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**ГУМАНИТАРНО-ПЕДАГОГИЧЕСКАЯ АКАДЕМИЯ
(ФИЛИАЛ) в г.ЯЛТЕ**

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**МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО
ДИСЦИПЛИНАМ**
«Профессионально-ориентированный академический
курс
иностранного языка»,
Для обучающихся 1-2 курсов направлений
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Саргсян А.Л. Методические рекомендации по дисциплинам «Профессионально-ориентированный академический курс иностранного языка»: для обучающихся направлений подготовки 44.04.01 «Математика в профессиональном образовании»; 38.04.02 «Менеджмент» / Саргсян А. Л. – Ялта : РИО ГПА, 2018. – 40 с.

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СОДЕРЖАНИЕ

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА	4
I. PART 1. Television, Radio and Press in Our Life	5
1.1. Text 1. Press in our life	5
1.2. Text 2. Television in Modern Life.....	7
1.3. Text 3. Gordon Martin on TV.....	9
1.4. Text 4. Press and broadcasting in Great Britain.....	12
1.5. Text 5. American press.....	14
II. Part 2. Commenting on an Article	16
2.1. Text 1. The Gallery of the Arts.....	16
2.2. Text 2. The Painter.....	18
2.3. Text 3. The Places and People.....	20
2.4. Text 4. Dr Ron Parise.....	21
2.5. Text 5. Souls Under the Actors Masks.....	23
2.6. Text 6. World Heritage Site Closed.....	25
2.7. Text 7. Mountains of Oil.....	27
2.8. Text 8. Confuse.....	31
III. Part 3. Additional Reading	32
3.1. Text 1. The Press	32
3.2. Text 2. The Variety of Newspapers and Magazines.....	33
3.3. Text 3. Reuters.....	34
3.4. Text 4. Radio.....	34
3.5. Text 5. Television.....	35
3.6. Text 6. The Freedom of Press?.....	36
3.7. Text 7. The Press and People's Private Life.....	37
СПИСОК ИСПОЛЬЗОВАННЫХ ИСТОЧНИКОВ	38

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Цель методических рекомендаций – помочь студентам в их самостоятельной работе над усовершенствованием практических навыков правильного чтения и перевода литературы на английский язык и над приобретением умений понимать общее содержание текста с целью извлечения нужной ему информации.

Изучение дисциплины «Профессионально-ориентированный академический курс иностранного языка» развивает у обучающихся умения и навыки в различных видах речевой деятельности (чтении, говорении, письме, аудировании), что в конечном итоге позволит по окончании изучения дисциплины достаточно свободно читать литературу по специальности, принимать участие в устном и письменном общении на иностранном языке в пределах тематики, так или иначе связанной с профессией. Рекомендации состоят из трех частей: грамматические упражнения; тексты для чтения и перевода; тесты.

В процессе изучения дисциплины у обучающихся формируются базовые представления о существовании и различии национальных культур делового общения; ведется обучение основным категориям и принципиальным положениям английского языка; изучаются основные сферы применения иностранного языка; развиваются навыки устной речи для бытового и делового общения.

PART 1. Television, Radio and Press in Our Life

Text 1. Press in our life

What do you think?

1. *Match the given Russian words with their English equivalents.*

media	зрители
violence	вредный
boring	отдых
first-rate	захватывающий
contest	средства информации
viewers	первоклассный
screen version	конкурс
thrilling	насилие
harmful	экранизация
relaxation	скучный

2. *Match the following media terms with their definitions or descriptions.*

home (national) local news	news of topical reporting from around the world
editorial comment (leader)	a person who introduces TV or radio programme
tabloid newspaper	a humorous drawing in a newspaper or magazine
classified advertising	news about the events which happened inside the country
presenter/announcer	an article which gives the opinion of the editor or publisher on a topic or

	item of news

major events	a newspaper with small pages, short news stories and articles, and a lot of photographs
cartoon	a TV or radio series of usually unconnected episodes with the same characters
chat (talk) shows	a small advertisement under a heading “wanted”, “for sale”, etc.
quiz shows	programs in which people discuss different questions and express their points of view
sitcom (situation comedy)	a game or competition which tests the contestants' knowledge by asking questions

Read and translate the text:

What do you think?

1. A: I hate watching TV. It's such a waste of time, and most of the, programs are quite boring.

B: Really? I love TV. I watch quite a Lot for relaxation — and I've learnt quite a lot from TV, too.

2. A: Do you think Jimmy should be watching that program at his age? So much violence can't be good - for adults, let alone youngsters.

B: Oh, I don't know. Even kids can tell the difference between TV and real life.

3. A: I don't buy a newspaper every day, but I like to read one whenever something important had happened: it's better than TV or the radio.

B: I never buy them. You can't believe half of what you read.

4. I don't read newspapers at all. They are all biased. They've been taken over by companies who have political interests. And in Britain most of the papers are right-wing. There are one or two that I think are a bit more objective, but I'd father listen to the radio.

5. Actually, I don't want to know about the details of all the troubles in the world — it's all so depressing. I like human interest stories — stories about people, not wars and disasters. So my daily newspaper is a tabloid. The other good thing about a tabloid is that you can read it in ten minutes on the way to work. That's all I want.

6. I get a so-called quality newspaper on Sundays because it gives me a good summary of world events but I also buy tabloids two or three times a week. People are critical of the pictures and stories of the royals and their problems that have been published in the tabloids, but I don't agree. Why shouldn't we know how we are spending our money? They are public figures, and only the tabloids give you the details — the other papers are too respectful.

3. What is your opinion of the media? Put the words from the box in the appropriate place in tin lines below. Then compare your opinion with the partner's:

	radio	television	newspapers	magazines	
least informative					most informative
least interesting					most interesting
least harmful					most harmful

Text 2

Television in Modern Life

1. What type of TV program are you probably watching if you see the following? Match the description on the left with the programs on the right.

People trying to answer questions	a detective series
Actors doing and saying funny things	a commercial
People discussing politics	soap opera
The animal life of Antarctica	a comedy series
Guns, murder and police	a talk show
A long interview with a famous person	a current affairs program
Everyday lives of the same group of people	a nature documentary
Characters played by moving drawings	the news
Someone talking about a new soap powder	a quiz show
A person telling you what happened today	a cartoon

2. Below is a list of adjectives commonly used to express opinions about films or TV programs. Sort them out in two groups, one negative and the other positive and use them to explain your program preferences.

old-fashioned	dull	exciting	thrilling
difficult to understand	boring	superficial	sentimental
depressing	truthful	romantic	complicated
informative	biased	objective	entertaining
interesting	naive	violent	funny

Positive opinions	Positive opinions

Model sentences: I never watch “Business News” on “Simon”, it is so complicated and difficult to understand. I prefer watching “Gentlemen Show”, it’s so entertaining!

