be articulate, …………..themselves, both verbally and in writing, independent, problem solvers, engaged, enthusiastic, and aware of the world around them.

6. We work with universities, …………and seminars with a careers focus.

7. We list the opportunities for writers — jobs, commissions, residencies, courses, ……, training events.

**2. Listen to the information again and answer the questions.**

1. Where are communication skills, creativity, and independence of mind valued?

2. What are the aims of creative writing programs?

3. Do graduates choose the writer’s life?

4. How does a genuine aspiration among creative writing tutors help students?

5. What are two important things of creative writing programs?

6. How does the Writer’s Compass work?

7. What is the title of one unit offered within the University of East London’s BA program.

**3. Tell about one of the conference you visited last year**.

What was the main idea of the conference?

What audience did the conference attract?

What role did the conference play?

Inform about the Program of Event.

Did you take part in the conference or you only visited it?

**4. You work for a large agency and have just spent a week working at the conference for publishers.**

Prepare a detailed report about the work of the conference and your presentation about one of the publishers. Inform about his/ her achievements, events, what qualities and circumstances have helped him /her.

**PROGRESS TEST -1**

**1. Read the extract and decide which word is best for each space. Fill in the correct word from the list below.**

***relevant sophisticated annual available***

***perfectly occasionally pleasure belonging***

Germany has an extremel 1…… and efficient publishing infrastructure that 2……. meets the needs of the entire reading public: people who read for 3……, those with the thirst for knowledge, and academics and researchers. The *Address Book of the German Book Trade* contains the names of some 15,000 companies which can be classified as 4………… to the book production industry, including several thousand which only 5……bring out publications. A better indicator of those companies in Germany which actually pursue 6…… publishing activities are the turnover tax statistics which lists 2,200 publishers. Although 1,600 of these have an 7…….. sales volume of below 500,000 euros, their in some cases highly specialized publishing programmes make a key contribution to the variety of publications 8….on the German book market.

**2. Make up word combination.**

1. specialist would be glad……….. a. array

2. meet all your………….. b. to discuss

3. printing offers an ……. of special services c. unique

4. you need…………………… d. introduced

5. from …………colors e. needs

6. ……… printing services and products f. different

7. the other most vital operation ……. g. radiant

8. to discuss with you our……… h. to stand out

9. need to be …………. i. conventional

10. …………… printing j. capabilities

**3. Read the extract. Choose and write the correct form.**

Independent publishers are successful businessmen too, however. One excellent example of this is Carl Hanser Verlag, whose programme 1.) *includes / is included* a whole host of Nobel literature laureates and successful authors such as Umberto Eco. Behind this literary publisher 2.) *is / has* a robust, technology-focused publisher of specialist books and magazines – something that 3.) *is / has* by no means untypical of the German publishing scene. Similarly, C.H. Beck – one of the leading firms specialized in legal publications – 4.) *have been / has been* able to establish a successful branch 5.) *is devoted / devoted* to the humanities. Hanser and Beck are both headquartered in Munich, Germany’s biggest publishing centre. Life 6.) *is /can be* tougher for a company like Suhrkamp which today 7.) *has been struggling / is struggling* to maintain the reputation it 8.) *established / was established* for itself in the 1960s as a publishing house capable of influencing the zeitgeist. Suhrkamp’s move from Frankfurt to Berlin was an outward expression of the company’s endeavours in this respect – the German capital, 9.) *have been /being* an important hub of cultural activity in Germany, 10.) *is becoming / became* increasingly attractive to publishing houses in general.

**4. Read the sentences and choose the correct form.**

1. Along with advertising inserts, which we come across every day in newspapers and magazines, …………… a large market for leaflets and product descriptions.

a. which b. there is c. where

2. Such printed matter ………………. to as brochures.

a. referred b. has referred c. is referred

3. Unlike magazines and newspapers, they…………….. periodically.

a. do not publish b. are not published c. published

4. Brochures are commercial print work. Another significant difference from newspapers or magazines ………the usually low print volume of brochures.

a. are b. is c. have

5. Today, brochures ……… in color and are available either as folded individual sheets or bound copies.

a. generally print b. have generally printed c. are generally printed

6. Brochures …………. to describe something particular.

a. mainly used b. are mainly used c. mainly use

7. Brochures are mostly used for advertising; therefore production costs …………by the advertiser and not by the reader.

a. are normally borne b. have normally borne c. normally borne

8. Some types of printing, such as magazines and catalogs with large print runs, ………………. by large printers.

a. have effectively handled b. are more effectively handled c. more effectively handle.

**5. Fill in the correct word(s) from the list below.**

*through suggesting spelling manuscript profitable verifies submit*

1. Editors find new authors and promote writers that will be ……..for the publisher.

2. Writers and agents typically ……… manuscripts to the editor.

3. The editor, especially for fiction, may follow a manuscript from submission to publication, ………plot-level changes to bring the story in line with the publisher’s vision for the product line.

4. He works with the author …………any number of drafts, with writers of non-fiction and guides the writer in topics to be covered in or omitted from the book.

5. The editor ensures that the manuscript meets in-house style standards and corrects grammar, ……………. and punctuation.

7. He ………headings, statistics, data in graphs and footnote entries.

8. The editor may suggest moving or dropping scenes, changing characters, point of view, or making major changes to a …………..

***6. Complete the sentences.***

1. Specialistwould be glad to discuss with you our capabilities …………………….

2. Studios will ensure your entire campaign engages customers in a way ……………

3. It remains to be seen to……………………………………..

4. Highly specialized publishing programmes make a key contribution …………….

a. and what we can do to meet all your needs.

b. to the variety of publications available on the German book market.

c. that has a permanent impact on them.

d. what extent the publishing industry is ready to face a digital future.

**PROGRESS TEST -2**

**1. Read the extract and decide which word is best for each space. Fill in the correct word from the list below.**

**quality following profitable featuring**

**effectively rapidly professional regional**

**MBPA** is a 1\_\_\_\_ trade association with the mission of helping independent publishers become more 2 \_\_\_\_\_and successful by learning how to produce 3 \_\_\_\_\_books, promote them 4 \_\_\_\_\_, and navigate the 5 \_\_\_\_\_ changing book publishing industry. As a 6 \_\_\_\_ affiliate of the Independent Book Publishers Association (IBPA), we serve independent and self-publishers, as well as authors considering becoming independent publishers, in Delaware, Maryland, New Jersey, Pennsylvania, Virginia and Washington, DC. Members of MBPA enjoy the 7 \_\_\_\_\_benefits: Online and in-person educational programs with industry experts. E-newsletter 8 \_\_\_\_articles about the publishing industry delivered directly to your Inbox. Access to our online Members to ask questions and find support.

**2. Make up word combination.**

1. for \_\_\_\_\_\_accessible and informative content in print a. emerging

2. an open-minded look at educational\_\_\_\_\_\_\_\_\_\_\_\_ b. providing

3. with top-level policy \_\_\_\_\_from major international agencies c. outcomes

4. \_\_\_\_\_\_\_\_names in global education and publishers d. networking

5. samples of \_\_\_\_\_\_\_\_of different platforms e. packaging

6. to \_\_\_\_\_\_\_\_\_\_\_\_ different kinds of information f. makers

7. plenty of\_\_\_\_\_\_\_opportunities throughout the day g. implementation

8. the intergenerational \_\_\_\_\_\_\_\_\_\_ of human traits h. respected

9. the context of an \_\_\_\_\_\_\_\_ literature seeking i. deliver

10. the newest \_\_\_\_\_\_\_\_ equipment and technologies j. transmission

***3. Read the extract. Choose and write the correct form.***

Thank you for exhibiting at UF 20... We recommend that you **start 1. *to plan / planning* your UF campaign now.** Now enter this  **year** to the global marketplace for rights negotiation, sale and distribution of content across print, audio, film and digital channels***.* I**t returns to Lviv for a Fair 2. ***covered/covering*** all aspects of the industry. Attract visitors to your company profile with the exhibitor directory. Submit your details via the Exhibitor Portal, 3. ***allowed /allowing*** your company 4. ***searched /to be searched*** and viewed by publishing professionals online. Whether you are a new exhibitor, or 5. ***returning/ returned*** for another year, check out our advice on what you can do to increase your presence at the Fair. This will provide them with the opportunity 6*.* ***to be access /to access*** the portal and promote their presence at the Fair. Our exhibitor list is fully searchable so take a look and plan who you need to see. Find out what's happening and start planning your three days at the fair. 7. ***Gather / Gathering*** people together and creating the space for them 8. ***to have made / to make*** connections is what we're about.

**4. *Read the sentences* *and choose the correct form.***

1.We are proud to represent authors, journalists, broadcasters, speakers and estates with specialist …………… in the fields of literature, film, live events, digital platforms.

a. expertised b. expertise c. expertising

2. The magazine …………………worldwide in thirty-six language editions and had a global circulation of 8.3 million.

a. is circulated b. was circulated c. circulates

3. We also suggest checking out the Small Business Association website — they have questionnaires, resources, and ways to help you connect to other business-starters, as well as step-by-step guides ……………..your business going.

a. getting b. get c. be getting

4. We offer our clients the best people to work with and the expertise to develop long-term value in their work …………protecting their rights in today’s changing market.

a. that b. where c. while

5. Our highly skilled team are proud ………… with many of the finest businesses and organisations in the UK.

a. to have worked b. working c. work

6. We believe in maximizing new opportunities swiftly but also developing and ………….. talent over time.

a. nurture b. to nurture c. nurturing

7. Connect Suppliers with clients from all around the world …………… the printing, packaging and advertising business in the Middle East.

a. enhance b. has enhanced c. to enhance

8. The exhibition, first of all, is a platform for live communication, the ability …………… the reliability of the subject companies.

a. was demonstrated b. to demonstrate c. demonstrate

***5. Fill in the correct word(s) from the list below.***

*delays publication deadlines artwork e-book schedule proposal*

1. Most work on an eight-month or one-year ……..from acquisition to publication.

2. If a non-fiction book comes in as a………, tack on another six months to a year to research and write the book.

3. Children’s picture books can take as long as two years, especially if an artist needs to be found to do the……...

4. As it was mentioned earlier, these schedules leave little room for…………..

5. Most authors are thrilled to be published and but you get an author who constantly misses………, makes outrageous last minute requests.

