

СИБИРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
ФИЗИЧЕСКОЙ КУЛЬТУРЫ И СПОРТА

## **АНГЛИЙСКИЙ ДЛЯ PR-СПЕЦИАЛИСТОВ**

Учебное пособие

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## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для студентов, специализирующихся в области связей с общественностью и менеджмента. Работу с пособием рекомендуется проводить при обучении английскому языку в вузе.

Связи с общественностью, или PR, сформировались как профессия в начале 20 века и заняли прочное место в системе экономических и общественных отношений цивилизованных стран. Связи с общественностью обеспечивают гармоничное взаимодействие между властью и населением, содействуют развитию прогрессивных демократических процессов в политической и общественной жизни. Связи с общественностью - это самостоятельная и динамично развивающаяся отрасль современного бизнеса.

Выражение «Public Relations» впервые упоминается в 1907 году президентом США Томасом Джефферсоном, когда он в тексте «Седьмого обращения к конгрессу» вычеркнул выражение «состояние мысли» и вписал «PR». Это можно считать формальным истоком современных связей с общественностью.

Цель пособия - сформировать у студентов следующие навыки:

- научиться читать и понимать оригинальные научно-популярные тексты;
- уметь поддерживать беседу на английском языке и делать сообщения в рамках изучаемых тем;
- адекватно переводить оригинальные тексты среднего уровня сложности.

Пособие состоит из 10 уроков.

Каждому тексту предшествует список активной лексики, либо высокочастотной в специальной литературе, либо абсолютно необходимой для последующего устного обсуждения темы урока.

При составлении пособия использовалась выборка английских пиар-терминов общим объемом в 1000 терминологических единиц, составленная на основе сплошного просмотра специальных текстов и лексикографических источников объемом в 20000 знаков, а именно: двуязычных отраслевых словарей отечественных и зарубежных авторов, специальных журналов на английском языке, научно-популярных статей из сети Internet, - что обеспечивает достоверность полученных результатов.

Активная лексика урока закрепляется в ходе выполнения послетекстовых лексических упражнений. Предполагается, что в ходе работы с пособием студенты смогут усвоить и активно использовать до 300-350 новых лексических единиц, высокочастотных в литературе по PR и менеджменту.

Поскольку тематика текстов уже знакома студентам из курса по специальности, на их основе можно успешно развивать навыки устной речи. Это прежде всего вопросно-ответная форма работы над текстами, пересказ отдельных положений из текстов, пересказ целого текста, составление диалогов, поиск синонимов и антонимов, сообщения студентов о состоянии поднимаемых в текстах проблем, а также о разной их трактовке в России и за рубежом и т. д.

Каждая часть пособия имеет приложение, состоящее из текстов. Тексты приложения могут быть использованы как для групповой, так и индивидуальной работы после изучения соответствующих основных текстов.

## UNIT I

### MASS MEDIA

#### *I. Read and learn new words:*

- to spend one's leisure time - проводить свое свободное время  
movie audience - киноаудитория, кинозрители  
predominantly - по преимуществу, главным образом  
video facilities - видеосалон  
to emerge - появляться, возникать  
cinema-going habit - привычка ходить в кино  
adventures - приключения  
grown-ups - взрослые  
not without pleasure - не без удовольствия  
to include - включать  
feature film - художественный фильм  
genre - жанр  
western - вестерн  
thriller - триллер  
performance - сеанс  
entertainment - развлечение  
cinema screens - киноэкран  
to dominate - превалировать, занимать ведущее место  
to be fond of - любить что-либо, нравиться кому-либо  
It's a pity - жаль, к сожалению  
It's an open secret - ни для кого не секрет, что...  
to give preference to smth. - отдавать предпочтение чему-либо  
amusing adventures - забавные приключения  
woman-reporter - женщина-репортер  
hunter - охотник  
to look down on smb. - смотреть свысока, презирать кого-либо  
to rescue smb. out of smth. - спасти кого-либо  
an essential feature - важная черта  
viewer - зритель  
to relax - расслабиться  
to switch on - включать (телевизор, радио)  
hardly - едва  
satellite television - спутниковое телевидение

**enormous** - огромный  
**to supply** - обеспечивать, поставлять  
**rumours** - слухи  
**to advertise** - рекламировать  
**coverage** - освещение в печати, по радио  
**event** - событие  
**entertainment** — развлечение  
**fashion** - мода  
**huge** - огромный  
**discovery** - обнаружение, открытие **to be keen on** - увлекаться чем-либо **to provide** - снабжать, обеспечивать **disaster** - катастрофа **earthquake** - землетрясение **negotiations** - переговоры **pollution** - загрязнение **strike** - забастовка **broadcast** - трансляция

*II. Read the text and form the main idea of the text:*

## **MASS MEDIA**

Mass Media are one of the most characteristic features of modern civilization. People are united into one global community with the help of Mass Media. People can learn about what is happening in the world very fast using Mass Media. The Mass Media include newspapers, magazines, radio and television.

The earliest kind of Mass Media was newspaper. The first newspaper was Roman handwritten newsheet called «Acta Diurna» started in 59 **B.C.** Magazines appeared in 1700's. They developed from newspapers and booksellers' catalogs. Radio and TV appeared only in 20th century.

The most exciting and entertaining kind of Mass Media is television. It brings moving pictures and sounds directly to people's homes. So one can see events in far-away places just sitting in his or her chair.

Radio is widespread for its portability. It means that radios can easily be carried around. People like listening to the radio on the beach or picnic, while driving a car or just walking down the street. The main kind of radio entertainment is music.

Newspapers can present and comment on the news in much detail in comparison to radio and TV newscasts. Newspapers can cover much more events and news.

Magazines do not focus on daily, rapidly changing events. They provide more profound analysis of events of preceding week. Magazines are designed to be kept for a longer time so they have cover and binding and are printed on better paper.

Mass Media has become an important part of our life. We all have already become listeners, readers, viewers long time ago. We get information we need while we are reading newspapers and magazines, watching TV, listening to the news on the radio. If you want to relax, you can just switch on any FM station and enjoy music or you switch on your TV set, choose one of the music channels and have a fun. Now you can hardly imagine that just 15 years ago there were no FM radio in the state, no satellite television and internet at all.

Newspapers, with their enormous circulation report, different kinds of news can supply any kind of information. They carry articles that cover the latest international and national events, all kind of rumours, advertising, fun stories, biographies of well-known people, etc. You can buy newspapers also for the radio and TV programs, where a full coverage of commercial, financial and public affairs is given. Our television provides so much information which can vary from social and economic crises, conflicts, wars, disasters, earthquakes, to diplomatic visits, negotiations; from terrorism, corruption, to pollution problems, strikes and social movements that sometimes we are lost in this information ocean.

Radio broadcasts are valued mainly for their music programs (Europe Plus, Russian Radio, etc.).

Viewers are fond of watching different show, movies, sports, plays, games, educational and cultural programs and soon.

### **EXERCISES COMPREHENSION**

*I. Answer these questions:*

- A: 1. How do lots of people find going to the cinema?  
2. Who makes up the movie audience?

3. Why have cinema attendances declined sharply?
  4. Is the cinema-going habit still a strong one?
  5. Are you fond of going to the cinema?
  6. How do we get information that we need?
  7. What information can we find in newspapers?
- B: 1. What films have cinema screens in this country been dominated by?
2. What genres of feature films are there?
  3. In what time do we live now?
  4. What do you give your preference to?
  5. What does the film you saw last tell?
  6. What is an essential feature of American films?
  7. How many performances have many cinemas a day?
  8. Why can one be lost in the information ocean of television?
  9. What is the main value of radio broadcasts?

**II. Note the pronunciation of the following words:**

Community, earliest, focus, detail, magazines, imagine, circulation, affairs, enjoy, ocean, broadcasts, cultural, programs, coverage, portability.

**III. Give the meaning of the following word combinations, suggest how they can be translated into Russian:**

Mass Media; modern civilization; Roman handwritten newsheet; while driving a car; radio entertainment; much detail in comparison; rapidly changing events; cover the latest international and national events; full coverage of commercial, financial and public affairs.