Read and translate the text:

Television in Modern Life

How do people usually answer the question like, “What are your plans for tonight?” or “What are you doing at the weekend?” In other words, how do people spend their free time?

Some twenty or thirty years ago the usual answers used to be: “We are going to the theatre (or the cinema)” or “We are going to a party” or “We are having some friends round”. Now you quite often hear, “We are going to stay at home and watch the telly.”

Television (colloquially known as TV or telly) is now so popular in the whole world that it is hard to believe that it appeared only about fifty years ago.

A first-rate colour TV set has become an ordinary thing in the household today, and a video cassette recorder (VCR) is quickly becoming one.

Modern television offers the viewers several programs on different channels. In addition to regular news programmes, you can see plays and films, operas and ballets, and watch all kinds of contests, quizzes, soap operas, serials and sporting events. You can also get a lot of useful information on the educational channel, A good serial (perhaps, a detective story or a screen version of a classical novel)

can keep the whole family in front of the telly for days, and don't we spend hours and hours watching our favourite football or hockey team in an important international event?

Television most definitely plays an important part in people's lives. But is it a good thing or a bad one? Haven't we become lazier because of the television? Don't we go out less often? Don't we read less? And yet a lot of people believe that the telly has made our life more interesting and can't imagine their everyday life without it.

3. Imagine that you can choose the programs to go on two TV channels in the evening. Fill in the chart below with the names of TV programs and say which type they are (news, sports, talk show, etc.)

e.g. "The Field of Wonders" - a quiz show

Time	Channel 1	Channel 2
7.00 – 8.00 p.m.		
8.00 – 9.30 p.m.		
9.30 – 10.00 p.m.		
10.00 – 11.30 p.m.		
11.30 – 0.1 p.m.		

4. Put one of the following words in each space in the sentences below.

down in up off on

- I can't hear the program very well. Could you turn the TV ___?
- Last night there was a very interesting program ___ TV.
- How many TV channels do you have ___ your city?
- I don't want to watch TV any more. I'll switch it ___.
- ___ addition to the news program I'd like to see the film.
- You can get a lot of useful information ___ the education channel.
- The music is too loud. Could you turn the volume ___?

Text 3

Gordon Martin on TV

Read the following text in which a TV critic talks about his preferences. Then fill in the table given below the text, ticking the types of TV programmes Martrin Gordon prefers and then show your own preferences

Program type	Martin	You	Like very much	Like	Indifferent	Don't like	Dislike very much
News							

Documentary							
Plays or series							
Comedy							
Films							
Quiz show							
Sport							
Current affairs							
Religious programs							
Serials (soap operas)							
Music programs							
Chat shows							

Gordon Martin on TV

As a critic I try to watch and like all kinds of programmes but naturally I have my preferences and my prejudices.

Let me start with my dislikes. First, soap operas. I simply cannot understand why a story like “Dallas” or “Dynasty”, in which every episode is more boring and incredible than the last, can interest people for more than a month or two, but these programmes have been running for years in this country. For similar reasons I dislike many of the American detective series. Sometimes they are quite entertaining and a few have quite good scripts but on the whole they are rather repetitive. You can always tell when the series writers are running rather short of ideas because the final episodes in these series tend to be the noisiest and the most violent.

I cannot stand quiz shows or panel games or chat shows, either. The quiz shows, in particular, annoy me. The prizes are not really as good as they seem — they used to be more valuable — and one or two of the hosts and hostesses are quite friendly, but most of them make the participants more nervous than they would normally be.

What do I like then? When I was younger I liked athletic programmes but now I’m getting rather old for that sort of thing so I would rather watch something more restful. Some of the plays on TV are quite good and I also like the films, even though a lot of them are rather old. At least good plays and good films give people a deeper understanding of life and are the nearest TV ever gets to being as worthwhile as a good book.

I like documentaries, though some of them require rather more background knowledge than I have for me to enjoy them completely, and current affairs programmes. These are often better than news because in detailed interviews and

debates you are more likely to hear something like the truth than in a short news bulletin.

Well, these my preferences and prejudices. Why not write and tell me yours?

1. Read the following statements. Which of them do you agree with and with do you disagree with? Give your reasons.

What do you think will happen if there are more TV channels available?

1. The quality of programs is likely to improve.
2. There will probably be fewer differences between channels because they will all imitate the most popular ones.
3. It will be good to be able to choose and watch the sport channel or the news channel
4. It will be much harder to choose what to watch, and people will keep switching from one channel to another.
5. There will be more advertising on TV as more TV companies will try to make more money from it.

2. Answer the following questions about yourself.

1. Some people watch all TV programs, others choose what they like. Which group of TV viewers do you belong to and why?
2. Our life is impossible without TV. Still some people strongly criticize it. What in your opinion can be done to make our TV better?
3. Imagine that you will have to live some time without TV, Will you be very unhappy? What will you find to replace it with?
4. Some parents don't allow their children to watch TV at all. Do you understand their reasons? Do you agree with them?
5. Imagine that you are asked to make a TV program for Sunday. What programs will you include in it?
6. Do you often listen to the radio? Do you have a favourite radio program? What do you like about it? Are there any radio programs that you dislike? Which? What don't you like about them?
7. Do you belong to people who switch on the radio or TV as soon as they get up in the morning? If yes, why do you do it?
8. Which TV personalities are very popular in your country? Why do you think they are popular?
9. If you were invited to take part in one of the following TV programs, which would you choose and why?
a) "Field of Wonders". b) "The First Million". c) "A Hidden Camera".

Text 4

Press and broadcasting in Great Britain

1. Match the following English words with their Russian equivalents.

complaints	времяпрепровождение
intrusion into privacy	вмешательство в личную жизнь
impartiality	беспристрастность, справедливость
prevention	предотвращение
competition	жалобы
choice	выбор
satellite TV	спутниковое телевидение
pastime	соперничество, соревнование времяпрепровождение

Read and translate the text:

Press and broadcasting in Great Britain

Great Britain is really a newspaper reading nation. More national and regional daily newspapers are sold in Britain than in most other developed countries. National newspapers have a total circulation of 14.2 million on weekdays and 16.2 mln on Sundays. There are about 130 daily and Sunday newspapers, over 2,000 weekly newspapers and some 7,000 periodical publications. There are also more than 750 free distribution newspapers, mostly weekly and financed by advertising, and some 60 newspapers and magazines produced by members of the ethnic minorities. The press is free to comment on matters of public interest, subject to law (including that of libel). There is no state control or censorship of the press, which caters for a variety of political views, interests and levels of education. Newspapers are almost always financially independent of any political party. None of the main political parties own or publish daily newspapers. There is a Press Complaints Commission which deals with complaints by members of the public and provides a more effective press self-regulation and prevention intrusion into privacy.