6. If you are publishing a print book, an …………will generally be made at the same time or shortly after the print book is published.

7. Most readers expect the book to be available in both formats upon………, and publishers do their best to accommodate the demand.

***6. Complete the sentences.***

1. Print service providers and sign-makers can connect with representatives, ………

2. Emphasize on the packaging materials manufactured and printed in the country, …

3. Demonstrate the development of the printing and packaging industries the country, ………………., while the international buyer would enjoy the benefit of low prices.

4. We had 8-12 thousand making up an attendance………………….

a.and how the quality of our products meets and exceeds international standards

b. that includes library staff of all levels and the spectrum of librarians.

c.view the latest products and participate in daily conferences and workshops.

d. for the purpose of promoting its export worldwide.

**APPENDIXES**

**Appendix A**

**Tasks for independent work**

**1. Journalism genres**

**1. After studying the definitions of the genres find examples of a notice, an advertisement, an announcement, an annotation and complete the table.**

|  |  |  |
| --- | --- | --- |
| **Introduction** |  | |
| **the main body** |  | |
| **conclusion** |  | |
| **the subject of the text** | |  |
| **function of the text** | |  |
| **the genre of the text** | |  |

**2. Study the extracts. Write headlines for them. Define the subject and genre of extracts. Complete the table.**

**1.** National Geographic, formerly The National Geographic Magazine, is the official magazine of the National Geographic Society. It has been published in 1888, after the National Geographic Society was founded. It primarily contains articles about geography, history, and world culture. The magazine is known for its thick square-bound glossy format with a yellow rectangular border and its extensive use of dramatic photographs. The magazine is published monthly, and additional map supplements are also included with subscriptions. It is available in a traditional printed edition and through an interactive online edition. On occasion, special editions of the magazine are issued. As of 2011, the magazine was circulated worldwide in thirty-six language editions and had a global circulation of 8.3 million.

**2**. Polygraphinter is the main national printing exhibition. Polygraphinter is an exhibition project attracting the attention of printing experts of the whole world. Western companies regard participation as an effective tool for extending the sphere of economic interests. It is obvious that direct participation is a more fruitful approach to the printing and publishing market. On the whole the organisers welcome on the 4 days of the fair about 200 exhibitors from 15 countries. The Polygraphinter takes place from Tuesday, 12. November to Friday, 15. November.

**3.** Publishing research results is an integral part of a researcher’s professional life. However, writing is not every researcher’s favorite activity, and getting a paper published can be a very tedious and time-consuming process. Fortunately, many of the obstacles along the writing and publishing path can be avoided by following some simple guidelines and practices. This paper presents a synthesis of guidelines found in literature about structuring and writing scientific papers. The paper outlines the process of research papers in journals and conference proceedings, aiming to provide early stage researchers with a handy introduction to essential issues. The paper takes an interdisciplinary stance by giving examples from technology enhanced learning research and borrowing from literature in social, natural and computing sciences.

**4.** 140 Local magazine titles, 1 500 monthly and weekly international magazine titles and 800 collectables and partworks are distributed every month. This amounts to over 3 500 000 copies being distributed by us on a monthly basis. We manage a supply chain that reaches 10 000 retail points per week nationally. From managing the collection of magazines from printers through the delivery to wholesalers and onto retail customers, we offer a timely, accurate and complete distribution supply chain to achieve our publishers’ needs. We have 24 branches and 3 distribution centres.

|  |  |
| --- | --- |
| **the subject/ genre of the text 1** |  |
| **the subject/ genre of the text 2** |  |
| **the subject / genre of the text 3** |  |
| **the subject / genre of the text 4** |  |

**2. Online newspapers**

**1. Read the text, analyse its structure (introduction, main part, conclusion) and answer the questions in the written form. Determine the genre of the text.**

What are the key points of the main body? What techniques for attracting the reader’s attention are used (background information)?

What advantages do we have in our life while reading books? In this article we will study the importance of reading classic, modern, and vocation books. Importance of Reading Classic Books. It is best to read the classics of literature. By classics we mean those books which have become recognized for their excellence. Suppose one wants to read a novel, it is best to begin with the works of well-known and established writers. The importance of reading the classics is that one will develop the habit of being satisfied only with the best of everything. Importance of Reading Modern books.

Modern Books are not to be neglected or despised. Modern poetry or novels should, however, be read only after one’s taste has been formed by reading the classics. But books on general topics for getting knowledge and information must be always read. It is to consult reviews of books published in respectable journals. In these days, it is necessary to know a great deal of many things. Books on history, politics, science should always be widely read. Importance of Reading books on Vocation. It has to be remembered that the choice of books in often dictated by the needs of one’s vocation. Everyone must, if there is any desire for self-improvement, read books that convey the latest information on the subject in which he deals. The man who has stopped reading as soon as he begins to earn, may soon find that he has ceased to each according to his growing needs. For specialized knowledge of one’s vocation is sure to increase efficiency and general usefulness. As in other matter, what is good for one man may not be so for another man. Thus no reading could be compulsory prescribed for all manner of men. Surrounded by books as the student is, he is more like to be attracted to books which on his prescribed course of study than general reading. As one’s interests grow, tastes are more specialized and books are picked up for a variety of reasons not always connected with one’s vocation.

|  |  |
| --- | --- |
| **Introduction** |  |
| **main part** |  |
| **Conclusion** |  |

**2. Study the structure of the genres. Focus on information about the latest development in the field of science / technology. Find examples of advertisement, notice, announcement, annotation of book or events and complete the chart for every example with the important details.**

|  |  |
| --- | --- |
| **Who** |  |
| **What** |  |
| **When** |  |
| **Where** |  |
| **Why** |  |

**3. The role of editors**

**1 Find examples of an advertisement, a notice, an announcement, an annotation. Complete the chart for every example.**

|  |  |
| --- | --- |
| **Genre** |  |
| **the subject of the text** |  |
| **Who/ What/ When/ Where/ Why** |  |

**2. The author who has written this text has made some mistakes in the suggested title. Read the short extract attentively and correct the title of the extract. Determine the genre of the text.**

**Lasting Impresions Create with Material Custom Printed!**

Your unique brand should be thought of as your fingerprint, everything you put out or touch must leave customers and prospects with a memorable and unique customer experience. Ranging from business cards to product catalogs, EYStudios will ensure your entire campaign engages customers in a way that has a permanent impact on them. Our team of merchandising experts are skilled in selling your products in an exciting way on a variety of print promotion formats. EYStudios will create designs that fits your needs, we know how to ensure your messaging is emphasized.

*Retrieved from https://www.eystudios.com/print-advertising*

**4. The editing process**

**1.** **Your friend, who has got a job at an advertising agency asked you for some advice about the steps involved in advertising process. Put the activities in the correct order and send the message using the following logical marker: first, second, third, then, in addition, moreover, most importantly, finally.**

a. choose the media e. establish message

b. commission ad agency f. determine the desired response

c. approve design g. define target group

d. analyse impact h. place ads

**2. Write down 8 words denoting notions of publishing and advertising branches. Using a dictionary write down their definitions.**

|  |  |
| --- | --- |
| **1.** |  |
| **2.** |  |

**3.** **Write the list of words. Using all possible prefixes and suffices write as many derivatives as possible with the words (1-7).**

|  |  |  |
| --- | --- | --- |
| Prefix | Stem | Suffix |
| **1** |  |  |

**5. Libraries in our life**

**1. Сomplete the table with 7 words according to the part of speech. Translate them into Ukrainian.**

|  |  |  |  |
| --- | --- | --- | --- |
| **№** | **Noun** | **Verb** | **Adjective** |
| 1 |  |  |  |

**2. Read the short extract. Choose the word that best fits each space. Put the correct letter (a, b, c or d). Determine the genre of the text.**

This trend continues today and is 1. …… particularly by the use of computers and the Internet. In addition to the latest 2. ……. in the Internet and World Wide Web, electronic media also include the more conventional radio and television along with the corresponding forms of storage such as video and audio recordings on CD-ROM as well as 3. …. Electronic media involve a chain of 4……. and transmission which depends on the specific form of the media. As a rule, the first stage in this process consists in 5….. the contents, for instance, for recordings onto audio or video tape. In some 6….., information is converted from one medium to another, such as from conventional film to video. In the case of web pages though, content can be computer-generated, thus allowing for the use of 7…. from both the real and the virtual worlds.

|  |  |  |  |
| --- | --- | --- | --- |
| **1. a.** dedicated | **b.** characterized | **c.** transmitted | **d.** saved |
| **2. a.** records | **b.** products | **c.** developments | **d.** demands |
| **3. a.** animations | **b.** monitors | **c.** contents | **d.** scenes |
| **4. a.** Information | **b.** environment | **c.** communication | **d.** creation |
| **5. a.** generating | **b.** allowing | **c.** corresponding | **d.** underlying |
| **6. a.** processes | **b.** techniques | **c.** reasons | **d.** cases |
| **7. a.** compression | **b.** images | **c.** connections | **d.** content |