**IV. Suggest the English for:**

Глобальное сообщество, газетные и книжные каталоги,двигающиеся картинки, портативность, легко носить с собой, переплестать, полный охват, выбор, спутник, культурная жизнь, дорожить, обширный, широкий ассортимент, в основном, проблемы загрязнения, переговоры, вряд ли, варьироваться, представить, прокомментировать, включать в себя.

V. Find synonymous to the following words:

A. focus,	B. bruit,
binding,	popular,
report,	cover,
strike,	story,
affair,	consequential,
assortment,	massive,
enormous,	focal point,
important,	choice,
well-known,	walkout,
rumour.	matter.

VI. Compare the following English and Russian words:

radio	радио visit	визит
news	новости ordinary	ординарный
column	колонна focus	фокус
social	социальный show	шоу
institution	институт order	ордер
action	акция culture	культура

### VOCABULARY EXERCISES

VII. In the following groups of sentences, show the difference in meaning in bold type:

1) Grandmother always **covered** the table with a lace cloth. The roof was **covered** with wooden shingles. The tent covered the campers from the rain. Some woods which **covered** their retreat were great. She **covered** her face with her hands.

2) The ship could **carry** 70 passengers. This tricycle **has carried** me five thousand miles. He **was carrying** a briefcase. The bellhop **carried** the luggage upstairs. You have **to carry** a mobile so that they can call you in at any time. All the newspapers **carried** the story. A mission **carried** him in early life to Italy. They **did not carry** this tower to the height it now is. The defences **were not carried** down to the water. He **carried** his audience with him. He strove **to carry** with his own hand the victory. The army **carried** everything before them and gained control of all the important towns in a few weeks. Always kept his temper and **carried** everybody, especially the chaplain. Our party **carried** the state, as usual. The bill was **carried**. The remaining clauses were **carried**

unanimously. The walls **carry** the weight of the roof. We **carry** big ads. in all the papers. Schmitt hung him over his shoulder in a comfortable **carry**.

3) The girl was an arch, ogling person, with a great play of shoulders. Their comprehensive minds would, in that state of society, have found no play. The insignificant Gray-Snyder murder trial got a bigger «play» in the press than the sinking of the Titanic. I wished the country received a better play in the American press (Hugh McLennan) He played about them like a bee. No smile ever played upon her thin lips. Lightning plays in the sky. Alfred allows his fancy to play round the idea. The molars play vertically on each other like a pair of scissors. We kept playing the enemy with round-shot. The fountains played in his honour. The children play indoors when it rains. It's no good playing at business; you have to take it seriously. Of the 70,000 men «playing» 40,000 are non-unionists.

**VIII.** *Learn the following word combinations, translate them into Russian. Make sentences with each:*

All of a **kind**, two of a **kind**, coffee of a **kind**, nothing of the **kind**, I **kind** of expected it, pay in **kind**.

Until the **present**, up to the **present**, at **present**, these **presents**, know all men by these **presents**, **present** company expected, to give a **present of** smth. to smb., anniversary **present**, birthday **present**, Christmas **present**, wedding **present**, I am happy to **present** this gift to the hospital. When you're **presented** with a chance to improve your position, take advantage of it. Let me **present** my husband to you. **Present** arms! Never **present** a gun at someone.

**Similar** in colour, a **similar** opinion, on **similar** occasions, to be in a **similar** situation, **similar** in every respect, **similar** to smth.

**IX.** *Answer the following questions. Sum up your answers.*

### **My Daily Paper**

1. What newspapers do you read? 2. What newspapers and magazines do you subscribe to? 3. What paper do you prefer, and why? 4. Where do you look for home news in your paper? 5. Where is news of the world usually printed? 6. What problems were discussed on the pages of your paper yesterday? 7. Why is it both important and necessary to read the papers every day?

### **Headlines**

1. What do you think caused the appearance of **Headline English**? 2. Why is it important to learn to read headlines in English **newspapers**?

## *SUPPLEMENTARY READING*

### **MEDIA MIX**

This model for media mix decisions merits your consideration for its orderliness and simplicity. The model is used to construct international media plans for business-to-business advertising and is based on work done by international media consultant to Lhoest.

There are six essential steps. Three deal with gathering relevant data and three with converting this data into effective media plans.

Screening the Market. The first step is to conceptualize the market to be reached in each country or group of countries. To do this, you construct a grid for each geographic area covering important target audiences, i. e., the industrial fields to be covered, crossed by the job functions involved in the buying decision.

For example, a national grid for data processing used in a variety of industries, where the buying decision is made at several levels, would name the market sector horizontally across the top of the grid. For instance, financial institutions, general manufacturing, retailing, local government, etc. The buying influences would be listed vertically, divided between people with essentially staff functions (managing directors, data processing managers, financial managers) and operating management (works managers, manufacturing or production managers, etc.).

Plotting the Target Groups. The second step is to indicate the fields and functions to be covered by the advertising campaign by filling in the appropriate grid boxes. The result will tend to fall into one of three general patterns. First, the campaign may cover many industries, but only a few different buying influences. Second, the campaign may cover only a few industries but many buying influences within each industry. Third, and most common, is a combination of both: an advertising campaign may have to reach several industries; some of the industries may have a large number of buying influences, and the rest, a smaller number of isolated buying influences. The pattern that develops in your instance will help you determine the types of media to use in your specific mix.

Weighting the Targets. At this point you weight each target audience according to its relative importance. When this step is completed, you will be able to use numbers on the grids to clearly identify the most likely sales prospects. Weighting discloses another important descriptor for media Planning. When industry structures are essentially similar from one country

to another, the perspective can be international. However, when industry structures vary widely, national characteristics and indigenous media must be given considerable prominence.

Many companies have a combination of perspectives (as well as national and international objectives) which accounts for the fact that such companies often have corporate programs and national subsidiary programs.

Abstracting the Media Strategy. The weighted grids now permit us to broadly define media strategy. With a limited number of similar buying influences in several industries, horizontal targets (job functions) probably can be reached most effectively through space advertising in horizontal publications. When it is necessary to reach several job functions in a limited number of specific industries, vertical industry targets cover a broad range of functions within the specific industry. (However, suitable vertical publications frequently are difficult to find. Thus, as an alternative, we might consider direct mail, company-sponsored magazines/newsletters, seminars, etc.)

Selecting the Best. Once the overall media strategy has been defined, use the grids and relevant supporting information to help you screen the appropriate media and alternate channels of communication for the best candidates. It may happen that no national media meet the criteria of the overall media strategy. When this occurs, alternate channels must be found, possibly regional or international media.

Consolidation. Once the key media have been selected, you complete the model by pulling the media recommendations together into a coherent, unified whole. This effort proceeds at both the national and international levels. Nationally, the prime objective is to avoid excessive overlaps by selectively eliminating media which cover the same industries and job functions. Internationally, the prime objective is to examine language overlaps, i. e., media overspill from one country to another. By capitalizing on such language overlaps, shrewd planners often can eliminate the need to buy space in local publications, depending instead on the reach of strong regional ones to do the job.

Use of this model, in a collection of national markets as **sophisticated** and complex as Europe, helps decision-making and can save **substantial** sums of money without diminishing the reach and effectiveness of a campaign. If a Pan-European marketing strategy can be developed, you **realize** great savings by developing a common media mix.

### Using the Model.

If you distribute data processing equipment and your objective is to reach and influence savings institutions, and if you can identify several functional levels involved in the purchasing decision of data processing installations, then you will aim your media choices toward those vertical magazines - e. g., Savings Banks International - most widely read by all pertinent functions. If your objective is to reach and influence heads of data processing departments across manufacturing industries, look for horizontal magazines such as the 22 national publications in the Computer World network that are aimed at data processing department managers across industry. If your corporate objective is to create more awareness and preference for your company at the highest levels of business management, target top management in magazines like Management Today, Capital, Nikkei Business, and Business Week's international edition.