All the national newspapers use computer technology, and its use in the provincial press is increasing.

Twelve national morning daily papers (5 “qualities” and 7 “populars”) are available in most parts of Britain.

Broadcasting

British Broadcasting has traditionally been based on the principle that it is a public service accountable to the people through Parliament. It also embraces the principle of competition and choice. Three public bodies are responsible for television and radio services in Britain:

- a) the BBC — the British Broadcasting Corporation which broadcasts television and radio services;
- b) the ITC — the Independent Television Commission which licenses and regulates the non-BBC TV services, including cable and satellite services;
- c) the Radio Authority which licenses and regulates all non-BBC radio services.

Television viewing is Britain’s most popular leisure pastime: practically all households have TV sets and most have video recorders.

The Government is not responsible for programme content, nor for broadcasters’ day-to-day conduct of business. The independence of broadcasters requires them to maintain certain standards: programmes must display a proper balance and wide range of subject matter, and impartiality in matters of controversy. They must not offend good taste.

The BBC has two national TV channels and five radio services. It also broadcasts in 37 different languages of the world and its audience is about 120 mln people.

2. Decide whether the following statements about the text you have read are true or false.

- 1. British people read more newspapers than people in the USA.
- 2. All newspapers in Britain are sold and bought.
- 3. Practically each ethnic minority in Britain publish their newspaper.
- 4. Libel in mass media is persecuted by law.
- 5. Both newspapers and TV broadcasting are censored by the state.
- 6. Practically all British major political parties publish their own newspapers.
- 7. The Press Complaints Commission is concerned with the prevention of intrusion into privacy.
- 8. All activities of the BBC are based on the principles of choice and free competition.
- 9. A Special Government commission is responsible for the content of the programmes and impartiality in matters of controversy.

Text 5

American press

1. Match the following English words with their Russian equivalents.

programme content	содержание программ
controversy	текущие события
circulation	обращение
TV network	телевизионная сеть
unbiased information	беспристрастная информация
subscription	подписка
current news	противоречие

Read and translate the text:

American press

Americans are surrounded by information from the time they wake up in the morning until the time they sleep at night. A typical office worker, for instance, is awakened by music from an alarm-clock radio. During breakfast he reads the local newspaper and watches an early morning news show on TV. If he drives to work, he listens to news, music and traffic reports on his car's radio. In his office he reads business papers and magazines. At home after dinner, he watches evening news on television. In bed he reads himself to sleep with a magazine or a book.

Our typical office worker, like most Americans, takes all this for granted. This wide choice is the product of nearly 300 years of continual information revolution. Technological advance has speeded up the way information is gathered and distributed. And, because most of the news media in the United States are businesses which depend on advertising and sales, owners have always tried to appeal to the widest possible audience.

The "New York Times" is only one of many daily newspapers that have become significant shapers of public opinion. Other influential publications are "The Washington Post", "The Los Angeles Times", "The Boston Globe", and "The Christian Science Monitor". Satellite technology has made possible the first genuinely nationwide newspapers — from the serious business paper, "The Wall Street Journal" to the bright colours and personality orientation of the "USA Today".

Another popular phenomenon is the appearance of supermarket tabloids, sold mainly at grocery stores. Although they look like newspapers, they carry little

important news and pay much attention to gossip about celebrities, stories about children and pets, and diet and health tips. The leading tabloid, “The National Enquirer”, has circulation of more than 4 million.

Now the total number of daily newspapers in the USA is declining. There are several reasons for this. The movement of people from cities to suburbs led to growing popularity of local weekly newspapers. Working husbands and wives found they had less time to read. But the most important reason was probably the growing popularity of television including TV news like, for example, CNN, and also internet.

The same developments that have influenced newspaper circulation — faster printing methods, lower prices, advertising money—have also marked the beginning of mass appeal for American magazines. The most popular US magazines now are those which cater to Americans’ increasing leisure time and appetite for consumer goods. Some examples are “Cosmopolitan” and “The Saturday Evening Post”. The first weekly “Time” appeared in 1923 and was intended for people busy to keep up with a daily newspaper. It was the first magazine to organize news into separate departments such as national affairs, business and science.

A basic characteristic of the American press is that almost all editors and journalists agree that, as much as possible, news should be very clearly separated from opinion about the news. Most newspapers are careful to give equally balanced comment, and thus to protect their reputation for objectivity.

There are no official or government owned newspapers in the USA, and no state censorship, no “official secrets act”, nor any law that says that government records must be kept secret until several years have passed (though some “top secret” documents are protected). Courts and judges cannot stop a story or newspaper from being printed. Someone can go to court later, but then of course the story has already appeared.

Needless to say, some Americans are not very happy with newspapers publishing “hot news” about politicians and famous people. But the American press responds by quoting their constitutional rights. And every journalist knows that when something which has been hidden behind closed doors, appears on front pages, it can sell a lot of newspapers.

2. Match the names of the following American newspaper and magazines with their characteristics.

1. “The Wall Street Journal”
2. “The National Enquirer”
3. “Cosmopolitan”
4. “The New York Times”
5. “Newsweek”

advertising, fashion and cosmetics

a serious business paper

a very important American newspaper which shapes public opinion

a world famous weekly magazine in which news are organised into separate departments

a tabloid with lots of gossip, interesting stories

3. *Speak on the following.*

- Where do you and your family like to get news from: radio, TV, newspapers, magazines, Internet?
- If you were offered a choice to read a book, a magazine, or a newspaper, which would you prefer? Why?
- Can you name three most popular and respectable newspapers in Ukraine, Great Britain and the USA?
- Do your family and the family of your friends prefer to read tabloids or quality papers? Why?
- Do you think that the so-called “hot-news” about famous people should be published in newspaper and magazines or shown on TV? Why? Why not?
- Have you ever read any British or American newspapers and magazines? Do they differ from the Ukrainian ones? If yes, in what?
- Which factors, in your opinion, influence the increase of the circulation of newspapers and magazines?
- Much has changed in the history of mass media: from messengers to Internet. Can you name some of these changes?
- Do you think newspapers and magazines will last for a long time? Can you predict the future of the mass media development?