**3. Write synonyms for 10 words.**

Incredibly enjoyable extremely moving magnificent convincing

valuable efficient worthwhile meritorious

**6. Different manuscripts**

**1. Read the short extract. Fill the gaps with a verb from the box in the correct form. Answer the questions. Determine the genre of the text.**

1. Which activities does Totally Thames festival include?

2. How many days does the festival last?

3. Why will the Tower Bridge be raised on Sunday?

4. Where will 15 magnificent vessels drop anchor for a maritime family festival?

5. How many performances for a day will be held on 26 and 27 September?

**1. guide 2. embark 3. wow 4. look forward 5. extensive 6. mention**

Throughout September, Totally Thames festival celebrates the river Thames with a 30-day programme of river-inspired events. These include arts, music and community festivals, colourful regattas, river rallies and races, foreshore archaeology, exploration, environmental and educational activities, not 1………plenty of opportunities to walk and eat beside the river. Totally Thames events 2…………….to this year include good programme. The Clipper 2015-16 Round the World Race Start - Tower Bridge will be raised on Sunday 30 August to bid farewell to the 12 Clipper 70 race yachts as they 3………on their 40,000-mile adventure. Tall Ships - The Tall Ships are returning to Royal Greenwich for five days this August, as up to 15 magnificent vessels drop anchor for a maritime family festival at Woolwich Arsenal Riverside. Admire the ships cruising majestically along the River Thames, 4………by fireworks every evening after dark, and wave off the fleet from Greenwich on Monday 31 August as the ships leave in an parade. The Bascule Chambers - a new piece of site-specific music by composer Ian Chambers for brass and sound system performed to a small audience who 5……..through the interior of Tower Bridge to the extraordinary bascule chamber. There are a total of six 45-minute performances a day on 26 September. There will be two-for-one on river travel throughout September. Totally Thames will also present an 6……..programme of environmental and historical Walks and Talks throughout the month of September.

**7. Writing a Manuscript**

**1. Read the text and for each of the empty space (1-8) fill in the correct prepositions.**

**about of to for of to about in**

This does not apply only 1…….. reporters but to everybody 2……….. the editorial chain, from desk editors, copy editors, specialist and sports writers to the editor. Words published in newspapers or online are stories. True stories are 3……… what happened. We tell stories in conversation, recounting experiences and events in which we took part or observed. The crucial thing 4……… a story is that other people want to hear it, because it is interesting or entertaining. So journalists write stories 5……… their readers to tell them what is going on, to inform them, engage them, entertain them, shock them, amuse them, disturb them, uplift them. The subject matter will vary according to the nature 6…… the publication and the intended audience. The good newspaper editor will have a clear idea of the sort of people who are reading it, and cater 7…….…. their interests and preoccupations, sometimes their prejudices. And the paper will include that vital ingredient serendipity - the story you didn't expect, the absurdities as well as the travails 8……. the human condition.

**2. Fill the gaps with a verb from the box in the correct form. Determine the genre of the text.**

On September 15-18 special guests from over 15 foreign countries are 1…… to the Lviv Book Forum, the important event for literature and publishing business in Ukraine. If you are serious about books, Lviv in September is a place 2…….

Publishers and authors 3 ………..to Lviv on the dates of September 15-18, for the Lviv Book Forum, an annual literature market and festival. In 2016, this will be the 23rd Book Forum happening in Lviv. Founded in 1994, it gathers not only publishers, writers or readers, but also celebrities, sportsmen, famous politicians, educators, translators, journalists and it is one of the most important social events of the season. Many new publishing homes and indie editorials are being presented here every year. Book Forum in Lviv is Ukraine’s largest event of this kind, 4…….. book market, literary festival, and over a hundred of other various events featuring authors. During four days Lviv will be dedicated to the celebration of book culture and popularization of all kinds of editorial print. Stalls of the Book Forum will groan under the weight of luscious picture books, academic manuals, books on classics and contemporary Ukrainian literature. Lviv International Literature Festival, night poetry readings, a series of events dedicated to literature for seniors and international library meet-up event are among the main thematic platforms of the Lviv Book Forum. Forum 5……….. at over 60 locations and will consist of over 100 book and literature 6…….. events. In order 7 ……..the full program of the Book Forum and have a closer look at all the interesting events that will be taking place, visit their official web page. Publishers could also attend a business forum, which 8…………. sessions on intellectual property and advertising.

|  |
| --- |
| combine be flock come include check theme happen |

**8. Тhe publishing process**

**1. Write the correct form of the words in brackets.**

John Pender, Executive Director of the Press Council, attended on November 19 and was placed into a (work) group with journalists and children (discuss) their views on issues related to opinion and bias in the news. The group spoke about topics such as the (differ) between fact and opinion and potential bias by publishers in (decide) what is reported. I think media literacy is one of the most important issues for children,” he said. The working groups, comprising 35 children aged 10-15, developed a National Media Literacy Action Plan to tackle some of the issues discussed. The affirmative side in the debate (argue) that news is (distress), that it is “too much too soon” and could also (confuse) for children. The negative side argued that children had a right to know, to have their opinions heard, and that being well-informed is essential for them to advocate change where needed and develop critical thinking. The results of the first children’s news and media literacy survey, coordinated by Western Sydney University and University of Technology also (announce). The survey was about how young people (access), perceived and (affect) by the news. The study showed that a substantial amount of young people felt neglected by the news, that only one third can distinguish between real news and fake news and that children have a strong emotional response to the news. Isabella Cosenza said that Crinkling News should (congratulate) for “organising a first class event and giving a voice to future leaders”. “It was a privilege to hear on Universal Children Day the views of a diverse range of talented, articulate and well-informed children as they debated the relevance and appropriateness of the news for children,” she said. As the event (present) to Senator Dastyari and Ms Mitchell, Crinkling News Editor (urge) people to continue to “shine a spotlight on media literacy”.

**2. Fill the empty cell in the table with the words (1-7).**

|  |  |  |
| --- | --- | --- |
| **Verb** | **Noun** | **Adjective** |
| **to acquire** | **Acquirement** | **Acquirable** |

**9. Modern publishing practice**

**1. Fill in the gaps using the information from the table.**

**Opening: \_\_\_\_\_\_\_\_\_\_\_\_**

The London Art Book Fair will present\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, showcasing artists’ books, \_\_\_\_\_\_\_\_\_\_\_\_and \_\_\_\_\_\_\_across the weekend.

Returning to the Whitechapel Gallery for its seventh consecutive year, the UK’s largest annual event of its kind \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to exhibit their works and\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ over four days.

This year the Fair will take\_\_\_\_\_\_\_, running side-by-side with \_\_\_\_\_\_\_and\_\_\_\_\_\_\_.

In previous years we have \_\_\_\_\_\_\_\_\_such as Douglas Coupland, Bridget Riley, Luc Tuymans, Tracey Emin, Martin Creed, as well as key figures involved in contemporary artists’ books such as Kenneth Goldsmith and Anne Moeglin-Delcroix. If you get to the fair you will enjoy your experience.

**Galleries 1&2,**\_\_\_\_\_\_\_\_\_\_\_\_\_

**For ideas:**

|  |  |
| --- | --- |
| over the entire ground floor of the Gallery | to sell their works |
| May 14-20 , 2016 | exchange of experience |
| catalogues, magazines and rare publications | to brand new releases |
| a vibrant program of related talks | to attract 80 publishers and small presses |
| the best in international arts publishing | Free & open to the public |
| book signings | to welcome artists |

**2. Rewrite the sentences choosing the information from the table.**

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of technological equipment, packaging machinery \_\_\_\_\_\_\_\_\_\_\_\_thanks to the packaging exhibition you have an opportunity to get in touch with many potential clients and therefore to get \_\_\_\_\_\_\_\_.

2. For the period of its existence the exhibition of packaging became \_\_\_\_\_\_\_\_\_\_\_\_\_\_, the most actual and efficient tool for work in B2B sector both\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, mirror reflection o f tendencies not only in Ukraine but also in many countries of Europe and the world.

3. Demand \_\_\_\_\_\_\_in the food area is so high that existing \_\_\_\_\_\_\_ cannot satisfy it.

4. Each year exhibitors of the packaging exhibition offer the target audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, finished system solutions for food and food processing industry, medicine and pharmaceutics, chemical industry and also\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5. International exhibition is a major exhibition event of the packaging industry in Ukraine with a long lasting and successful history.

6. The key factor is that in order to do it, we need \_\_\_\_\_\_\_\_\_that can quickly \_\_\_\_\_\_\_\_and be time\_\_\_\_\_\_\_\_\_\_.

7. The packaging exhibition is part of the International forum of food industry and packaging which includes also the following international exhibitions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Food Expo, which cover basic areas of food industry.

8. The Forum demonstrates full\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, thus creates maximum \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_all at once for its participants.

**For ideas:**

|  |  |
| --- | --- |
| to get additional profit | wholesale and retail trade, warehousing and logistics |
| to create favorable conditions to cover several market segments | the most anticipated event for all area specialists |
| to demonstrate full set of professional solutions for modern production | for leading players and for beginners of the packaging market |
| to have an opportunity to get in touch with many potential clients | the newest packaging equipment, technologies, packaging materials |
| to include the following international exhibitions: FoodTechMash, Bakery and Confectionery Industry, Food Expo | exhibitors, manufacturers and suppliers of technological equipment, the target audience |
| to need high technological equipment | packaging machinery and packaging for final products |
| to react on the market changes | existing manufacturing facilities |
| be time readjusted under limited | the demand for safe and attractive packaging |

**10. Events**

**1. Rewrite the sentences. Adding some information from the table.**

1. Since 1896, the International Publishers Congress\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2. The Congress, which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. The International Publishers Congress offered\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4. A week-long programme of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5. Richard Mollet, Chief Executive of the Publishers Association, said that \_\_\_\_\_\_\_\_\_\_ the international publishing community to London.