By identifying the range of vertical markets to be covered and the spectrum of buying influences, this model provides initial direction as to channels of communication and categories of publications most effective for your purposes.

### Strengths and Weaknesses of Newspapers.

Continuing the data processing example, financial newspapers such as Handelsblatt in Germany, Financial Times in the U.K., NRC Handelsblatt in Holland, and leading national newspapers read by upper income people such as Frankfurter Allgemeine Zeitung, Le Figaro, and The Times, are customarily evaluated with general business magazines for capital equipment advertising. When evaluating newspapers, keep in mind their liabilities. They are short lived; if a reader skips today's newspaper today, the reader is unlikely to read it tomorrow. Newspapers do not have a pass-along circulation to other people as do magazines. A substantial portion of any newspaper's circulation will be wasted for most capital equipment advertisers. Newspapers are printed on poor-quality paper stock with poor reproduction of halftones.

To advertise products as expensive as data processing systems, financial-business newspapers have their advantages. Business newspapers are read by higher levels of management who do not often read vertical market media. They reach hidden buying influences such as members of a capital appropriations committee who may be financial officers of a prospective customer company, people who are not easily reached via direct personal selling or specialized media. Newspapers are timely and have shorter closing dates for advertisements. Business-financial newspapers

are appropriate vehicles for important new product announcements. The news value of the editorial coverage adds importance to the news value of a product announcement.

#### Strengths and Weaknesses of Magazines.

The benefit of placing advertisements in appropriate magazines rather than newspapers is the greater life of magazines - at least a week and sometimes two months or more. Magazines selected to carry your advertisements will normally have less waste circulation than newspapers. The day of «general interest» is past, and today special-interest magazines serve narrow technologies, services, and job functions with in-depth editorial coverage. In evaluating special interest media, avoid buying media with circulations too narrow for your best interests. For example, it is often possible to buy «X» vertical industry magazines to reach «X» industry segments, but a general business magazine serves the information needs of a combination of vertical industry segments. Magazines such as Belgian Business, Impact, and Par-dela in Belgium are actually horizontal business magazines that can be viewed as vertical industry magazines covering a multiplicity of industries. The reach of a general business magazine in one vertical industry may preclude buying a vertical medium.

When numerous vertical industries and numerous functions within these industries are important, you will want to examine general business magazines and newsweeklies. However, when relatively few vertical industries are identified or when there are many vertical industries but only a few job functions of importance, you will lean toward the more specialized vertical or horizontal trade publications.

Buying fewer magazines means lower production costs. The general rule is to spend as much of your publication advertising budget as you can on space and as little on production as is consistent with quality standards. When your interest is in manufacturing industries of all kinds, the general industrial magazines such as Industrie Anzeiger and L/Usine Nouvelle are important, but they must be examined critically to make certain they are read at the right levels of management for your purposes.

There is also a danger in buying vertical industrial publications. Their cost per thousand is often high, but they enable you to pinpoint instead of shotgun your messages.

#### Avoid Being Too Traditional.

You can provide a creative service by finding new and better channels to reach the target groups of your company.

IBM was the first company to advertise a product other than books and records in the Book Review section of the New York Sunday Times. It used the Book Review' section as a «trade paper» to reach book publishers, a creative first.

A bandage manufacturer used posters with sample boxes in Belgian Laundromats heavily frequented by mothers with young children - the target audience - and the samples were replenished by the Laundromat employees, another mark for creativity.

The point is to explore innovative media approaches. The rewards are impact, memorability, and recognition, far more consequential than the rewards from using the safer, usual approaches to media selection.

When you evaluate media for mix, select from the full media spectrum. Most advertisers think of publication and broadcast media, but in international markets, cinema advertising, posters, shows, point-of-purchase materials, promotions, sports-team sponsorship, and the like can also be evaluated for efficient transmission of your message along with direct mail, seminars, audiovisuals, special events, sponsored magazines, and publicity and marketing public relations. Look for a sound media balance and avoid diluting limited advertising funds by using media not pinpointed to your target audiences.

#### Media Buying.

When possible, buy broadcast and indigenous print media for a foreign market in that foreign market. Many list prices are negotiable, and a local media buyer is usually positioned to negotiate more successfully than is a foreign media buyer. In the principal business cities of the world, you buy the mainstream international and pan regional media in the same way you buy media for the domestic market. Most such media are represented in those cities. In advertising centers such as New York and London, you can efficiently buy the more important foreign indigenous media through sales offices or offices of representatives which the publishers support. A London or New' York media buyer dealing with a local sales office or media representative firm can obtain the lowest possible prices. So much space is purchased in these advertising capitals that local representatives have considerable influence with their publishers.

You can purchase foreign business, professional, and trade media through media buying services. Such groups work for clients and advertising agencies and are compensated by sales commissions by retaining a share of the agency commission, or by supplemental time charges. They find the media suited to a client's needs, provide data in English for evaluation, buy

space, and provide all necessary production and closing date information. Some are buying services; others offer media evaluation and program development work. For buying broadcast media, buying services are helpful even when you retain overseas agencies. Agencies with well-established international links use buying services or international media consultants to fill gaps in their own organizations or to handle complicated media buys.

#### Conclusion.

Media buying is best done for the market in the market. Several major business centers have representatives from most national markets whose ability to negotiate is high. However sophisticated your media buying plan and advertising agency, a media buying service may provide much-needed services.

### **WHAT THE AUDITS TELL**

The OJD in France sums up its purpose as follows: «To control printed and distributed circulation, paid or non-paid, of the (French) daily and periodical press. A very detailed breakout of the distribution (circulation) gives the advertiser and the agency the indispensable quantitative base necessary to gain an accurate understanding of the medium, and the publisher the justification for his advertising rates to the degree that they are based on the circulation».

All of the audit services reviewed in Europe supply this «quantitative» data. What varies is the degree of detail supplied and the media categories which are audited. Many of the European audits include geographic.

*By Rosemarie  
(Director of International Media, FOB International)*

## UNIT II

### *NEWSPAPER REPORTING*

#### *I. Read and learn new words:*

**rewrite man** - литературный редактор

**getting the right news** - сбор новостей

**make-up editor** - редактор

**human interest stories** - статья для всех

**to conduct an interview** - брать интервью

**stories on crime** - сообщения о совершенных преступлениях

**perform** - представлять что-либо перед публикой, аудиторией

**a great deal** - много, огромное количество

**selection of the best items** - отбор наиболее актуальных материалов

**response** - ответ, отклик

**personality sketches** - статьи-зарисовки

**anew** - заново; по-новому, по-иному

**item** - газетная заметка; новость, сообщение

**readership** - читатели; круг читателей, читательская масса

#### *II. Read the text and form the main idea of the text:*

### **NEWSPAPER REPORTING**

The newspaper printing is a rather unusual activity since each day the newspaper material is prepared anew. Newspaper includes editorial board work the following functions: getting the right news, writing it in the form of an article, selection of the best items for the print, and displaying the selected copy in the paper.

All these tasks are performed by journalists, editors and rewrite men, photographers and make-up editors responsible for the issue of the paper.

Thus, the newspaper reporting starts with collecting information for the paper. However, journalism does not stop here. Newspapers and magazines publish a great deal of stories, not only news items or political stories, for example, stories of humorous or some other type. Such essay-type pieces may be called human interest stories. Besides, newspapers carry many items on sports, personalities of today as well as stories on science?

art and technology. Rather popular are also the reports about the flights of astronauts and space research matters in general.

Human interest stories are often written in the form of an interview, or as some journalists say, a «profile» is given. It is no secret that different newspaper publications differently influence the reader, this depending on the level of the skill of the journalist himself or the type of the topic being covered.

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

The above-mentioned profile-type stories may be characterized as «personality sketches» reading which one learns much about interesting aspects of somebody's life. Other everyday topics covered by newspapers are stories on crime, medicine and law. Those organs of press which focus on entertainment, crime and just gossip are justly called «commercial». These papers are published primarily for profit. Usually they have a considerable readership.