Part 2 Commenting on an Article

Text 1

The Gallery of the Arts

1. *Memorize the spelling and pronunciation of the following words:*

gorgeous	шут
Amuse	забавлять, развлекать
Depiction	изображать, описывать
Sheets	полотно
Yester	великолепный, пышный

2. *Choose English equivalents to the following Russian words:*

Храм	Sad
Павлин	Temple
Уютный	Furs
Меха	Peacock
Печальный	Cozy

Read and translate the text:

The gallery of the Arts Promotion Foundation hosts an exhibition of works by Kateryna Hutnikova and Yuliya Maistrenko-Vakulenko, Kyiv's two young graphic artists. Titled "The World Is a Space Given to Imagination," the exhibition is conceptually based on the Temples of Ukraine series that has received a presidential grant. Yet, Temples... are, by all accounts, two "subseries" (four sheets each) because the works by Hutnikova and Maistrenko-Vakulenko are very different and individually marked and, what is more, they very logically and naturally fit in with the oeuvre of each of the two artists.

The authors follow their own way. Ms. Hutnikova still dwells in a gorgeous, minutely thought-out, and theatrical world of kings, queens and jesters, in a refined and cozy space filled with flowers and furs. Her beautiful, sad, and a bit pretentious characters amuse themselves by loving one another, hunting tigers or peacocks, and fishing in a small washbasin crawling with fish and water lilies (*Royal Shooting of Peacocks, Royal Fishery, Nightingales Laughing and Crying...*). Temples of Ukraine (*The Battle of Berestechko, A Prayer, or the Church of Holy Ascension*) look very peculiar against this charming, eye-catching but very self-sufficient backdrop. It is apparently Roksolana who fits best into Hutnikova's world because she seems to be a true sister of the artist's dreamy queens (*The Holy Ghost Church in Rohatyn*).

Yuliya Maistrenko-Vakulenko, who almost exclusively creates religion-related graphic images, seems to be in a better position. Still, her oeuvre is not only and not so much depiction of Ukraine's most well known temples (St. Sophia's, St. Michael's Gold-Domed, and Assumption cathedrals in Kyiv and the Church of Borys and Hlib in Chernihiv) as the traditional display of the complex and multiple allegories based on an intricate unity and interaction of symbols and senses. The artist executed in the same spirit her other new works, such as the diptych *Manna from Heaven: The Whims of Moses' People* and *Dreaming about a Sky-High Tower*.

3. Insert articles (a, are, for, of, the, is) where necessary:

People ... still wary most painful memories. One such memory Holodomor. 17 pain that people still feel deep inside.

4. *Answer the questions:*

1. What was the exhibition title?
2. On what was the exhibition based?
2. What is the main line of Kateryna Hutnikova's style?
3. What is the main line of Maistrenko-Vakulenko's style?

5. *If you were a journalist, what cultural event would you like to describe?*

Text 2

THE PAINTER

1. *Memory the spelling of the following words:*

Spoil	избалованный
disappoint	подписывать
wrong	неправильный, ошибочный
sing	разочаровывать

Read and translate the text:

THE PAINTER

On 25 October 1881 a little boy was born in Malaga, Spain. It was a difficult birth and to help him breathe, cigar smoke was blown into his nose! But despite being the youngest ever smoker, this baby grew up to be one of the 20th century's greatest painters - **Pablo Picasso**.

Picasso showed his truly exceptional talent from a very young age. His first word was *lapiz* (Spanish for pencil) and he learned to draw before he could talk. He was the only son in the family and very good-looking, so he was thoroughly spoilt. He hated school and often refused to go unless his doting parents allowed him to take one of his father's pet pigeons with him!

Apart from pigeons, his great love was art, and when in 1891 his father, who was an amateur artist, got a job as a drawing teacher at a college, Pablo went with him to the college. He often watched his father paint and sometimes was allowed to help. One evening his father was painting a picture of their pigeons when he had to leave the room. He returned to find that Pablo had completed the picture, and it was so amazingly beautiful and lifelike that he gave his son his own palette and brushes and never painted again. Pablo was just 13.

From then onwards there was no stopping him. Many people realized that he was a genius but he disappointed those who wanted him to become a traditional painter. He was always breaking the rules of artistic tradition and shocked the public with his strange and powerful pictures. He is probably best known for his 'Cubist' pictures, which used only simple geometric shapes. His paintings of

people were often made up of triangles and squares with their features in the wrong place. His work changed our ideas about art, and to millions of people modern art means the work of Picasso. *Guernica*, which he painted in 1937, records the bombing of that little Basque town during the Spanish Civil War, and is undisputedly one of the masterpieces of modern painting.

Picasso created over 6,000 paintings, drawings and sculptures. Today a 'Picasso' costs several million pounds. Once, when the French Minister of Culture was visiting Picasso, the artist accidentally spilt some paint on the Minister's trousers. Picasso apologized and wanted to pay for them to be cleaned, but the Minister said, 'Non! Please, Monsieur Picasso, just sign my trousers!' Picasso died of heart failure during an attack of influenza in 1973.

2. Choose a word or words from the box to complete six sentences:

truly exceptional	disappoint	geometric shapes
spilt	traditional painter	sign
lifelike	"lulist" pictures	wrong

3. Agree or disagree:

- 1) His first work was Spanish for pencil and he learned to draw before he could talk
- 2) One evening his grandfather was painting a picture of their pigeons when he had to leave the room
- 3) His work changed an ideal about art? And to millions of people modern art means the work of Picasso.
- 4) Picasso apologized and wanted to pay for them to be cleaned? But the Minister said. "Non! Please, Mousier Picasso, just sign my trousers!"
- 5) He was not breaking the rules of artistic tradition, but shocked the public with his strange pictures.

4. Answer the question in writing:

What do you think were the most important pictures in his life. Why do you think so?

Text 3. The Places and People

1. *Read phrases and choose words from the following text with similar meaning:*

to have lack of air many people to make longer	to feel bad places and people not far from yours
--	---

Read and translate the text:

I had been sick for a long time. When the day came for me to leave the hospital, I barely knew how to walk anymore, could barely remember who I was supposed to be. Make an effort, the doctor said, and in three or four months you'll be back in the swing of things.

I didn't believe him, but I followed his advice anyway. They had given me up for dead, and now that I had confounded their predictions and mysteriously failed to die, what choice did I have but to live as though a future life were waiting for me?

I had lived in New York all my life, but I didn't understand the streets and crowds anymore, and every time I went out on one of my little excursions, I felt like a man who had lost his way in a foreign city.

Still, I pushed on, forcing myself down the stairs and out into the streets every morning, and as the jumble in my head began to clear and my strength slowly returned, I was able to extend my walks into some of the more far-flung crevices of the neighborhood. Ten minutes became twenty minutes; an hour became two hours; two hours became three. Lungs gasping for air, my skin perpetually awash in sweat, I drifted along like a spectator in someone else's dream, watching the world as it chugged through its paces and marveling at how I had once been like the people around me: always rushing, always on the way from here to there, always late, always scrambling to pack in nine more things before the sun went down. I wasn't equipped to play that game anymore.