6. From a West End packed with theatre adaptations of books to a world-class education and research community. The UK continues to be \_\_\_\_\_\_\_\_\_\_\_.

7. Director of the London Book Fair, said about congress delegates who wanted to help. London is a great city to visit – packed full with \_\_\_\_\_\_\_\_\_.

8. With The London Book Fair at the heart of the international business of books, the IPA couldn’t have a better home for its Congress and we are greatly \_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
| has attracted the world’s leading publishers | a programme of presentations, debates, workshops and networking events | |
| to address the major trends impacting publishing | a leading light in innovation, creativity and publishing excellence | |
| offering a platform to discuss the most important challenges facing the industry | with a focus on the sector’s digital future | |
| to be jointly organized by IPA, the PA and LBF | with publishers, culture and all round inspiration |
| to attract creators, organizers, editors, journalists, clients, companions, customer, | they were thrilled to be welcoming |
| to be greatly looking forward to hosting it next year. | the most important challenges facing the industry |

**2. Your printing company is going to participate in The International Publishing Forum (IPF) and you want to write an advertising notice about this Forum. Add some information and important details to the sentence.**

**International Publishing Forum** accommodated differences in language, culture, reading and learning styles, and individual abilities.

**11. Fashion events**

**1. You are going to write the advertising notice for** **the online magazine**. **Read the sentence and useful information from the table. Аdd more details.**

**N&W Publishers has a rich history in the book industry**.

|  |  |
| --- | --- |
| a distinctive group of publishing companies | to include award-winning fiction and nonfiction |
| a leading light in innovation, creativity | to publish a broad range of quality works |
| publishing excellence | to dedicate to making our books available |
| whatever format our readers prefer | to publish a broad range of quality works |
| inspired and much-loved children’s books | to address the major trends impacting publishing |
| to be owned by VGH, with imprints in the United States, Germany, the United Kingdom, Australia, South Africa and around the world. | to foster reader discussion through innovative community websites |
| a forward-looking company | to be committed to the authors, the employees, and to the environment. |

**12. Cultural exhibition**

**1. Your printing company is going to participate in «Forum of publishers». You will have to write an announcement about this exhibition in English and then you will change it into the advertising notice. You can use the information from the table and your portfolio.**

**Форум видавців у Львові**

|  |  |
| --- | --- |
| концентрації читань, презентацій і інших літературних проектів | Премія «Найкраща книга Форуму-2015 |
| перетворюватися на справжнє місто Літератури | Kнижковий ярмарок  понад 300 книжок від 60 видавництв |
| асоціація професіоналів та фахових організацій | Львівський міжнародний літературний фестиваль |
| Львівський бібліотечний форум | залучати все більше іноземних учасників |
| спеціальні теми: «Програма розвитку і підтримки читання», «Розвиток критичного мислення і зміни навчальних програм». | Велика Британія, Китай, Німеччина, Польща, США, Угорщина, Фінляндія, Франція |
| 5 тематичних майданчиків | спеціальні теми: «Програма розвитку і підтримки читання», «Про освіту» |

**2. After visiting the forum «New IT-technologies in education field» you wrote the informational notice about it for the magazine. But the chief editor asked you to write the advertising notice. Read the notice again and change it into the advertising one.**

**Annual Forum of innovative technologies took place in Kyiv**

From 9 till 11 April the first Ukrainian forum of innovative technologies took place in Kyiv. It presented the most actual innovative trends in Ukraine and included smart-technologies, 3D-printing, robotics technology and also innovations in medicine and education. This forum showed possibility and affordability of innovation implementation in business projects as well as in everyday life. Organizers prepared varied programme and many surprises for the visitors. The first day was fully devoted to inventions and their implementation in business-processes, especially in medicine and educational fields and participants discussed how new technologies can influence education. On the second day foreign investors and experts talked about innovative projects and startups and held some workshops. Successful projects, samples of implementation of different platforms in teaching process, smart-technologies and new solutions were presented. Visitors met interesting speakers, world-renowned developers, tech devices makers, foreign experts.

**3. Transform the text of the advertising announcement into an informational notice.**

The magnificent bookstore "E" invites knowledgeable participants to a breathtaking press conference, which will be held on Saturday, December 9 at 14:00. The brilliant event will take place at the premises of the bookstore "E" at the address Lysenko street, 3, Kyiv. The topic for communication will be "Advantages and disadvantages of e-books". During the press conference, the intellectual speakers will also report on the progress of the educational project "What is an e-book and when it was created".

**13. Photojournalism**

**1. You are going to write an announcement about the presentation of the book. Use some phrases from the box.**

**This event** will be the presentation of the book of the writer and fine art expert, the manager of the international and cultural projects.

|  |
| --- |
| to know the stories from the writer's personal experience  a unique possibility to get the book  useful advice about public speaking  tolearn to be a great speaker  with dedication and personal signature of the author |

**2. After visiting the presentation of the book you decided to make an information notice about it. Use information from task-1.**

**3. The organizer of the presentation of the book has asked you to write the advertising notice about it. Use information from task- 1, 2.**

**4. The chief editor has asked you to write the advertising notice about “Forum of publishers”. To fulfill the task choose the adjectives from the box and аdd more promotional details using information from Ex. 8 and Ex. 9.**

|  |
| --- |
| major anticipated the newest additional potential award-winning forward-looking much-loved impacting quality excellence inspired global leading |

**5. Change the announcement about «The Frankfurt Book Fair**» **into the informational notice supplying the details about festival " Book Arsenal”, the Frankfurt Book Fair, the aims, programme of the event, The Ukraine’s stand at the Frankfurt Book.**

This year festival " Book Arsenal " will represent Ukraine at the Frankfurt Book Fair, which will be held from 13 to 16 in Germany. The initiative group of the Art Arsenal will organize the stand of our country without government support.

**14. Professional exhibitions**

**1. Now read the announcement and correct the errors. You should make 5 corrections.**

**WO Gr Prep Y WW**

The Print Show will mark the UK debut of 3 new technologies from Vivid Laminating. The Print Show takes place at the Birmingham NEC from 15th October.The Print Show is a looking forward annual exhibition design to provide the key tools that everyone from the smallest high-street print shop to the biggest conglomerate need to remain competitive for forgetting the roots of our historic industry. The UK's top exhibition venue, Birmingham's NEC, will play host to the event will span the industry entire technology spectrum from the smallest consumables and media suppliers to the largest players in the supply of offset litho and digital print equip.

**2. After reading the notice the chief editor asked you to correct it. Read it and then you should make 10 corrections.**

John C. Peterson is principal of The Peterson Group, a media and marketing consulting company founded in 1995, specialize in community publications **(Gr).** He is the former president of Capital Cities /ABC’s New England Newspaper Group, published 75 newspapers and shoppers in Connecticut, Rhode Island and Massachusetts **(Y).** The Peterson Group offers a variety of services to community publications such as operate and marketing asessments, staff developmentand revenue grow programs (**WW,** **Gr).** The Peterson Group also offers seminars on sales training, advertising and topics management topics to companies, trade asociations and business groups **(Sp, SE).** He began his 40 year newspaper career as a reporter and has been a managing editor, sales director and publisher. His newspapers have won numerous regional and national awards for reporting investigative and general excellence (**WO).** Peterson work with over 200 newspaper companies, plus a wide variety of businesses and institutions thughout the United States as a consultant, from some of the nation’s leading media groups to small, community-based operations the publisher also delivers the newspaper **(T, Sp Y).**

**15. The role of Mass media**

**1. Yesterday your chief editor asked you to prepare the advertising notice. This is the draft you have written. Now read it and correct the errors. You should make 5 corrections.**

**Advertising Seminars International** has established a global reputation for produce highly-regarded, independent conferences agendas that reflect the most significant issues confront the media, advertising and marketing community. When planning for each conference gets underway, we collaborate with our delegates, inviting them to let us know what would be most valuable to address for their market whether in Europe or around the world. In this way, we ensure our conferences remain up to date, relevant and informative, covering the current issues and topics of most importance to our community of interest. Planning is now in progress and we invite you to let us know of any developments that are underway in your markets affect the way the broadcast media consume. If you would like to register your interest and be kept informed of our conference plans, please call us.

**2. You are going to write an announcement about the** **meeting with the editor-in-chief of the magazine.**

|  |
| --- |
| **For ideas:**  to improve their skills  to meet with advertisers  to communicate on the topic of journalism and advertising  many publications |

**3. After visiting the** **meeting with the editor-in-chief of the magazine you decided to make an informational notice about it. Use information from ex. 1.**

**4. The organizer of the meeting with the editor-in-chief of the magazine has asked you to write the advertising notice about it. Use information from task 1, 2**

**16. Conferences**

**1. You have created the advertising notice. Choose and write down the correct word.**

***improving which to share underestimate seeking to enhance associating who but overwhelming***

Welcome to read our books! We want to announce about the book Commitment and Determination.\_\_\_\_\_\_\_\_\_ was written by Jerry D. Simmons.