## **EXERCISES COMPREHENSION**

### *I. Answer these questions:*

1. Why is the newspaper printing an unusual activity?
2. What does the newspaper reporting start with?
3. What do newspapers and magazines publish?
4. What articles may be called human interest stories?
5. What reports are rather popular?
6. In what form are human interest stories often written?
7. What are the journalist's problems?
8. What other everyday topics do newspapers cover?

**II. Note the pronunciation of the following words:**

Newspaper, popular, readership, detail, therefore, activity, journalist, interviewee, broadcasts, coverage, portability.

**III. Give the meaning of the following word combinations, suggest how they can be translated into Russian:**

The above-mentioned; each interviewee is different; everyday topics covered by newspapers; editorial board; yes-or-no response; in most instances; organs of press; the opening questions.

**IV. Suggest the English for:**

Газетопечатание, статья для всех, современник, воздействовать на читателя, предложить рецепт на этот счет, умение поддержать разговор, цифровые данные, как правило, однозначный ответ, сплетни, в целях наживы, коммерческие газеты, каждодневные темы газет.

**V. Find synonymous to the following words:**

A: coverage,  
keep on,  
journal,  
instance,  
trust,  
conduct,  
flight,  
call for,  
problem,  
sketch.

B: plane trip,  
draft,  
confidence,  
demand,  
daily,  
lead,  
continue,  
sample,  
scope,  
puzzle.

**VI. Compare the following English and Russian words:**

problem

проблема

journal

журнал

interest

интерес

form

reporter

репортер

astronaut

копия

technology

технология

aspect

форма

copy

organ

астронавт

effect

аспект

story

орган

эффект

история

## VII. *Add the necessary prepositions or adverbs:*

### **Her Daily Papers**

... the afternoons it was the custom... Miss Jane Marple to unfold her second newspaper. Two newspapers were delivered... her house every morning. The first one Miss Marple read while drinking her early morning tea, that is, if it was delivered... time.

Today, Miss Marple had absorbed the front page and a few other items... the daily paper that she had nicknamed «The Daily All-Sorts», this being a slightly satirical allusion... the fact that her paper, the *Daily Newsgiver*, owing to a change... proprietor... her own and... other...: her friends' great annoyance, now provided articles... men's tailoring, women's dress, competitions... children, and complaining letters... women and had managed to push any real news... any part... it but the front page. Miss Marple, being old-fashioned, preferred her newspapers to be, newspapers and give you news.

... the afternoon, having finished her luncheon, she had opened *The Times*. Not that *The Times* was what it used to be. The maddening thing... *The Times* was that you couldn't find anything any more. Instead... going... from the front page and knowing where everything else was so that you passed easily... any special articles... subjects... which you were interested, there were now extraordinary interruptions... this routine. Two pages were suddenly devoted... travel... Capri... illustrations. Sport appeared... far more prominence than it had ever had... the old days. The births, marriages and deaths which had... one time occupied Miss Marple's attention first... all owing to their prominent position had migrated... a different part... *The Times*, though... late, Miss Marple noted, they had come almost permanently to rest... the back page.

*Adapted from «Nemesis» by Agatha Christie*

## *SUPPLEMENTARY READING*

### **THOSE STRANGE HEADLINES**

When a newspaper gets its material from its own reporting staff or from outside contributors the copy, as it is called, is passed to sub-editors. Their duty is to overlook, go through it, check it for mistakes or possible libelous remarks, and shape it for the available space. They have also to provide headlines which will give the reader in the shortest possible way a good idea of what the report or article contains.

These headlines have to be fitted into very narrow columns; so the sub-editors have a difficult task. Long words are only a nuisance, therefore quite small ones have to be used; and this has caused the creation of a journalistic language of its own, which we call «Headline English»,

How does a sub-editor set about his work of composing short, snappy headlines which are, at the same time, immediately comprehensible to the readers of the newspaper?

One obvious way is to cut down the names of prominent people; so in Headline English, Sir Alec Douglas-Home may become Alec or Home.

Another feature of Headline English is the replacement of adjectives by nouns, because the latter are shorter.

One may also meet a headline which contains several nouns jammed together; for example, «Smoking Report Outcry Clash». This would refer to the report made by a medical commission of inquiry into the dangers to health caused by smoking, especially of cigarettes. The verdict of the doctors has caused alarm and protest among smokers; and the tobacco trade is challenging the verdict and disputing with the doctors. The whole thing is thus confined in the four words in the headline.

Another habit of sub-editors is to use abbreviated names of organizations and institutions, and this is frequently the case in reports or crimes. You have certainly heard of the Criminal Investigation Department which is housed at Scotland Yard. In describing police action the makers of headlines drop the word «Scotland» and simply say «Yard»; so you may read: «Blonde dead in luxury flat, Yard moves». That might suggest to you that the corpse of a fair lady has somehow moved over a space of three feet. But, of course, it really means that the police at Scotland Yard are investigating what may be an accident or crime. Sometimes the initials C.I.D. are used, or sometimes just this mysterious «Yard». I have seen a headline announcing «Yard moves against Weediest». This had nothing to do

with gardening or agriculture. It meant police action against persons illegally procuring and doping themselves with cigarettes made of marijuana. Notice, by the way, that in such a headline the world «moves» can be taken either as a verb, in the sense: «The Yard moves», that is, the Yard takes action; or as a noun, in the sense: «These ere the moves, the actions of the Yard».

In report of that kind people are not arrested: they are «held», thus saving four letters. Also, quite old-fashioned words may be employed because they are short. «Conference» is rather long; so sub-editors sometimes prefer «parley», which nobody would now use to describe a discussion in their ordinary conversation; but in the Press, Trade Unions are reduced to T.U. and a Trade Union Conference becomes a T.U. Parley.

The newsvendors' bills announcing the contents of papers use the same headline language, and this can be very baffling to strangers. One who saw the brief statement «England Collapse» might think that the nation was financially ruined. But it would probably mean that the English batsmen had been doing badly in a cricket match!

Here are some newspaper headlines with explanations: **Yard will probe dog bets coup** = Scotland Yard will investigate the fact that at a greyhound track a dog not expected to win a race was heavily betted on and won;

**coin-in-slot TV gets go-ahead** = a plan under which a television viewer will pay a certain sum of money into a meter attached to his television receiver to enable him to see a film, has been approved by the authorities;

**carpets in state of upheaval** = the carpet industry is in a state of disorganization;

**hijack bandits** = thieves stole a lorry and its contents; **minister quizzed over oil deal** = a Government minister was asked questions in Parliament about an agreement concerning petroleum;

**rail wave causes road jam** = the driver of a locomotive waved **to** a signalman. The signalman thought that driver was ill, and altered the signals for the train to stop. The result was that motor-cars were held **up** a considerable time at a level crossing;

**big power order** = a large order has been placed to build plants **to** generate electricity;

**steamroller bid fails** = someone made an unsuccessful offer to **buy** a firm making steamrollers;

**road toll up on last year** = more people were killed or injured **on the** roads of Britain this year than last year;

**canal boy saved** = a boy was rescued from drowning in canal;

**drug tip for Yard** = someone has given Scotland Yard some information about illicit traffic in drugs;

**railways bit** = something has happened which prevents the normal functioning of railways;

**pledge on poison toys** = a promise has been made that paint containing lead will not be used to decorate children's toys (a number of children have died of lead-poisoning through licking such toys);

**PM took the side door** = the Prime Minister left a building by the side door instead of by the main door;

**alleged tax plot - 3 more held** = three more people have been arrested in connection with a suspected conspiracy to evade paying taxes.