2. Insert prepositions where necessary.
 - a. (...) three or four months you'll be back.

- b. Lungs gasping (...) air.
- c. I went out (...) one of my little excursion.
- d. He pushed (...) forcing himself down the stairs.
- e. People are always (...) the way (...) here (...) there.
- f. Do you often lose your way (...) a foreign city?

3. **True or false?**

- g. After the man'd left the hospital, he could remember everything perfectly
- h. He was ill too long/
- i. Every morning he made a little excursion/
- j. The man enjoyed his work/
- k. He was a doctor/
- l. The man couldn't help it anymore/

4. **Answer the following questions:**

- m. Where lives this man?
- n. What'd happened to him?
- o. What the doctor said?
- p. How did the man watch the world?
- q. What did he feel during the walk?
- r. Was he optimistic?

Text 4. Dr Ron Parise

1. **Memorize the spelling and pronunciation of the following words:**

gravity	сила тяжести
to fix	1. укреплять; устанавливать; 2. определять
freeze	1. морозить, заморозить 2. замерзать
seal	1. печать, пломба; 2. укреплять печатью, запечатывать
narrow	узкий, тесный

Read and translate the text:

In 1990, Dr Ron Parise was one of a team of astronauts who went on a nine-day mission that took them round the Earth 143 times. Dr Parise describes life on board the space shuttle Columbia.

Living and working in zero gravity is OK. It's quite nice floating around, but you have to fix your feet into position while you're working so that you don't float off.

But it wasn't all work. There was lots of time for serious things like standing on the ceiling and holding each other up with one finger. One of our favorite games was throwing and catching sweets and blowing water at each other.

There are some problems with living in space. For example, it's pretty difficult to eat chips or spaghetti. Food is freeze-dried and kept in sealed boxes. It's not bad, but you know you're not going into space to eat gourmet meals. It's also a bit like hospital because you have to choose all your meals beforehand.

Cleaning your teeth is a problem. You can't brush your teeth with your mouth open because it's a very messy job. If you spill anything in the shuttle, you have to catch it in a cloth otherwise it just keeps floating around.

Astronauts have twelve hours of hard work and then twelve hours off. You have to rest in your bed even if you don't sleep. Each sleeping compartment is very narrow and closed like a long cupboard. It's also vertical - or horizontal depending on which way you decide is up!

2. Choose English equivalents of the following Russian words.

3. Put the proposition and articles of, in, at, a, to:

1. One ... our favorite games was throwing and catching sweets and blowing water ... each other
2. It's also ... bit like hospital because you have ... choose all your meals beforehand.
3. Living and working ... zero gravity is OK.

4. Insert articles where necessary

Cleaning your teeth is ... problem. You can't brush your teeth with your mouth open because it's ... very messy job. If you spill anything in ... shuttle, you have to catch it in ... cloth otherwise it just keeps floating around.

5. Make a plan and render the text.

6. You're going to read an article about Dr. Ron Parise Who spent nine days in the space shuttle Columbia. Write down five or six daily routine activities. Which ones do you think you can do in space? Which ones are more difficult to do?

Text 5

SOULS UNDER THE ACTORS' MASKS

1. *Memorize the spelling and pronunciation of the following words*

embodiment	воплощение
peot	1) интрига, замысел; 2) интриговать, замышлять, составлять план
flair	чутье, нюх
vulnerable	взаимный
Thespian	1) драматический, трагический; 2) актер, актриса

2. *Choose English equivalents to the following Russian words:*

зритель	hint
нарек	stage
сущность	craft
ремесло	essence
сцена	spectator

Read and translate this text:

SOULS UNDER THE ACTORS' MASKS

The Pechersk Theater of Pantomime has opened a new season. Although *Othello* has been on the theater's repertoire before, the current version is so unusual and different from the earlier one that it can be really considered an entirely new work of the troupe.

The actors who play in *Othello* follow the spirit, not the letter of Shakespeare. Although familiar with the famous plot, the spectator still does not have the faintest chance of relaxing. In the view of the theater's artistic director Vira Mishneva, Iago (brilliantly played by N. Hrebinny) is not only an embodiment of envy and intrigue. He also suffers from unrequited love for Desdemona (T.

Tsapok), he is not only a pretender but a true actor who turns out to be none, other than Cassio and, eventually, the one who actually stages the drama or, to be more exact, the tragedy of Othello (V. Maksymenko). Yet, the hint is quite clear: Othello chose this role himself, putting on the mask of an envious Moor. When actors wear masks, they strictly follow the plot, but once they remove the masque they expose their true, not borrowed, vulnerable human essence. The are now heroes rather than mere characters, who put their hearts on the line for the audience — an outlandish and gripping world of fantasies, dreams, reminiscences, spiritual tips and downs, outbursts of passion and agonies of love. That acting is a difficult craft is common knowledge, but working in the genre of pantomime (plastic drama) is twice as hard. For actors are expected to show not only immaculate physical shape, esthetic flair, and *esprit de corps*, but also a certain mental discipline. A mime who is unable to capture his own attention will never capture the spectator's. Some of actors fail to meet the high standards required, especially if they earn only pennies. Several actors abandoned the company late last season. Yet, it is painful to know how much we, the audience, will lose out if the theater — and above all the noble genre of pantomime — fails to survive. There is still a glimmer of hope: new applicants are invited to the theater's studio this fall. If the novices prove to be talented and hardworking enough, they will be given a chance to put on their own show, in which the thespian veterans will act only as advisers.

By Olha MYKHAILOVA

3. *Make up sentences using these word combination: turn out, put on the mask, ups and downs, to capture smb attention, a glimmer of scope.*

4. *Translate these sentences into English*

1. Намек совершенно понятен: Отелло сам выбрал свой путь.
2. Когда актеры снимают маски, они обнажают уязвимую человеческую сущность.
3. Актеры, которые играют в «Отелло» следуют духу, а не тексту Шекспира.