Among the many character traits that successful writers possess, both commitment and determination would have to be among the most important. This comes not from a professional writer but someone \_\_\_\_\_\_\_\_had the privilege of \_\_\_\_\_\_\_\_\_\_with some extraordinary authors for many years inside the offices of a corporate New York publisher. Successful authors have a clear commitment to their craft as a writer and never stop doing everything possible \_\_\_\_\_\_\_\_their storytelling abilities. They also have an \_\_\_\_\_\_\_\_\_\_\_\_\_determination to become successful, whether on a personal or professional level. For many it is not just about making bestseller lists \_\_\_\_\_\_\_\_becoming a better writer and author. Writers cannot \_\_\_\_\_the difficulty of becoming a bestselling author and success comes in many forms. The luxury of making a living as a writer and author can be deemed nothing less than successful for the vast majority of those \_\_\_\_\_\_\_\_a writing career. Writing is not about success but filling the need \_\_\_\_\_\_\_\_ adventures and information with readers and having a focus on both commitment and determination.

**2. Your colleague is a journalist of the magazine. He has created the advertising notice. Help him to correct the errors. You should make 10 corrections.**

Celebrate the anniversary, FESPA Digital in Amsterdam, the city where it all began. The show runs for 4 days and is located at the modern Amsterdam Exhibition Centre. Join us in this celebration and become a Print Hero from 8 - 11 March 20…. FESPA Digital is one of the most **SC** cool and inspirational platforms for innovations in the **WO** format digital wide printing industry. We have witnessed **WW** exponent growth year-on-year with more and more print service providers switching from analogue to digital print. FESPA's commitment to digital is stronger than ever as we continue **Gr** reinvest back into the market. The opportunities presented by digital print are endless and our exhibition showcases this through **OM** leading industry exhibitors, seminars, art performances, workshops and networking opportunities. FESPA Digital displays the latest technology, equipment and consumables in **Tt** printing digital printing, textile printing and garment decoration from leading brands and suppliers in the graphic arts industry. **SC** The show recognition as a truly international show with visitors attending from over 120 countries. **WW, Y** We are proud to work along side the following publications and grateful for their continued support. With exclusive show content **Gr** deliver by experts in their fields, FESPA Digital promises to be a highly influential wide format digital and textile print exhibition!

**3. You want to write the advertising notice for exhibition** **Grand Opening of International Book Fair in Krakow for** **the online magazine. So far you have got only one sentence.**

Visitors of Book Fair in Krakow will have a great opportiunity to meet and talk with many authors.

**4. Your printing company is going to participate in The International Publishing Forum (IPF). You want to make an advertising notice about this exhibition. So far you have got only one sentence.**

**International Publishing Forum** accommodate differences in language, culture, reading and learning styles, and individual abilities.

**Appendix B**

**Supplementary texts**

**1. Read the texts and then retell the information to one anoter.**

Visit London’s longest-running art fair to view and buy works from all periods and styles of printmaking. The London Original Print Fair brings together print specialists from across the globe in London’s favourite boutique art fair. Works of art for sale span 500 years of printmaking: from old and modern master prints to the latest editions by today’s leading artists. Galleries and studios offer a wealth of expertise and knowledge to engage with collectors both just starting out, and those building on established collections. This year is the Fair’s most international yet: alongside the UK’s very best dealers and print publishers are galleries and studios from three continents. Artists represented at the Fair include Rembrandt, Goya, Whistler, Picasso and Warhol, alongside the latest work by Michael Craig-Martin RA, Bridget Riley, Sir Peter Blake and more. The National Original Print Exhibition, established by the Royal Society of Painter-Printmakers (RE), is an international open submission exhibition celebrating the best of contemporary printmaking. As an art organisation run by artists, the RE is constantly working to create long-term opportunities for artists and promote printmaking to a wider audience.

Publishers’ Fair is an annual celebration of books by contemporary artists, poets, writers and book designers. Over 60 publishers, special exhibitions, prints, artist’s books, readings and talks. Reading improves your conversational skills. Because reading increases your vocabulary and your knowledge of how to correctly use new words, reading helps you clearly articulate what you want to say. The knowledge you gain from reading also gives you lots to talk about with others. Вook is a medium for recording information in the form of writing or images, typically composed of many pages (made of papyrus, parchment, vellum, or paper) bound together and protected by a cover. A common separation by content are fiction and non-fiction books. This simple separation can be found in most collections, libraries, and bookstores. How can you help students find meaning in informational texts and become independent strategic readers? Nonfiction Reading Power gives teachers a wealth of effective strategies for helping students think while they read material.

A book presentation is all about attention for a new book. Send the press release about the book to the regional media (and websites interested in the theme) with the announcement of your book presentation. Also make sure to clearly state the date, location and the time. From the bestselling author of the acclaimed «Chaos and Genius» comes a thoughtful and provocative exploration of the big ideas of the modern era: Information, communication, and information theory. Acclaimed science writer James Gleick presents an eye-opening vision of how our relationship to information has transformed the very nature of human consciousness. A fascinating intellectual journey through the history of communication and information, from the language of Africa’s talking drums to the invention of written alphabets; from the electronic transmission of code to the origins of information theory, into the new information age and the current deluge of news, tweets, images, and blogs. Along the way, Gleick profiles key innovators, including Charles Babbage, Ada Lovelace, Samuel Morse and reveals how our understanding of information is transforming not only how we look at the world, but how we live.

ExploreGB, the flagship trade event was held in Harrogate 8-10 May. The event brought together over 310 UK suppliers and 250 international buyers and 20 international media for two days of one to one appointments. The US and Canadian Tourism Advisory Councils also held sessions for suppliers. Over 25 meetings were held across two days, providing UK suppliers with the opportunity to meet and do business with buyers from markets worldwide. International buyers also experienced the best in Britain with educational trips around the country pre- or post-event. Around UK suppliers met with in-market experts from around the world in pre-scheduled one-to-one meetings to find out more about the market including inbound trends, visitor behaviour and how to reach international visitors. A seminar programme included updates on England activity such as Taking England to the World; plus research updates took place on tourism trends and sustainability.

We had a busy weekend at Alexandra Palce for the London Model Engineering Show. We had seven THREEDY printers running during the show, including our prototype, which has been printing almost every day for the last three years and compared to our classic model. We demonstrated our printers to many people, young and not-so-young, with experience of 3D printing ranging from «never heard of it» to 3D printer owners and users. We also enjoyed chatting with previous customers who returned and let us know how they were getting on. We always enjoy hearing what you have been up to with your printers! The printers were printing printer parts, puzzle parts and the Nasa Space Wrench. This event showcases products and services like automatic printing machine, semi automatic printing machine, manual presses, plate making equipment, digital jet printing systems and many more related products and services. The Print Show is causing plenty of industry buzz. Rob Fletcher takes a look at the event and considers how it can help UK print companies build the future

*Retrieved from https://threedyprinters.com/2016/01/*

**2. Read the texts and then retell the information to one anoter.**

The future of Information and Communication conference provided a forum for researchers from both academia and industry to share their latest research contributions and exchange knowledge with the common goal of shaping the future of Information and Communication. The conference was well attended by 200+ delegates. The two days conference comprised of 5 keynote talks by esteemed speakers, 145 papers presentations and 15 poster presentations. The breaks in between these sessions gave networking opportunity to the delegates coming from over 50 countries. Fantastic group of speakers from companies such as Google, Pantheon, Microsoft, Magento and SensioLabs will be offering a schedule of sessions that are sure to inspire you, broken up into three dedicated tracks: Tech Leadership. PHP Development. Web Technologies. There are pre-conference activities as well, including an optional workshop day, and three different full-day training classes. Join the experts and expand your horizons while we explore PHP's role as an enterprise powerhouse. Rave Technologies hosted its Annual Publishing Conference. Since 2013, the conference has evolved into a highly focused summit of technologists, product specialists and senior publishing stakeholders. Themes for the conference include: 8+ hours of technology focused and thought provoking sessions. Excellent networking opportunities to interact with speakers and delegates to share ideas and business trends. The group of speakers:

Dr. David Smith, Head of Product Solutions - The IET. David is a technology strategist with strong background in developing profitable digital products for research and academic markets. He has experience in leveraging technology, project management, strategic thinking, relationship building innovations and profitability.

Louise Russell, Director - Tutton Russell Consulting Ltd. Louise provides specialist consultancy to publishers, societies, vendors, institutions and start-ups with a focus on digital strategy and innovation, tendering and RFP management, commercial partnerships, competitor analysis, and market positioning. In an evolving landscape, Tutton Russell Consulting brings an external perspective – supporting organisations as they explore new products and approaches, review current processes, operations and commercial arrangements and refocus their strategy for the future.

Nick Kind, Executive Advisor - Area9 Group. He has spent 24 years in the world of digital content and solutions, predominantly in education and scientific publishing. He has worked in marketing, product management, strategy and corporate development with and for large media groups. He launches a learning platform which makes extensive use of big data and artificial intelligence.

Christian Kohl is a Digital Publishing Consultant and Project Manager at Christian Kohl – Consulting & Project Management. Previously, Christian worked as a Director Information and Publishing Technology for De Gruyter. He holds a degree in Computational Linguistics and has worked as project manager, software developer, system administrator, event manager, researcher. Since 2009 he teaches courses on E-Publishing and Project Management for the Academy of the German Book Trade.

Ian Mulvany, Head of Product Innovation - SAGE Publishing. He joined SAGE Publishing in 2016. His contribution involves around developing digital products and services that respond to new methodological challenges facing social scientists in a world of big data. Throughout his career, he has been interested in creating tools that enhance the researcher experience, and help researchers make the best use of the web. Prior to SAGE, he worked as Editorial Board Member at Journal of Open Research Software and Head of Technology at eLife Sciences Publications Ltd.

Ove Kähler is Vice President Operations at Brill. In this role, he and the teams in his department oversee the entire production process – from manuscript to publication. This includes the development of online products and their distribution on Brill’s online platforms. Other areas of responsibility concern Brill’s data & applications team as well as the production and supply chain of print products. Before moving to operations, Ove was heading Brill’s marketing & sales support department. He served in a variety of positions in marketing, sales, and product management at Elsevier, Springer and Dow Jones in Germany and The Netherlands.