## UNIT III

### A MULTILINGUAL INTERNET?

#### I. Read and learn new words:

**impression** - впечатление **science** - наука  
**field** - поле, область, сфера деятельности  
**mother tongue** - родной язык  
**to vary** - отличаться, варьироваться  
**to access** - достигать  
**e-business** - дело, бизнес через Интернет  
**to predict** - предсказывать  
**customer** - потребитель  
**multilingual** - многоязыковой  
**to face** - сталкиваться  
**to exist** - существовать  
**to avoid** - избегать  
**to tend** - намереваться, иметь тенденцию **to take into consideration** - принимать во внимание **advantage** - преимущество **to expand** - расширять

#### II. Read the text:

### A MULTILINGUAL INTERNET?

As both Asian and European markets use more to conduct business, there will be an increasing need for language choices for the different markets.

1. English is so often used on the Internet that it might make you think everyone in the world speaks English, or at least give you the impression that it is the world's most widely-spoken language. If this were true, it would, of course, bring benefits for worldwide communication and understanding, though it could also possibly become a threat to cultural diversity. English certainly seems to be everywhere, from films to pop **music** and TV, and from business to science and other fields.

2. Information varies, but suggests that about 75 % of the pages on the Web are in English. Yet English is the mother tongue for only 5,4 %

the world's population, while a further 7 % of the world's population is proficient speakers of English. This means that only around 12 % of the world's population can communicate well in English. This figure is nowhere near the total number of people speaking Chinese languages, which, at 20,7 %, is much higher.

3. More and more people are accessing the Internet nowadays, including many companies wanting to conduct e-business. As a consequence, the position of English is beginning to change. Both Europe and Asia are growth areas, with businesses increasing their use of the Internet and people would apparently rather buy things online if they can order in their own language.

4. It has been predicted that by 2003 only one third of Internet users will be speakers of English. As a result, companies wanting to reach world markets are beginning to realize that they will have to translate their websites for their various customers.

5. However, creating a multilingual website is not an easy task. Companies wishing to translate their sites for different markets basically face both technical and linguistic problems. They are unable to use automated translation systems, which already exist in the market, simply because the quality is not good enough for professional use. Businesses all over the world are now faced with this huge challenge.

6. Moreover, translating websites is only the beginning. Customers with questions or problems will need to discuss matters in their own language, for example, while prices will need to be in the local currency. Dates will also need to be in the right format to avoid confusion. Companies will need to adapt their advertising materials so as not to offend different cultures. They may also have to change their way of doing business to suit certain customers - in Japan, for example, as the Japanese do not tend to give their credit card details over the Web. There are also legal issues to take into consideration.

7. Such vast changes will not happen overnight. It is impossible to say exactly how many texts there are on the Web as the number is changing all the time. One thing which is certain, however, is that a growth in the use of Internet is guaranteed. Companies doing e-business simply need time to translate their sites into the various languages necessary to do business. Meanwhile, more and more material in different languages is being added to the Web at a fast pace.

8. While all this is happening, local companies, with few employees, doing e-business only in the language of their target market and who are aware of the cultural aspects of that market, will certainly be at an advantage. The problems of language and culture could well limit larger companies

from expanding and so offer more opportunities to smaller businesses in poorer areas of the world.

### EXERCISES COMPREHENSION

**I.** *Do you ever need to surf the Internet for study work purposes? Which language do you tend to use?*

**II.** *Look at the following sentences and decide whether you think they are true or false. Read and check.*

- Approximately 75 % of web pages on the Internet are in English.
- 7 % of the world's population speaks English well.
- Chinese languages are more widely spoken than English.
- Most people prefer to use English when shopping online.

**III.** *Read the text and choose the most suitable heading (A-I) for each paragraph (1-8). There is one extra heading which is not needed. Which words in each paragraph helped you decide? How have they been paraphrased in the headings?*

- A. Smaller firms will benefit
- B. False impressions
- C. A challenge for translators
- D. Realizing the need for variety
- E. Different cultures, different needs
- F. Surprising figures
- G. Time is needed
- H. Personal preferences
- I. Proficiency in English

**IV.** *Here are some phrases from the text you have just read. Choose the correct meaning of each phrase.*

- 1) ... a threat to cultural diversity
  - a. cultural variety might be attacked
  - b. cultural variety might disappear
- 2) ... are growth areas...
  - a. are increasing in size
  - b. are increasing their business activities

- 3) ... this huge challenge
  - a. having to translate sites into different languages
  - b. having to improve the quality of existing systems
- 4) ... translating websites is only the beginning
  - a. there will be further problems to face
  - b. websites need to be translated first
- 5) ... change their way of doing business
  - a. companies will need to change the products they sell
  - b. companies will need to change their approach to business
- 6) ... could well limit larger companies...
  - a. larger companies will be limited by smaller companies
  - b. larger companies will be at a disadvantage

**V.** *Now scan the text, underline and note down the reasons why websites will need to become multilingual in the near future. Then, in pairs, discuss any other reasons you can think of for developing multilingual websites.*

**VI.** *In pairs, discuss the following questions.*

- How might a multilingual Internet help you in your studies/work?
- Can you think of any drawbacks to such a system?

### *SUPPLEMENTARY READING*

## **HOW TO CREATE, CHARACTERIZE AND BUILD A BRAND**

This is «branding» for creative people. Those of us who bring the brand to life in print, TV, or web sites.

1. To do that, there are three things you need to understand or create:
2. The brand's personality.
3. The relationship the brand has with the audience.

Visual icons, symbols or other representations of the brand such as the logo or a character.

So the three steps to building a brand are:

- 1) Create a *character or personality* for the company, the product or service. Just as you would for a real person, based on that brand-person's reputation, attitudes and behavior.

2) Build a *relationship* with your target market based on that personality. Do this over time, using advertising in addition to all other communications, including the way employees are trained to interact with customers.

3) Reinforce the relationship and trigger recognition with consistent *visual symbols*. These symbols can include everything from a color scheme and logo to an imaginary character, or even the president of the company.

## **CORPORATE BRANDS AND PRODUCT BRANDS**

Generally, the corporate brand should be based on genuine qualities that exist in the company itself. Ideally, the corporate identity should reflect the company's culture, values and practices.

It's difficult or impossible for a competitor to duplicate your client's culture. Much easier to copy the product or service.

Generally, when creating product and service brands you can exercise greater tactical freedom. Take a sharp, critical look at competitors in the market category. Then devise a brand identity that will appeal to consumers.

Yes, it's great if that identity is similar to the parent or corporate brand. A recognizable part of the family. But it doesn't have to be so, so long as it works.

OK, with apologies to all the theorists who are wincing at these generalizations, let us now venture into the mysterious realm of the Real World.

Think of some brands. Could be Sony or McDonald's. Microsoft or Nestle. Maybe Yahoo. Now think of those brands, or one of their products, as a person.

Get real here, the way you really think and feel. Go beyond generalizations like, «young, exciting, professional», or the like.

Obviously, some brands you recognize, but don't really know. Some you like, perhaps some you detest.

And some brands, like some people, are a part of your life.

Those are the brands you know very well. And by owning or using them, well, it says something about you. In fact, when you can't buy them or find them or use them - when you cannot interact with your **favorite** brands - you may feel disappointed. Dare we say disgruntled or depressed? «Mom, me and my friends want to watch MTV!»

There are probably other brands you would like to bring into your life. Brands you aspire to possess. Because they would say something about who you are by virtue of association. «Hey, check out my genuine Rolex, man. Yeah, I'm making the big bucks».

Or more quietly, «I think I'll buy the Brand Zed pharmaceutical instead of the less expensive generic. That way I feel I'm getting the best. And nothing is more important than my good health».

The artistry in all of the above lies in creating a brand that has a relationship with consumers, one that fulfills a genuine psychological need, one that is meaningful in human terms. Like a good friend. Or interesting person. Or someone you admire or would like to associate with.

## **GET THE IDEA? THEN LET'S GET DOWN TO BUSINESS**

For some clients you will need to create a brand personality for the company, and one for each individual product or service. So for a large company with multiple services, you might create an entire family, with distinctive personalities for each. Typically, a parent brand and sibling brands.

So to start, pick a product or service or company, and then define a brand personality. Next, describe your brand in one short paragraph as you would a person.

Now that you have a clear definition of the brand personality, bring it to life in your ads.

In the way you write, which should express the brand's personality, not the writers.