5. *Make up an interview with any actor based on this text.*

Text 6

WORLD HERITAGE SITE CLOSED

1. *Memorize the spelling, pronunciation and meaning of the following words:*

bridge	мост
cliff	утес, скала
conqueror	завоеватель
forced	вынужденный
heritage	наследие
oversight	недосмотр; оплошность, упущение
renovation	восстановление; обновление
residential	район жилых домов
resident	постоянный житель
smooth	гладкий
soliciting	присяжный
steep	крутой
to strand	сесть, посадить на мель
tanks	резервуар

2. *Arrange the following words in pairs according to similar meaning:*
to own, a monument; to restore; the residents; to have; to close; the locals; to renovate; a building

Read and translate the text:

WORLD HERITAGE SITE CLOSED

Recently the world famous Castle Bridge of Kamyanets-Podilsky, one of a hundred UNESCO heritage sites, was closed. As *The Day* learned from Kamyanets-Podilsky Executive Committee Organizing and Oversight Department Chief Valery Klymenko, "Figuratively speaking, the bridge is tired and in critical condition." According to an unconfirmed yet uncontested version of Kyiv-based architect Olha Plamenytska, this bridge, which connects downtown Kamyanets-Podilsky with a residential district of Pidzamche, was built by Roman Legionaries. "In the dark period of Turkish rule of 1572 through 1699, the bridge was walled on both sides. Legend has it that the Turks even forced the locals to make the cliffs connected by the bridge smooth and steep," says Valery Klymenko. The Nazis did not ignore this old engineering structure either, covering it with a layer of concrete to make it suitable for heavy tanks. Thus, the conquerors approached the bridge in their own special way. Meanwhile, today UAH 1.1 million is needed to save the Castle (Turkish) Bridge and restore it to its original purpose as conceived by its first builders. "The 2004 budget provides half a million hryvnias for the renovation and protection of all architectural monuments in town," says Valery Klymenko. Thus, the town fathers are now soliciting contributions from all possible authorities and funds. Aside from their care for historical heritage, they have been forced to do so by the residents of Pidzamche, who are now as if stranded on an island walled by high cliffs.

By Mykhailo VASYLEVSKY, The Day

3. Answer the questions to the text:

- a. Is the Castle Bridge a UNESCO heritage site?
- b. By whom was the bridge built?
- c. Is the bridge close or opened now?
- d. Why is the Castle Bridge called Turkish?
- e. Does the 2004 budget provide with the necessary sum for the renovation of monument?
- f. Are the town fathers solicit in contributions from all possible sources now?

4. Read this summary of the text. There are some mistakes in it. Say if the sentences are true or false.

- a. Recently the world famous Castle Bridge of Ramyanets-Podilsky, one of a hundred UNESCO heritage sites, was opened
- b. This bridge was built by Roman Legionaries

- c. The 2004 budget didn't provide two million hryvnias for the renovation and protection of all architectural monuments in town.
- d. The town fathers are now coliciting contribution from a few authorities and funds.

5. Put prepositions where necessary:

1. According ... and unconfirmed yet uncontested version ... Kyiv-based architector Olha Plamennytska, this bridge, which connects downtown ... a residential district... Pidzamche, was built ... Roman Legionaries.
2. Aside ... their case ... historical heritage, they have been forced ... to do so .. the residents ... Pizamche who are now as if stranded .. and island walled ... high cliffs.

6. Fill in the gaps with useful words:

1. The ... Castle Bridge of Ramyanets-Podilsky, one of the hundred UNESCO
2. heritage sites, was closed famous // oldest // unknown.
3. This bridge was built by ... Italian Legionaries // Roman Legionaries // Turkish
4. locals.
5. Meanwhile, today UAH 1,1 million is needed to ... the Castle to put down // to
6. build // to save.
7. Thus, the town ... are now coliciting contributions from all possible authorities
8. and funds fathers // government // resident.

Text 7

MOUNTAINS OF OIL

How to end the Odessa - Brody intrigue

1. Memorize the spelling and pronunciation of the following words

to inspire	вдохновлять
reverse	образный, противоположный
to prevent	предотвращать
shed	навес
capacities	мощности

to increase	ускорять
pipeline	трубопровод
refinery	нефтеперегонный завод
rate	норма
coincidental	совпадающий
to postpone	откладывать

2. *Choose Russian equivalents of the following English words*

revelation	расписание
include	хранение
schedule	с другой стороны
storage	уверенность
assurance	открытие
otherwise	включать

Read and translate the text:

MOUNTAINS OF OIL

How to end the Odessa - Brody intrigue

Verkhovna Rada's ratification of the SES agreement inspired those campaigning for the Odesa-Brody reverse mode to resort to new machinations, to prevent light Caspian oil — and Ukraine, as a transit operator — accessing the European market. Does this shed additional light on the whole sin gle-economic-space affair?

For many in Ukraine, Russian Transneft CEO Semen Vainshtok's statement that the Odesa-Brody reverse mode is no longer a topical issue for Russia became a true revelation. He said that the reverse mode was necessary to activate additional Baltic Pipeline Network's export capacities, increasing the oil flow to 42 million tons a year, without further problems and extraordinary measures. "We solved that problem in February, so the Odesa-Brody reverse mode is no longer a priority," said Mr. Vainshtok, but did not explain the problem (*The Day's* experts note that Russia's interest in the project came down to getting the Ukrainian pipeline under control, block, and bury it).

In any case, Transneft is now in a position to tighten the screws on the Ukrainian pipeline project. In the second quarter of 2004, the Russian company included no quotas in the oil supply schedule for the Pivdenny sea terminal and the Brody

railroad station, explaining this by the Ukrainian government stating that the Odesa-Brody pipeline and Pivdenny terminal would be filled with technological oil this April, and that a considerable part of Brody's oil storage facilities would be involved in an experiment to pump oil via the Druzhba pipeline to the oil refinery in Kralupy (Czech Republic). Characteristically, the Odesa seaport reduced oil transshipments by 32.3 % in March 2004 (compared to the same period last year), because Russia had increased international rail carriage rates by an average of 12 %, while the duties on oil products, coking coal, and coke - these being strategic products for Ukraine - went up 22-48 %. At present, Ukraine's rail transit rates are 2.2-2.5 times lower than Russia's. This brings one back to the so-called single economic space, where we are promised mountains of gold.

The process seems to have entered a new phase. Despite Mr. Vainshtok's revealing statement, the Russian TNK suddenly came out with assurances that they were still interested in the Odesa-Brody pipeline's reverse mode, and that their stand remained as before. Aleksandr Gorodetsky, President of TNK-Ukraine and main reverse mode consultant with Naftohaz Ukrainy's CEO Yuriy Boiko, insists that "Brody-Odesa transport of Russian oil looks to us as not only a possibility, but a realistic and commercially viable project." Most likely, this position reflects a sequel to [Russia's] policy of dictatorship mixed with promises. "Ukraine still has a chance to reserve 9 million tons of oil to load the Odesa-Brody pipeline," he says.