*Retrieved from  https://www.rave-tech.com/publishing-conference-2018/*

**TRANSCRIPTS**

**Listening -1**

There are two writing life mantras if you will that I try to share with my students, and I primarily teach in low-residency MFA programs where I’m accustomed to having a very diverse, wide range of ages of students that I work with everywhere from mid-twenties to early eighties. I have a student right now who’s actually eighty-six, and he’s fabulous. And so, I have a range of student needs as far as what do they want to do with their writing and with their writing life, but across the spectrum, the two aspects I try to share with them, is one, diversify your portfolio, and two, literary citizenship. What I mean by diversify your portfolio, because it sounds very Wall Street, is to look beyond your one genre of passion, to give yourself opportunity to explore and play in other genres, in sub-genres and to take your idea and look how can you sprout off other ideas from the work that you’re committing, much so that if you’re spending years researching something or laying out a novel or you know, organizing your memoir, writing is like an iceberg; what ends up on the page is the top of the iceberg and what you, the writer, put into it is everything else that we don’t see below water. So, my goal is to say, “What can you do in the Writing World, and in the Arts World, with the other 70-80 % of information and research and time and passion and tears that you’ve put into your work. If you’re a memoirist, perhaps that means working in short form in essays, and getting those publications out there, because nonfiction in the short form pays. I’ve had articles that paid more than book advances, and I didn’t intend to do freelance writing, we’ll call it, but when I realized the paychecks involved, oh, I do intend to. I intend to keep doing that. And even for fiction, when you think about if you are focusing on developing a strong setting of a real-world place, for example, you’re getting to know a region, you’re getting to know a town. There’s going to be things you discover along the way, and you think, well that doesn’t fit in my novel. Perhaps, though, it could fit into a travel article, and if you like to travel, things like freelance writing can get you to visit places on someone else’s dime. And when I’m speaking of that, it’s not only the travel writing, which can sometimes pay well, and sometimes you spend more on travel than I make on travel writing, but the other articles that I can do, that supplement the rest of my writing life, pay not only for me to write the poems and the personal essays and the memoir, but they also give me opportunity to explore and go to places, you know, off the beaten path, to visit other cities. And then what I do when I’m going to those other cities is that I set up workshops. I set up readings. I try to capitalize as much as possible on one thing that I’m doing to make sure that anytime I’m doing one thing that I’m trying to do at least half a dozen, because then if I can have half a dozen of income streams due to one effort, then I’m supporting myself as a writer.

For the literary citizenship aspect, I consider those opportunities as my invitation to put myself in a community that may not be my own, and say, “What can I go and support from other writers? What can I learn from different organizations—artists’ communities, writing communities, bookstores, museums, people in other communities outside of my own comfort zone? What can I support while I’m there, and what can I share with others?” And sometimes that may involve volunteering at an event if I’m going to, for example, I’m going to Florida for AWP Tampa. What organizations are in the region, that if I show up a week earlier, what can I do? How can I meet other people? And it’s somewhat interpreted as networking from time to time, of “oh, we’re reaching out to other members of the community.” I don‘t like to look at that as networking. I look at that as opening doors for myself and as opening doors for others. Today I met a writer who is looking to put together a panel for next year, and she’s a multidiscipline artist, as in she writes but she also does fine arts, and she does quilts and some neat fabric art, and she’s looking to put together a panel for next year on artists who are writers and artists, because she thought that would be interesting, and she said, “I can only think of myself and someone else and we can’t have a panel of two.” And I said, “Oh, I met someone from northern California when I was at this event,” and so I sent her the email from that, and then, “Oh, I met someone from Vancouver, B.C. when I was at another conference.” And so, it’s giving someone else that opportunity, and as an anecdotal, how this all works of paying it forward, at the end of it she said, “Oh, and by the way, I wanted to mention, I wanted to bring you out to New York for this event series I’m doing.” When you help other writers, they remember you, and they know that you’re a valuable piece of the community. We all kind of work in this ecosystem, or depending on where you are it might be an egosystem, but we all work together to make this life, and we’re resourceful to one another, so when you think of how does all of that work for a post-graduate life, you don’t have to be an undergrad student or an MFA candidate to do these things. You should be doing these things no matter what education level you have or if you have no education whatsoever, being a valued part of the community, opening doors for others, those doors open for you and perhaps that volunteering for a festival, being a reader for a literary journal, all of those things are things then that you add to your resume—your writer’s CV. And it’s skill building. If you do that several years in a row, now you have a very strong resume, when you go to apply for an arts-related job, perhaps in publishing, or in teaching, and they can see that diversity of your portfolio, but of also you being a valued member of the community. I do have my cards up here, so, thank you so much.

**Listening-2**

B: Have you seen this story in The Herald? It says The Times is closing down in three months' time.

J: Ben, that's good news, that newspaper is terrible. I won't miss it.

B: What do you mean? The Times is the best newspaper in the city. If that closes, we'll only have The Herald and that City Journal which is too awful for words.

J: You only like The Times because it takes up to 20 pages every day with sports. This is a newspaper which puts the horoscopes on the bottom of the front page. I think that tells you how serious it is.

B: Come on. That's hardly fair now, is it? Remember the campaign they did last year to save the children's hospital. You can't tell me you didn't think that was a worthwhile thing to do.

J: They only did that because they knew it would strike a nerve with the average guy in the street. You know, saving a children's hospital. It's like the ultimate in populist journalism. Do you remember reading their article a couple of months before criticizing the local authorities wasting money on out-of-date healthcare facilities, including the very same children's hospital? They have only ever written what they think will sell more newspapers.

B: Well, it obviously didn't work if they're closing, did it?

J: No, and thank heavens for that. The City Journal is a great paper and you don't like it because it doesn't devote 5 pages every day to baseball stats.

B: This is a baseball city. We've got a great team. Why shouldn't we read about it? Where are we going to get the results now? The Journal puts all the results in one tiny box on the back page and The Herald gives them maybe a half page. It's almost as if they feel ashamed at having a successful team here. I just don't see why people buy The Journal.

J: Err, maybe because it has authentic journalists working there, journalists who know something about what is going on in the rest of the country and the rest of the world. I think a newspaper needs to meet all the needs of its readers, not just those who like sports. The Journal did a great piece on famine in Africa last week, did you read it?

B: No, I can't say I did. I think they should leave that stuff for the national papers or the TV news. If I buy a local newspaper, I don't WANT to read about the famine in Africa. Those articles are only written by the ambitious journalists who are fishing for jobs in the national press.

J: Oh, you're so cynical.

B: And another thing. What about the jobs section in The Times? That was one of the most useful parts of it. Three or four pages of good quality jobs and always local. The Herald has one too....look, here on page 17....one page....and look, half of these jobs are on the other side of the state. Every business, every store in this city knows, if they want to employ someone, get someone to work for them, they have to place an ad in The Times. How are all these people going to get work now? This will absolutely wreck the local economy.

J: You certainly know how to exaggerate Ben. Destroy the local economy, will it? I admit the jobs section was pretty good in The Times but one of the other two newspapers will just get the ads instead. That's how things work. This city just isn't big enough for three local newspapers and you know it. People only get them to see what's on in town and to see who's died.

B: That's so morbid!

J: People use the TV or the internet for everything else. It's not like it used to be 10 years ago.

B: The Times was the cheapest of them all too. You can bet all the prices are going to go up.

J: Hmm, you could be right. I think The Times' low price was the only thing keeping The Journal and The Herald from increasing their prices. I don't buy a local paper that often to be honest. If I do get one, I find myself reading no more than a few pages anyway.

B: Well, if The Times really does close down, that's my newspaper buying days finished. I think, in ten years' time, nobody in this city will even buy a local paper. It's a shame really, don't you think?

J: My dad told me when he was a kid, there used to be 5 local newspapers in the city and two others serving only this corner of the state. But you know how it is, companies merge, everyone is looking for savings, efficiency and so on. Now we'll only have two. It's survival of the fittest.

**Listening-3**

**B:** So for me, I became a journalist because I like telling other people’s stories. So when I was given an opportunity to help advertisers tell their stories, it’s still aligned with my why. I was still held helping other people tell their stories. It may not have been in the same medium or at the same company or the same department, but I was still helping people, other people tell their stories, telling other people’s stories. When the New York times brought me there, it was again, still in that same main, still helping other people tell their stories. The consulting work that I do and working with brands, I’m helping those marketers tell their stories. The, the work that I do on stage, I’m helping give people the tools so that they can turn around and do the same thing, help them and their brands tell better stories. So having a clear sense of why you do what you do, you know why what you’re passionate about, I think will help you see new mediums, new tactics, new methods by which you can do that. Same thing that on paper, it’s not the same job. It’s not the same company, but you’re still, you know, you’re still doing the same work for the same impact. And I think for so many people who have made those kinds of shifts, it’s often that it shares a similar mission in maybe a different, again, different job title. You know, I, I joke sometimes that the horrific job titles I’ve had you know, that are so corporate speak, that are all essentially the same thing. I’ve been a content strategist and native ad product manager an editor, a brand editor, you know, a, a creative strategist, a creative director. So, you know, for me, when someone says, would you be interested in writing a book? Do you want to work on a book together? That is another way that I can help people tell better stories. So yes, that aligns with my values. It’s not something I’ve done before, but it’s certainly something that I’m capable of doing and fits with my mission of what I love. So, I mean that, I know it sounds, maybe maybe it’s a little philosophical, it’s a little bit more mindset than a real tactic. That’s what helped me get through all those, all those shifts.