In the appearance of your ads, which should be formal or friendly or whatever is appropriate to the brand's personality.

And remember that a brand should *differentiate* the product from competitive offerings. Make it *distinctive*.

Key idea: a brand is like a person. Create it that way. Think of it that way. Nurture it that way.

Coke has built its brand by consistently reinforcing the logo, its «face».

McDonald's has done Coke one better by introducing a character that gives the brand a human personality.

Positioning vs. branding: For your consumer, a product's «position»<sup>1s</sup> that one simple thing that first comes to mind or heart.

The «brand» is everything else. From appearance to reputation. From Personality to values... such as 'this product stands for quality and reliability.

## UNIT IV

### WINNING AT ALL COSTS!

#### I. Read and learn new words:

substance - вещество, материя, субстанция, реальность; нечто реальное, реально существующее

figs figures shift - I установка регистра цифр, нечто мелкое, незначительное; пустяк, ничтожество (тоже dried fig, a fig's end): I don't bid, care, give a fig/fig's end for things like this! - Мне на подобную ерунду просто наплевать! It's not worth a fig/fig's end. - Да это и яйца выеденного не стоит! - never a fig. II форма, состояние; настроение hormone - гормон muscle - мускул, мышца; сила resemble - походить, иметь сходство

strength - 1) сила; достоинство, сильная сторона; 2) интенсивность, мощность; 3) а) прочность; крепость; б) неприступность; сопротивляемость; 4) стабильность, устойчивость (рынка и т. п.); 5) сопротивление; 6) численность, численный состав

drugs - 1) медикамент(ы), снадобье, лекарственный препарат; 2) наркотик; транквилизатор; 3) товар, не пользующийся спросом; ненужная вещь; *глагол* 1) оказывать воздействие, подобное наркотическому, на кого-л.; притуплять (чувства, эмоции и т. д.); 2) давать наркотики; 3) употреблять наркотики She has drugged all her life. - Всю свою жизнь она употребляла наркотики; 4) подмешивать наркотики или яд (в пищу с целью отравления)

abuse - 1) оскорбление; 2) плохое, жестокое; 3) злоупотребление; 4) неправильное употребление или (ис)пользование; 5) нападение, избиение; изнасилование, особенно совращение малолетних; 6) *эксплуатация* с нарушением правил/норм; *глагол* 1) оскорблять; ругать; бесчестить, 2) мучить

anabolic - 1) анаболический стероид (используется для **увеличения** мышечной массы у спортсменов и т. п.); 2. анаболический, **ассимиляционный**: anabolic steroid - анаболический стероид

prescribe - 1) предписывать; приказывать; поручать, **давать** наказ; 2) прописывать, назначать (лекарство; to, for - **кому-л.**: for - против чего-л.)

**exhaust** - 1) а) исчерпывать, израсходовать, использовать полностью б) изнурять, утомлять (о живых существах); в) истощать (напр., о почвах); 2) разрезать, выкачивать, высасывать, вытягивать (воздух); выпускать (пар)

**washed-out** - 1) полинявший; 2) бесцветный; безжизненный; 3) утомленный, выдохшийся (о человеке) **rumoured** - *прил.* известный по слухам **heart attack** - сердечный приступ

**stimulant** - **I** 1) возбуждающее средство, стимулятор; 2) спиртной напиток; 3) побуждение, стимул **II** 1) возбуждающий, стимулирующий; 2) горячительный (о спиртных напитках)

**cause** - **I** *сущ.* 1) причина, основание (для действия, состояния, результата); 2) дело; благое дело, благотворительное; 3) уголовное дело, судебный процесс; 4) вопрос, требующий решения/рассмотрения. **II** *глагол* послужить причиной/поводом для чего-л.; мотивировать что-л.

**II. Read the text and form the main idea of the text:**

## DRUGS IN SPORT

Many kinds of drugs are used by athletes competing in sports all over the world. Some are used to build muscles or give the athlete extra nerves, but many are illegal.

Taking substances to improve sports performance is not new. Athletes in ancient Egypt drank a mixture of boiled donkey hoof, rose petals and rose-hips, believing it would make them winners. The winner of the 200 meters at the Olympic Games of 668 BC in ancient Greece used a special diet of figs.

What kinds of drugs are used by some people in sport? The *anabolic steroids* which are used in sport resemble male hormones. «Anabolic» means to build up - in this case to build up muscles. Bodybuilders use anabolic steroids in order to look good in competitions but big muscles do not necessarily mean extra strength!

*Stimulants* make you feel full of energy and confidence, but they can also make you feel more aggressive. They are officially banned in sport, but amphetamines have been abused by cyclists, who need lots of stamina, and cocaine has been used by basketballers and footballers to make them more competitive.

*Beta-blockers* are drugs which are normally prescribed by doctors for people with high blood pressure or heart problems. They help calm you down and relieve stress. Snooker players, archers and those who shoot in competition all need steady hands and cool nerves. It is rumoured that some athletes have taken beta-blockers for this reason.

All of these drugs can cause health problems if taken in large doses. For example, steroids can cause liver cancer in men and infertility in women. There is also evidence that people who take steroids can become very aggressive.

Stimulants are also very dangerous. They do not create energy-they take it from the body. Eventually, users feel exhausted and washed-out. When doing hard exercise, there is a danger of having a heart attack. The problem is that people who take stimulants think they can keep going and they push their bodies too far. A British cyclist, Tommy Simpson, and Len Bias, an American basketball player, both died in this way.

### **EXERCISES COMPREHENSION**

#### *I. Answer the questions:*

1. Is drug-taking in sport a recent problem?
2. What are the main groups of drugs in sport, and what effects do they have on the body?
3. What drugs might be taken by people in these sports? Why?
4. A female athlete who was taking drugs said «I'm becoming a man». What drug do you think she had taken?
5. Do you think drugs should be banned in sport? Why/Why not?

*H. Give the meaning of the following word combinations, suggest how they can be translated into Russian:*

A) chemical substance, hard substance, oily substance, pure **substance**, toxic substance, hazardous substance, in substance. Is there any **substance to** their claim? I would not lose the substance by running after shadows.

B) man of muscle, contract muscle, to flex, tense muscle, to **move** muscle, to pull muscle, to strain muscle, to relax muscle, to wrench a **muscle**, to develop one's muscles, pain muscle, muscles ache.

C) to build up, develop one's strength, to find strength, gather strength, to recoup strength, to sap smb.'s strength, to save strength. Do you have the strength to lift this weight? Great strength, inner strength, physical strength, maximum strength, at strength, below strength. Our staff was at full strength. It is now five officers below strength.

D) to prescribe a drug, take a drug, mild drug, powerful drug, toxic drug, weak drug, a drug addict, a drug dealer/pusher, to take drugs, to peddle/push/sell drugs, to traffic in drug, hard drugs, soft drugs, illegal drug.

E) to bombard smb. with abuse, to break out into abuse, to exchange abuse, to receive abuse, retorted abuse, stream of abuse, a term of abuse. She took a lot of abuse from him. Abuse of children. This car has taken a lot of abuse: abuse of power, drug abuse, drug of abuse, drug and alcohol abuse, abuse of narcotics.

F) underlying cause, immediate cause, major cause, primary cause, secondary cause, ultimate cause, to advance/champion/fight for/promote cause, to serve a cause, to take up a cause, worthy cause, lost cause.

**III.** *Read this text and be ready to work in small groups and use the list to decide on the most likely reasons for sports people taking drugs.*

In 1988, Canadian sprinter Ben Johnson became the fastest man in the world by breaking the world record when he won the Olympic 100 metres final. He had beaten his great rival Carl Lewis in the most important race of all. Johnson was on top of the world. Days later he was sent home from the games and stripped of his medal because a drugs test on his urine was positive. He was banned from international athletics for two years.

- They follow the advice of their coaches.
- They want to cheat.
- They want to improve and do better.
- They are greedy: sport is big business, and success guarantees fame and fortune.
- They want to do well for their country or team.
- They do not know how dangerous drugs can be. Can you think of any other reasons?