Nor was it coincidental — but most likely with the knowledge of Messrs. Gorodetsky and Boiko - that the Ukrainian government failed to convene a stockholders' meeting and carry out cadre changes at Ukrtransnafta. In fact, the antigovernmental forces are acting in the open. Thus, one of the deputies to the director general contested his superior's effort to convene a stockholders' meeting in court. The Holosiyeve District Court in Kyiv promptly banned the meeting for failing to observe corporate bylaws when preparing the meeting, ruling that the agenda was not coordinated with the board. It was obviously an attempt to stall and eventually terminate any efforts to put Ukrtransnafta in order. The company leadership is currently the main obstacle in the way of implementing the tasks set by the cabinet. Meanwhile, now is the best time to activate Odesa-Brody capacities to pump Caspian oil to Europe. It cannot be postponed any longer, otherwise Ukraine's image and budget will suffer. Under the circumstances, one is tempted to ask who is boss in this country.

By Vitaly KNIASHANSKY, *The Day*

April, 27, 2005

3. *Are these sentences True or False?*

1. Now is the worst time to activate Odessa-Brody capacities to pump Captain oil to Europe

2. At present, Ukraine's rail transit rates are 2,2-2,5 times lower than Russia's. The process seems to have entered a new phase.

4. Answer the questions:

1. Which capacities helped with increasing the oil flow to 42 million tons a year?
2. How many quotas did the Russian company include in the oil supply schedule?
3. Whose rail transit rates are higher, Ukraine's or Russian's?
4. How much tons of oil does Ukraine still pass a chance to reserve?
5. What kind of acting do antigovernmental forces prefer in this case?
6. What will happen with Ukraine if the problem is not solved?

5. Put the verbs which are following into the right form: to be; to become; to be; to solve; to activate; to explain; to note.

For many in Ukraine, Russian Transneft CEO Vladimir Lisitsin's statement that the Odessa-Brody reverse mode ... no longer a topical issue for Russia ... a true revelation. He said that the reverse mode ... necessary to ... additional Baltic Pipeline Network's export capacities, increasing the oil flow to 42 million tons a year, without further problems and extraordinary measures. "We .. that problem in February, so the Odessa-Brody reverse mode is no longer a priority, said Mr. Lisitsin, But did not .. the problem (The Day's experts ... that Russia's interest in the project came down to getting the Ukrainian pipeline under control, block, and bury it).

6. Make up sentences of the following words, word groups and word-combinations

to have entered;

the process a new phase seems;

the antigovernmental forces in acting are fact go the open;

one is tempted who the circumstances under is loss to ask in the country;

in a position;

Transneft now go any case is to tighten or the Ukrainian the screws pipeline project.

7. Write a plan to the article, which will help you to retell it.

Text 8. Confuse

1. *Read and memorize:*

frighten	пугать
muddle	путать
confuse	приводить в замешательство
usage	обычай
refer	относиться
quirk	причуда

Read and translate the text:

Why do four out of five Americans think that human cloning is “against God’s will” or “morally wrong”? Why are people so frightened by this technology? One important reason is that many people have a muddled sense of what cloning is/ Key confuse the popular meaning of the word done and the specific meaning it takes or in the context of biology.

In its popular usage, clone refers to something that is a duplicate, or cheaper imitation, of a brand-name person, place, or thing. But human cloning would copy not just a person’s body but a person’s consciousness as well. This concept of cloning was at the center of the movie *Multiplicity*, which was released just months before the Dolly announcement. In it, a geneticist makes a clone of the star character played by Michael Keaton and explains that the clone will have “all of his feelings, all of his quirks, all of his memories, right up to the moment of cloning”. The clone himself says to the original character, “You are me, I am you”. It is this image that Jeremy Rifkin probably had in mind when he criticized that possible application of the sleep cloning technology to humans by saying, “it’s a horrendous crime to make a Xerox (copy) of someone”.

2. *Complete the sentences according to the text*

technology; are; why; people; so; by; frightened; this?
human; copy; body; not; cloning; person’s; a; just; a; would; but; person’s as;
consciousness; well.
usage; clone; that; a; its; popular; to; duplicate; cheaper; of; or; is; something;
refers;
in; or; person; imitation; a; place; brand-name; thing.

3. ***Correct the mistakes; try not to look in the text:***

1. Why do for out off five Americans thought that human cloning is “against God’s will” or “morally wrong”?
2. One important reasons are that many people have a muddled sense off what is cloning.
3. They confuse that popular meaning of the word done and that specific meaning it take on in the context of biology.
4. But human cloning would copy not just a person’s body but the person’s consciousness so well.

4. ***Answer the questions:***

1. Why do people think that human cloning is wrong?
2. What is cloning?
3. Where can we find the concept of cloning?
4. What does this movie give us?
5. Does cloning copy just a person’s body?

5. ***Find irregular verbs in the text; write all forms of them.***

Part 3. Additional reading

Text 1

The press

Britain's first newspapers appeared over 300 years ago. Now, as then, newspapers receive no government subsidy, unlike in some other European countries today. Advertising has always been a vital source of income. As long ago as 1669, King Charles II advertised in a newspaper for his lost dog. Today, income from advertising is as crucial as income from sales.

In 1995, for example, £6 million was spent on press advertising, making the press by far the largest advertising medium in Britain.

There are approximately 130 daily and Sunday papers, 1,400 weekly papers and over 6,500 periodical publications. More newspapers, proportionately, are sold in Britain than in almost any other country. On average, two out of three people over the age of 15 read a national morning newspaper. National newspapers have a circulation of about 13 million on weekdays and 17 million on Sundays, but the readership is twice this figure. At first glance, therefore, the British press seems in good health. During the 1980s practically every paper was affected by new printing technology. Almost every paper left its historic home in Fleet Street, the centre of the British press for over a century. Some went to new sites in London Docklands, while the others moved elsewhere. New technology increased the profitability of the press, and this, in turn, allowed the creation of new

newspapers. The most important new paper was The Independent. Established in 1986, it rapidly seized the centre ground vacated by The Times, and The Guardian. However the sustained price war by The Times from 1993 seriously damaged The Independent's sales and by the mid-1990s its future looked uncertain. Circulation of The Times, however, increased from 350, 000 in 1993 to 680, 000 as a result of what its critics would describe as "predatory" pricing.

appear появляться

income доход

advertising реклама

increase the profitability увеличить доход

Text 2

The variety of newspapers and magazines

Here are over 800 free newspapers, popularly known as "free-bies", almost all of them are weekly and financed entirely by advertising. They achieve a weekly circulation of over 40 million. They function as local noticeboards, where local events are advertised, and anyone can advertise in the "for sale" or "wanted" columns.