**P:** I appreciate that, but I don’t want to sell it short because, you know, it’s wonderful if, you know, if we just had the, you know, the easiest obvious tactic at our disposal for every single thing that we want to do. But that’s just not the way the world works. Very often the way we see the world is what needs to change in order for us to find the tactics that we need to pursue the objectives that we have.

**B:** And I think it’s also important to let go of those, those tactics and job titles and companies that, that don’t serve you anymore. I can’t tell you how difficult it was for me to be in a place where I voluntarily left my dream job at the New York times, you know? And it’s something that my colleagues there, no, we’ve, you know, we’ve talked about it. It was, it was a place that I had always dreamed of working. Any journalist will tell you, you know, there are a few organizations that sort of exemplify why you become a journalist. And for me, working at the New York times was a dream. But I wasn’t doing, I wasn’t serving my why, right. So I was doing the work that I loved, but in a limited capacity and I wanted to do it in a bigger way. I couldn’t do it there.

**Listening-9**

**J:** So, I’ll go from the personal to the very general of Lori’s to my work. I’ve been given money by the government to look at the outcomes of creative arts degrees for students in creative writing and visual arts in Australia, China, and in the U.K., and this means interviewing people. We interview a lot of people who are within five to ten years of having completed their degree to see what they’re doing. Are they still making work? Are they still practicing the art form or have they given up and are they working at a bank? Did somebody die and leave them heaps money, which is the best way to make a living as a writer. We are also analysing really big datasets—Census data, financial data, graduate destination surveys to see where do people go, where do they report themselves going when they first left their degrees and started earning a living. And what kind of income do people in the creative industries, but particularly, of course, writing, and for me visual arts as well, what kind of income and lives are they making over the course of a lifetime? Now, it’s a tricky thing because on the one hand almost every creative arts student, in whatever art form they are, knows that there are no jobs for them. We know that they never, ever, ever see a job ad that says, “Poet Wanted,” which is a bit tragic, but most of our students, when I’ve talked to them, has a secret hope that they’ll be the one. They’ll be the one who makes it. They’ll be J.K. Rowling but do work they’re really proud of, et cetera, et cetera. People are encouraged by the impulse to write, or the impulse to paint, the impulse to make art, to give themselves over to three or four or seven years of education and put themselves in the position where they hope that they can actually make a living from the artwork. They are also encouraged in many cases by a line of thought that more or less starts from Richard Florida, an urban studies theorist from the States—originally from Columbia University, and he dreamt up the idea of the “creative classes.” He’s been an adviser to the U.K. government on creative and cultural industries. His ideas have been turned into curriculum material by universities around the world, who thought, okay, “We know that fine arts people don’t make a living, but Fine Arts is like creative industries. We can make it work. We can figure this out.” What Florida and those that followed him posited, was that because the arts sector is such a good contributor to GDP, round most of the world, very high contributor to GDP is art, visual art, writing, performance art, film. And because whenever artists move into an urban area, property values improve, the whole area improves. “So clearly,” they said, “arts degrees are very good for the economy. And therefore, good for society. And therefore good for the artists.” But none of them actually look at what the artists’ make from their artwork. There’s a very good cultural economist called David Throsby, and he’s worked out that poets in nine different nations earn, on average, from their poetry, four thousand dollars a year. And most of us earn $1.18, so a few people are earning ten thousand dollars and that averages it out. Well it dawned on Florida and his fellow travellers that really there aren’t earning opportunities for the creative class. That when artists move into neighborhoods, yes, it does improve. Property values go up and then artists have to move out because they can’t afford to live there anymore. At that point, the creative industries academics came in and said, “Employers want to hire creative people. So, if we are training people with skills in creative thinking, creative making, then they’re going to find heaps of jobs, they’ll find them in the creative sector, and even more so they can be what… become what is called embedded creatives. That’s where you do creative work outside the creative sector. So you might be a designer, for instance, but instead of working for a designer, you’d draw drawings for a car manufacturing company. You might be a poet, and you find yourself writing copy for the banking sector. Okay? So far so good. Nothing has come of this, really. Florida has acknowledged twenty years later that he was wrong. The creative industries researchers have decided to stop looking at artists and instead look at other creators of intellectual property, people like software designers who actually are marketable, more lucrative. The data my team and I have looked up shows that graduates of creative arts degrees in all the forms are about average, average as all graduates in finding their first jobs after university. But what they find as jobs is usually part time work, or short-term contracts. Over a lifetime you’ll be delighted to hear, graduates of creative arts degrees earn no more than graduates of high school—people who didn’t get a degree. So economically, it’s a poor investment, to earn a university degree in the creative arts. And if economy is what we’re worried about, then you know, so far so bad. It does get worse though. Sorry! Our research, and the research of quite a lot of other scholars in the area, shows that the career of a creative artist in any of the art forms, including writing, is difficult. There’s an ever-increasing number of graduates chasing an ever-shrinking pool of opportunities. Arts grants are decreasing around the world, and platforms for professional creative artwork are declining. Artists earn very low incomes. Their work lives area characterized by precarity, casualized employment, risky and precarious labor conditions—sorry—processes of self-exploitation whereby workers push themselves to the limit in attempt to actually build up the kind of reputation they hope will give them the autonomy to practice the art form full time. Almost no one achieves this. Most graduates of creative writing, creative arts programs live under the logic of what Hans Abbing calls the cruel economy, and the exceptional economy, because we are highly skilled, highly trained people—very capable, and we cannot cut a break. We do all the work for the GDP earner, but we don’t see the money from it.

There’s another degree of difficulty. This is not-- not good data. I’ll cheer you up at the end, I promise. In an era where anyone can be an artist, the Internet provides platforms for artists and others who are not trained and are not professional to strut their stuff, sometimes the rich and famous, and I give you E.L. James and her Fifty Shades of Money. Why go to the expense and effort of completing a degree that we know gives no economic turn, when somebody just waltzes onto the show, colonizes the space, markets, and those who invested no time and money in training can ace the field. Okay? It sounds grim and is grim, but if you’d like a cheerful note, this is a very, very important one. Creative arts graduates on the whole report much higher levels of life satisfaction, than do more highly paid people like lawyers, accountants, and doctors. Writers and other artists, they could do less than their fellow graduates, but it doesn’t bother them as much as economists think it should. They just want enough to be able to keep doing their writing, doing their painting. They want to be able to hang out with other people who think like them and see the world like them. Most of them refuse the lure of the creative industries discourse which encourages them to become embedded creatives. A lot of them would rather drive cabs, or work in shops, in hospitality, and preserve the intellectual and emotional energy to do their artwork later. A lot of others cheerfully take on low paid and insecure jobs in the arts sector. They work as interns or low paid editors in publishing houses. They do administration and security in art galleries, so that they remain embedded in the field that they love, and hang out with people who see the world the same way that they do—through artists’ eyes. And after all, students still want to take creative degrees. People like us still work at establishing and maintaining courses where those students can be educated for economically impossible futures. All university courses must provide their graduates with a good feel for the disciplines, which they’ve studied, some technical conceptual skills, a map of the landscape into which they will emerge, and the tools to build a career, okay? And they all claim to do that, and, in most cases, they do. But creative practice degrees need a bit more, because creative arts is, as we know, different from many other fields.

**Listening-11**

J: In this programme, we’re talking about buying clothes and only wearing them a few times before buying more clothes!

B: This is something known as fast fashion – it’s popular, it might make us feel good, but it’s not great for the environment.

J: Which is why lots of people this year are pledging – or promising publicly - to buy no new clothes.

B: I for one am wearing the same shirt I bought seven years ago.

J: You’re certainly not a fashion victim, Neil! But first, let’s test your knowledge of fast fashion with a question. Do you know how many items of clothing were sent to landfill in the UK

B: I’m sure it’s lots, but not billions, so I’m going to say 23 million items.

J: I shall tell you if you’re right at the end of the programme. Let’s talk more about fast fashion, which is being blamed for contributing to global warming.

B: And discarded clothes – that means ones that are thrown away - are also piling up in landfill sites, and fibre fragments are flowing into the sea when clothes are washed.

J: It’s not great – and I’ve heard the average time someone wears something is just seven! So why is this, and what is driving our desire to keep buying more clothes?

B: I think we should hear from fashion journalist Lauren Bravo, who’s been speaking on the BBC Radio 4 programme, You and Yours. She explained that clothes today are relatively cheaper than those from her parents’ days…

Fashion journalist: A lot of clothing production got outsourced - offshored over to the developing world, so countries like Indonesia, India, Bangladesh and China

are now responsible for making the vast bulk of all the clothes that are sold in the UK. And with that, we've seen what we call ‘chasing the cheapest needle’ around the world, so the fashion industry constantly looking to undercut competitors, and with that clothes getting cheaper and cheaper.

J: Right, so clothes – in the developed world at least – have become cheaper because they are produced in developing countries. These are countries which are trying to become more advanced economically and socially.

B: So production is outsourced – that means work usually done in one company is given to another company to do, often because that company has the skills to do it. And in the case of fashion production, it can be done cheaper by another company based in a developing country.

J: Lauren used an interesting expression ‘chasing the cheapest needle’ – so the fashion industry is always looking to find the company which can make clothes cheaper – a company that can undercut another one means they can do the same job cheaper.

B: Therefore the price of clothes gets cheaper for us.

J: OK, so it might be good to be able to buy cheaper clothes. But why do we have to buy more – and only wear items a few times?