### VOCABULARY EXERCISES

**IV.** *Find a word or expression in the texts that means the same as: a. something that is against the law b forbid (an action/the use of something)*

- c. a drug that increases our energy and activity
- d. not used properly
- e. advise or order the use of a medicine or drug  
/ information that leads you to believe something is true
- g. an inability to have children
- h. very tired (two possible words)

**V.** *Note the pronunciation of the following words. Mark the stress on these nouns and adjectives*

competition	competitor	competitive	aggression
addiction	addictive	addict	aggressive

**VI.** *Complete these sentences with an appropriate form of the verb in brackets. Some of them may be active, others passive.*

- a. Did you go to the doctor?  
Yes, he \_\_\_\_\_ (prescribe) aspirin, and I \_\_\_\_\_ (tell) to rest.
- b. Stimulants \_\_\_\_\_ (ban) by official sports authorities.
- c. Ben Johnson \_\_\_\_\_ (test) for drugs \_\_\_\_\_ after he \_\_\_\_\_ (win) his medal.
- d. For centuries people \_\_\_\_\_ (take) substances to help them win at sport.
- e. He \_\_\_\_\_ (die) of a heart attack after he \_\_\_\_\_ (finish) the race.  
Stimulants \_\_\_\_\_ (find) in his blood.
- f. Some of the drugs which \_\_\_\_\_ (take) by athletes \_\_\_\_\_ (use) in hospitals.

**VII.** *Work in small groups, and discuss these questions.*

- Who do you think uses more energy, a busy housewife or an Olympic athlete? Give reasons for your answers.
- Can you think of a way to measure the amount of energy someone uses?
- When you looked at the title, did you assume that Olympic athletes were men?
- Does the interview suggest that women do all the housework?
- Do you think that housewives are more active than Olympic athletes?

### **VIII. Translate from Russian into English:**

#### **Последствия приема синтетических гормонов**

Анаболические стероиды вызывают очень негативное отношение у общественности и в средствах массовой информации. К сожалению, средства массовой информации вследствие направленности их действий на сенсацию выдают значительную долю ложной информации. В ходе антистероидной кампании приводят примеры случаев болезней, к которым приводят стероиды, и делают это с целью запугать и предостеречь для того, чтобы показать, какая судьба ждет принимающих эти медикаменты. То, что умалчивается здесь в целях пропаганды, так это то, что в данных случаях речь идет о пациентах, которые и до стероидной терапии страдали значительными нарушениями здоровья.

В сущности, стероиды отпускаются только по рецептам, кроме того, это препараты, медикаменты, влияющие на различные психологические процессы, а, следовательно, обладают потенциальными побочными явлениями. В заключение можно сказать, что серьезные токсичные побочные явления возникают главным образом у лиц уже больных, которые к тому же проводили долгодлящую терапию стероидами. Прием стероидов может угнетать процессы роста у детей и подростков. Атлеты-подростки, которые решаются на прием стероидов из-за своего тщеславия, должны хорошенько обдумать это решение.

#### **SUPPLEMENTARY READING**

##### **GENETIC ENGINEERING**

Genetic engineering (GE) is used to take genes and segments of DNA from one species, e. g. fish, and put them into another species, e. g. tomato. To do so, GE provides a set of techniques to cut DNA either randomly or at a number of specific sites. Once isolated one can study the different segments of DNA, multiply them up and splice them (stick them) next to any other DNA of another cell or organism. GE makes it possible to break through the species barrier and to shuffle information between completely unrelated species; for example, to splice the anti-freeze gene from flounder into tomatoes or strawberries, an insect-killing toxin gene from bacteria into maize, cotton or rape seed, or genes from humans into pig.

Yet there is a problem - a fish gene will not work in tomato unless I give it a promoter with a «flag» the tomato cells will recognise. Such a control sequence should either be a tomato sequence or something similar. Most companies and scientists do a shortcut here and don't even bother to look for an appropriate tomato promoter as it would take years to understand how the cell's internal communication and regulation works. In order to avoid long testing and adjusting, most genetic engineering of plants is done with viral promoters. Viruses - as you will be aware - are very active. Nothing, or almost nothing, will stop them once they have found a new victim or rather host. They integrate their genetic information into the DNA of a host cell (such as one of your own), multiply, infect the next cells and multiply. This is possible because viruses have evolved very powerful promoters which command the host cell to constantly read the viral genes and produce viral proteins. Simply by taking a control element (promoter) from a plant virus and sticking it in front of the information block of the fish gene, you can get this combined virus/fish gene (known as a «construct») to work wherever and whenever you want in a plant.

This might sound great, the drawback though is that it can't be stopped either, it can't be switched off. The plant no longer has a say in the expression of the new gene, even when the constant involuntary production of the «new» product is weakening the plant's defenses or growth.

And furthermore, the theory doesn't hold up with reality. Often, for no apparent reason, the new gene only works for a limited amount of time and then «falls silent». But there is no way to know in advance if this will happen.

Though often hailed as a precise method, the final stage of placing the new gene into a receiving higher organism is rather crude, seriously lacking both precision and predictability. The «new» gene can end up anywhere, next to any gene or even within another gene, disturbing its function or regulation. If the «new» gene gets into the «quiet» non- expressed areas of the cell's DNA, it is likely to interfere with the regulation of gene expression of the whole region. It could potentially cause genes in the «quiet» DNA to become active. Often genetic engineering will not only use the information of one gene and put it behind the promoter of another gene, but will also take bits and pieces from other genes and other species. Although this is aimed to benefit the expression and function of the «new» gene it also causes more interference and enhances the risks of unpredictable effects.

## UNITY

### *ADVERTISING*

#### *I. Read and learn new words:*

advertising - реклама  
advertisement - рекламное объявление  
to advertise - рекламировать  
promotion - продвижение  
identifiable - конкретный, установленный  
to flourish - процветать, преуспевать  
profit-oriented - ориентированный на получение прибыли  
to accelerate - ускорять  
distribution - распространение  
awareness - осведомленность  
objective - цель  
advertiser - рекламодатель  
media - средства массовой информации  
to draw - привлекать  
aptitude - способность  
advertising space - рекламное пространство (в газете)  
broadcasting time - эфирное время  
to be skilled in smth. - быть способным в чем-либо  
consumer - покупатель, потребитель  
to expose - размещать, выставлять  
copywriting - подготовка (написание) текстов  
layout - расположение; показ  
commercials - advertisements  
photoengraving - фотоклише  
account executive - финансовый работник  
background - подготовка, квалификация; предпосылка  
to move up - продвигаться по службе  
opportunity - возможность  
community - общество

#### *II. Note the pronunciation of the following words:*

Experience, psychology, awareness, knowledge, competence, aptitudes, to visualize, profit, typography, specialist, presentation, designer, physician.

IEL *Brush up your memory and give synonyms to the following words:*

1) career; 2) advertisement; 3) pay (и.); 4) objective; 5) to purchase; 6) background; 7) salesmanship; 8) consumer; 9) to expose.

*IV. Read the text very attentively and translate it into Russian:*

### **ADVERTISING AS A CAREER IN THE USA**

Advertising is any paid form of no personal presentation and promotion of products, services or ideas by an identifiable individual or organization. It flourishes mainly in free-market, profit-oriented countries. It is one of the most important factors in accelerating the distribution of products and helping to raise the standard of living. Advertising cannot turn a poor product or service into a good one. But what it can do - and does - is to create awareness about both old and new products and services. So three main objectives of advertising are:

- to produce knowledge about the product or service;
- to create preference for it;
- to stimulate thought and action about it.

Careers in advertising may involve working for advertisers, media, advertising agencies or suppliers and special services. In opinion of American specialists only 35 colleges and universities in the USA have effective programs of advertising education. Fewer than 10 offer any truly significant amount of graduate work in advertising. However advertising draws people from a variety of educational backgrounds.