The best-selling weeklies are those giving details of the forthcoming week's television and radio programmes, What's On TV; the Radio Times and TV Times, with circulations in 1996 of 1.6 million, 1.4 million and 1 million, respectively. Second to them in popularity are women's magazines, of which easily the best-selling is Take a Break, with a weekly sale of-almost 1.5 million, and-Woman's Weekly, Woman's Own, Woman, Woman's Realm, which sell between 300,000 and 800,000 copies each week. During the early 1990s some recently established men's magazines, Loaded, GQ and Esquire, became popular with circulation of 100,000 to 240,000. The leading opinion journals are The Economist, a right-of-centre political and economic weekly, the New Statesman and Society, a left-of-centre political and social weekly, the Spectator, a right-of-centre political weekly, and Private Eye, a satirical fortnightly famous for attacks on leading personalities.

free newspaper бесплатные газеты

achieve достигать

noticeboard доска объявлений

realm сфера жизни

circulation оборот

fortnightly периодическое издание, выходящее раз в две недели

Text 3

Reuters

With almost 1,500 staff in 91 countries, no newspaper anywhere can compete with Britain's formidable news agency, Reuters. Across the world its name has become an assurance of objectivity, accuracy and reliability. Although run from London, Reuters deliberately avoids 'any image of being a British institution with English news values. As the day progresses, its world news file is edited from three different cities, switching time zones from Hong Kong to London to New York.

Its reports are filed in French, German, Japanese, Arabic and Spanish, as well as English. Reuters also owns Reuters Television (RTV), the largest international television news agency in the world, providing' news video la-broadcasters in 89 countries.

formidable значащий

assurance гарантия

reliability достоверность

avoid избегать

edit редактировать

broadcaster трансляционная компания

Text 4

Radio

In 1936 the government established the British Broadcasting Corporation (BBC) to provide a public service in radio. It also began broadcasting that year on the recently invented television. At first solely through its agency, television and radio changed the entertainment habits and the culture of the nation. In 1955, however, the establishment of independent and commercial television and radio removed the BBC's broadcasting monopoly.

In spite of its much reduced evening audience, BBC radio still provides an important service. Its five radio stations (BBC Radio 1-5) provide:

(1) non-stop pop music; (2) light entertainment, (3) minority interests, e.g. classical music, arts programmes and academic material (some for Open University courses); (4) news and comma and discussion programmes; (5) sport. The BBC additionally runs 38 local radio stations, providing material of local interest.

Commercial radio offers three nationwide services Classic FM, which broadcasts mainly classical music; Virgin 1215, broadcasting popular music and Talk Radio UK, a speech-based service.

In addition there are 180 independent local radio stations which provide news, information, music and other entertainment, coverage of local events, sports commentary, chat shows and 'phone-in' programmes. The latter provide an important counselling service to isolated, aggrieved or perplexed people.

invert изобретать

entertainment развлечения

in spite of вопреки

reduced незначительный

independent независимый

local местный

aggrieved обиженный

perplexed people люди, имеющие проблемы

Text 5

Television

Television is the most popular form of entertainment in Britain. In the mid-1990s viewers spent on average over three and a half hours daily in front of the television set. Until 1997 they had four channels to choose from: BBC 1 and BBC 2, ITV (Independent Television) and Channel 4. Channel 4, which was established in 1982, specialises in minority interest programmes, but was very successful. A third commercial channel, Channel 5, began broadcasting in 1997. In 1996 legislation provided for transition of all broadcasting and telecommunications services from analogue frequency to digital transmission. Satellite broadcasting has been available since 1989. The major provider of satellite programmes is BSkyB. Cable television was introduced in 1993 and currently has 1.3 million subscribers.

The strength of British television lies in its high quality. "Go anywhere in the world," one leading political journalist has written, and British television is an object of envy-and admiration". The foundation of Britain's excellence in the field of television is the tradition of public service broadcasting as upheld by the BBC.' Many involved in television, including foreigners living in Britain, claim that British television is the best in the world. Its export record and high audience ratings certainly suggest it is among the best. The reason lies in the quality of its innovation and its willingness to experiment. For example, British television enthusiastically took The Muppet Show, when its creator, Jim Henson,

had been rejected by the American networks. In the fields of documentary, comedy and satire, or drama, British television is a world leader.

on average в среднем

analogue frequency аналоговые частоты

digital transmission электронная трансляция

satellite broadcasting спутниковое телевидение

cable television кабельное телевидение

subscriber телезритель

Text 6

The freedom of press?

Writing in 1741, the philosopher David Hume praised press freedom in Britain with the words: "Nothing is more surprising for a foreigner, than the extreme liberty of public communicating which we enjoy in this country". Is such a boast still justified? The relationship between government and the media is not usually simple in any democracy. Governments are concerned with maintaining their own authority. The media must watch the exercise of that authority, and criticise when they feel it is wrongly used.

For over 50 years government has had an arrangement protection of national security in the Defence. Press and Broadcasting Committee agreed that in some circumstances the publication of certain information might endanger national security. In such cases a "D (Defence) Notice" is issued. A D Notice does not quite have the force of law, but no newspaper editor would ignore a D Notice without incurring major penalties. Over the past 25 years there has been increasing criticism of the apparent abuse of the D Notice system in order to conceal not matters of national security but embarrassing facts.

boast похвала

justify быть справедливым

concern сосредотачивать внимание

security безопасность

defence оборона

circumstances условия

endanger подвергать опасности

issued выданный

embarrassing компрометирующий

Text 7

The press and people's private life

How free should the press be? During the 1980s there was growing popular disgust at the way in which some newspapers, most notably the Sun, attempted to investigate the private lives of well-known people. Many had their careers ruined or damaged when their sexual activities were made public. The prime targets have been, of course, members of the Royal Family who found it increasingly difficult to escape from the voyeurism of the popular press. The dramatic death of Princess Diana while being chased by paparazzi is unlikely to bring press intrusion to an end. Admittedly Diana was a unique phenomenon. As she said of herself "You see yourself as a good product that sits on a shelf and sells well, and people make a lot of money out of you." Only a few days before their death, the blurred pictures of Diana and her friend Dodi Fayed, sold an extra 175,000 copies of the Sun.

Diana may have been unique, but other public figures will also fascinate the public. The tabloids will do whatever is necessary to maintain or increase their share of the market.

Diana was a highly public figure who often defended the press. Many people, however, feel that the press has no right to publicise personal matters when they have no relevance to the life of the society, and that the victims of inaccurate reporting are entitled to a right of reply. As a result of public anger at the end of the 1980s, most newspapers had to deal with individual complaints. Beyond each newspaper is a final court of appeal for outraged members of the public. This is the Press Complaints Commission established at the beginning of 1991. The Commission was created to convince the public that press self-regulation can be made to work and to control the worst excesses of the press.

Target цель

intrusion вмешательство

fascinate привлекать

relevance связь, отношение

victims жертвы

outraged разгневанный

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