B: It’s all about our obsession with shopping and fashion. It’s something Lauren Bravo goes on to explain on the radio programme. See if you can hear what she blames for this obsession…

Fashion journalist: Buying new things has almost become a trend in itself for certain generations. I think that feeling that you can't be seen in the same thing twice, it really stems from social media, particularly. And quite often people are buying those outfits to take a photo to put on Instagram. It sounds illogical, but I think when all of your friends are doing it there is this invisible pressure there.

J: Lauren makes some interesting points. Firstly, for some generations, there is just a trend for buying things.

B: It does seem very wasteful, but, as Lauren says, some people don’t like to be seen wearing the same thing twice. And this idea is caused by social media – she uses the expression ‘stems from’.

J: She describes the social pressure of needing to be seen wearing new clothes on Instagram. And the availability of cheap clothes means it’s possible to post new images of yourself wearing new clothes very regularly.

B: Hmm, it sounds very wasteful and to me, illogical – not reasonable or sensible and more driven by emotions rather than any practical reason.

J: But, there is a bit of a backlash now – that’s a strong negative reaction to what is happening. Some people are now promising to buy second-hand clothes, or ‘vintage clothes’, or make do with the clothes they have and mend the ones they need. It could be the start of a new fashion trend.

B: Well, we’re clearly throwing away too many clothes but perhaps we can recycle some of the vocabulary we’ve mentioned today?

J: I think we can, starting with pledging - that means publicly promising to do something. You can make a pledge to do something.

B: When something is outsourced, it is given to another company to do, often because that company has the skills to do it or it can be done cheaper.

J: And if one company undercuts another, it charges less to do a job than its competitor.

B: The expression stems from means ‘is caused by’ or ‘a result of’. We mentioned that rise in fast fashion stems from sharing images on Instagram.

J: And we mentioned this being illogical. So it seems unreasonable - not sensible, and more driven by emotions rather than any practical reason.

**Listening-16**

And I want to start just by acknowledging two important things. First is that I think there is perhaps a public perception that creative writing programs prepare you for very little other than a life of disappointment, and secondly, completely in opposition to that, the fact that creative writing is perhaps the ultimate transferable skill, and it’s one of the most useful things that you would possibly study. All of which suggests to me that we’re either underselling it, or maybe selling it in the wrong way, because if we rely on stories of certain graduates gaining high profile publishing contracts, that’s the risky way to go because, you know, even a ten percent success rate also equals a ninety percent failure rate. So, I’d like to start by quoting a few things from this publication, which is a report on creative writing in British Universities with responses from senior academics within around twenty different institutions, and if you’re interested in reading it in greater detail it is downloadable free from the NAWE website. And it says creative graduates are considered to be articulate, able to express themselves, both verbally and in writing, creative, independent, problem solvers, engaged, enthusiastic, and aware of the world around them. They’re team-workers with good presentation skills, creative, imaginative, and self-disciplined, critical thinkers, aware of the wider writing business and excellent communicators. They’re well equipped for further study in a whole range of disciplines—for teaching, reviewing, editing, organizing literary events, using writing as therapy, working in the creative industries, or arts administration, or in almost any number of traditional graduate jobs. And graduates get into a wide range of careers, where communication skills, creativity, and independence of mind are valued, for example, newspapers, magazine, PR, advertising, TV, radio, theater, literary agencies, libraries, booksellers, web, and games design and of course, teaching. “Our students are coming out of university with all the skills which constitute true graduate-ness and more. Often, they have delved deep into themselves and faced their demons. They’ve experienced the joy and despair and hopefully they’ve developed their ability to write well, to express themselves with clarity and vividness in a range of genres—a skill which can be applied to writing a good business report as much as to writing fiction and satisfaction, which comes… and satisfaction, which comes with any creative activity. They are humanities students in the broadest sense. They stood in the shoes of others by reading their poetry, plays and prose, and by the imaginative act of creating fictional characters of their own. A small minority choose the writer’s life, perhaps going on to post-graduate studies, aiming to be recognized as playwrights, novelists or poets, and usually supplementing their income with some other day job. Some of our students have gone directly into work as professional writers, journalists, advertising copy writers, script writers, dramatists. Others have chosen to use the insights and skills they’ve gained as teachers, PR people, art therapists, website designers, book editors and sub-editors, TV researchers, literary agents, librarians. and we set up something called The Writer’s Compass, an information and advice service for writers. So, on the website there’s a whole range of resources—case studies by writers, reflecting on how they got where they are from really quite humble beginnings in some cases, and we list all the opportunities for writers—jobs, commissions, residencies, courses, workshops, training events, and we send out a weekly bulletin to our members so that people get all that information on a plate. So the aim really is to help writers at all stages in their development to build and sustain their careers. So, we then work closely with universities, sometimes visiting and offering talks and seminars with a careers focus, and increasingly now, UK universities have started to build such things into their own core provision. Writers at Work is the title of one unit offered within the University of East London’s BA program. Many programs now arrange work placement for their students. One program with a professional writing focus has thirty publishers’ agents, and writer’s organizations offering placement for their students. Some have informal work experience schemes, making use of their local small presses and other contacts, and others connect with schools, local authorities, galleries, museums, and libraries. But I think even that brief glance at what’s going on in the UK shows how creative writing programs take their students’ prospects very seriously, and not, I think, just because they have to be seen addressing employability by their universities and the powers that be. I think it’s a genuine aspiration among creative writing tutors to see their students leave equipped to make a living but also to take a leading role in creating the kind of culture in which they want to inhabit.

**MINI DICTIONARY**

academic publication академічне видання

acceptance схвалення

accomplishment виконання, завершення, досягнення

accumulate накопичувати

accurate точний

achievement досягнення

acquirement опанування,

acquisition придбання

abound мати у великій кількості

abbreviated text скорочений текст

adapted edition адаптоване видання

addition додаток

adopt приймати

amplify посилити

appointment призначення

appreciation висока оцінка

approaches підходи

arrange систематизувати, класифікувати

assemble зібрати

assign призначити

bachelor бакалавр

basically в основному

bibliographic strip бібліографічна смужка -

bibliographic edition бібліографічне видання

bibliographic entry бібліографічний запис

broadcast транслювати

broadcasting телерадіомовлення

breaking news останні новини

characteristics характеристики

changeable змінний

сirculation тираж, обіг

clarify уточнити

client клієнт

co-existence співіснування

сollaboration співробітництво

columns шпальта (газети)

companion компаньйон

compile скласти

compose компонувати

concentration концентрація

conclude зробити висновок

conduct керувати

conform узгоджувати

consideration розгляд

continuously безперервно

contribution сприяння 2) внесок

convenient way зручний спосіб

conversational розмовний

consider розглядати, ураховувати

constitute встановлювати, складати

consultation консультація

convention конвенція

coordinate діяти узгоджено; координуватися

сoverage репортаж

сurious допитливий

customer замовника

decisive вирішальний

declare заявити

delete видалити

digital newspaper цифрова газета

department відділення

disclose розкривати, відкривати; показувати

disseminate поширювати

distinguished відрізняти(ся), відзначати(ся)

editorials редакційна стаття

editor in chief головний редактор

efficient ефективний, 2) умілий, кваліфікований

elaborate детально розроблений

eloquent 1) красномовний, 2) виразний

emphasis наголос підкреслювання

embrace використовувати

emergency надзвичайна ситуація

engagement 1) зобов'язання, 2) справа; робота, заняття

enhance посилити

environment навколишнє середовище

essential невід'ємний

estimate оцінювати

evaluation оцінка

evolve розвивати(ся)

exclusive ексклюзивний

executive виконавчий

execute виконати

expectations очікування

features особливості

flourished розквіт

framework структура

guidelines настанови

headline заголовок

highlights яскраво освітлювати

identification ідентифікація

identify встановлювати

imagination уява

implementation впровадження

impressive вражаюче

improvements вдосконалення

incomplete line неповний рядок

increase збільшувати(ся); посилювати(ся)

informative інформативний

issue проблема

interchangeablе взаємозамінний; рівнозначний

internal внутрішній

involvement залучення

knowledge знання

launching запуск

leverage засіб досягнення мети

magazine журнал

manuscript рукопис

manufacturing виробництво

mass publication масове видання

miraculous чудодійний

modification модифікація

negotiation переговори

necessarily обов'язково

news bulletin бюлетень новин

newsletter інформаційний бюлетень

notable визначний

noteworthy заслуговує на увагу

noticeable помітний

overall 1) повний, загальний, 2) всеосяжний

observation edition оглядове видання

outstanding видатний

objectivity об’єктивність

participants учасники

perfectionist перфекціоніст

periodicals періодичні видання

popular science publication науково-популярне видання

popular science magazine науково-популярний журнал

portray зображати; описувати

predictable передбачуваний

preparation підготовка, приготування

pressure тиск

production виробництво

proofreader коректор

proceeding работа

processing обробка

properties властивості

publish опублікувати

purpose призначення

readability легкість для читання

rearrange переставити

rectification виправлення

reference посилання

registration of publication оформлення видання

regulate регулювати

remodelling реконструкція

requirements вимоги

repair ремонт

representative представник

responsibilities обов'язки

restriction обмеження

revise переглянути

revenue дохід

review огляд

science fiction edition науково-художнє видання

schedule графік

scientific magazine науковий журнал

scientific publication наукове видання

similarity схожість, подібністо

single front page одинарний титульний лист

single-footer одноступінчатий колонтитул

specialize спеціалізувати(ся)

suitable що відповідає

significance значущість

substitute заміняти; заміщати 2) підставляти

sustainable стійкий

techniques техніки

throughout протягом

transmission спосіб передавання

valuable цінний

variety- різноманітність

visual guide наочний посібник

volume edition однотомне видання -

volume edition oбсяг видання

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