Advertisers. Most companies that advertise extensively have advertising managers, or brand managers. Because these people help to coordinate the company's advertising program with its sales program and with the company's advertising agency, they must have aptitudes for both advertising and management.

Media. All media use salesmen to sell advertising space or broadcasting time. Media salesmen must be knowledgeable about business and skilled in management.

Advertising Agencies. A variety of specialists is required in an advertising agency because it develops advertising programs, prepares advertisements and places them in media. Those interested in advertising research and fact gathering should know both statistics and consumer psychology. Competence in media planning and evaluation is essential for a career in media. The media buyer must identify and determine the most

effective media in which to expose the advertising messages and purchase space or time in these media.

Copywriting requires creative writing skills and ability to visualize ideas. The copywriter is a developer of advertising ideas and messages.

Layout, typography and visualization are essential for those in art, both for print advertising and for television commercials. Print-production specialists must know printing, photoengraving and typography.

Experience in «show business», dramatics, photography, music, play- writing and allied fields are excellent backgrounds for the television producer.

Besides every agency needs the account executive to be a mediator between an advertiser and an agency who should have accountant background and managerial skills.

Supplies and Special Services. Positions similar to one of those already described are offered by the following services that support advertising: marketing research organizations, television and radio producers, film producers, art studios, photographers, producers of display materials, typographers, photoengravers and product and package designers.

Job Prospects. More than 0,1% of the US population work in advertising, but their numbers is expected to grow rapidly. Opportunities for rapid advancement are generally greater in advertising than in most other industries. How rapidly a person moves up in responsibilities and pay is based largely on his own efforts, more than on age or length of employment. For women opportunities in advertising - at least in advertising agencies and in retailing - tend to be greater than in most other business enterprises.

In general the rate of pay is comparable to that of business executives and professional men such as physicians and lawyers in the same community.

### **EXERCISES COMPREHENSION**

*I. Answer the questions:*

1. What is advertising?
2. What is the aim of advertising?
3. Do we need the awareness of a product ? What for?
4. People of what professions can work at advertising agencies?
5. Are there a lot of educational institutions preparing specialists in advertising in the USA (in Russia)? Do all of them provide their students with graduate work?

6. Why do many companies hire an advertising manager?
7. What does the work of advertising agencies consist of?
8. What qualities should you have to work in advertising?
9. What are the duties of a mediator?
10. What kinds of services support advertising?
11. What does a person's moving up in advertising career depend on?
12. Do you agree that for women opportunities in advertising are greater than in any other sphere of business? Why?
13. Who in your opinion can make a better career in advertising - a man or a woman? Why?

**II. Compare the following English and Russian words:**

producer	продюсер	career	карьера
business	бизнес	organization	организация
photography	фотография	prospects	проспект
music	музыка	agency	агентство
sphere	сфера	statistics	статистика
designer	дизайнер	studios	студия

**III. Fill in the blanks.**

1. \_ is a form of no personal presentation and promotion of products, services or ideas.
2. Advertising is one of the most important factors in accelerating the \_ of products.
3. Advertising creates a(n) \_ about old and new products.
4. There are three main \_ in advertising.
5. Advertising \_ people from a variety of educational backgrounds.
6. Experience in «show business» is an excellent \_ for the television producer.
7. How rapidly a person \_ in responsibilities and pay is based on his own efforts.

**IV. Study the 4 methods of ads designing that make it effective:**

Attract the buyers when they scan.

- SIZE
- BORDER
- COLOUR



Interest the buyers when they review.	- ILLUSTRATION - SLOGANS - HEADLINES
Convince the buyers when they read.	- RELIABILITY - AUTHORIZED SALES & SERVICE - SPECIALIZATION - COMPLETENESS OF SERVICE
Prompt the buyer to make action.	- CONVENIENCE/ INFORMATION - MAP - INVITATION PHRASE

**VI.** *Recollect any TV or printed advertisement and comparing with the methods mentioned above say whether it is effective or not.*

**VII.** *Read about the process of making advertisement.*

Ads making includes 5 stages:

- 1) setting the objectives (informing, persuading, reminding);
- 2) drawing up a budget;
- 3) the appeal (the forming of the idea, the choice of forms of appeal, implementation);
- 4) the choice of means of information distribution (the choice of the range, frequency, specific advertising means, the schedule);
- 5) assessment of the results.

The objectives should be clearly stated no matter whether it's informing, persuading or reminding. Informing prevails on the stage of introducing a new product on the market. Persuading forms a specific demand for a certain brand of products. Some persuading ads tend to be comparative, i. e. they show advantages of one brand to the other of the same trade class. Reminding is important to make the consumer remember the product but not to persuade or inform. It's a kind of ads that approves the right choice, e. g. happy buyers adoring their newly bought car.

The budget can be drawn up according to such principles as «on the level of competitors», «out of certain objectives and goals», etc.

The appeal presupposes the forming of the idea, choice of forms of appeal and implementation. Any advertiser should keep in mind the four

AIDA points: attention, interest, desire, action, - consequent stages of the consumer's response before buying.

Forming the idea: the idea can be formed by the way of combining types of satisfaction that a customer anticipates.

The choice of forms of appeal: the appeal is supposed to inform the receiver of something interesting and desirable. Also, it should convey an idea of the advantageous nature of the product compared to the other brands of the same category. The appeal should be sincere and demonstrable.

The implementation of the appeal is very important when advertising such goods as cigarettes, coffee and beer. The impact depends not on what has been said but the way it has been said. Usually the advertiser elaborates the text stressing the contents, goals, integrity and the right tone.

The choice of means of information distribution depends on settling the following questions: stating the range of frequency and the impact of the ads; choosing a specific advertising means and the right schedule.

Assessment of the results presupposes the evaluation of the communicative and commercial effectiveness before, during and after the publicity campaign.

**VIII.** *Work out advertisement of a product or a service observing the stages of ads making.*

**IX.** *Prepare a monologue «Advertising is my career».*

**X.** *Translate the following into English:*

### **Торговля надеждами (Dream Merchants)**

Красива реклама в американских журналах. За каждой картинкой стоит труд не только способных художников и мастеров слова, добывающихся максимально выразительного призыва к покупателю. Целые исследовательские институты изучают для монополий психологию потребителя. Некий американский специалист так сформулировал основной закон рекламы: «Фабриканты косметики торгуют надеждами» и пояснил свою мысль на примере: американки охотно отдают два с половиной доллара за банку с кремом, но ворчат, когда им приходится платить 25 центов за кусок мыла. Секрет здесь в том, что мыло, по словам этого специалиста, обещает покупательнице всего лишь чистоту, а крем - красоту.

Американский исследователь Ване Паккард в книге «Невидимые искусители» пишет, что ежегодно в США затрачивается на рекламу свыше 9 миллиардов долларов. Понятно, что эти огромные расходы оплачивают в конечном счете сами покупатели.

Одурманенные рекламой американцы идут в магазин и покупают изображенную на рекламе мечту. А затем наступает разочарование. Слишком часто картинка оборачивается на деле товарами второго сорта (substandard goods). При этом многие товары широкого потребления сознательно изготавливаются в расчете на быструю порчу (have a built-in obsolescence). Пропасть между высоким качеством рекламы и низким качеством продукции становится глубже.

...Почта приносит свежий номер журнала, и на его страницах снова сверкает белый лак холодильника, пахнет медовым табачным ароматом, счастливо улыбаются женщины, ставшие красавицами после употребления банки крема. Продажа «надежд» продолжается.

*Газета «Вечерняя Москва»*

## *SUPPLEMENTARY READING*

### **ADVERTISING**

No one can seriously pretend to remain unaffected by advertisements. It is impossible to turn a blind eye to the solicitous overtures to buy this or that article that fill our streets, newspapers and magazines. Even in the sanctity of our living-rooms, advertisers are waiting to pounce on their helpless victims as they tune in to their favourite radio or television programmes. In time, no matter how hard we resist, clever little tunes and catch-phrases seep into our subconscious minds and stay there. Though they seem so varied, all these advertisements have one thing in common: they make strong appeals to our emotions.

Fear is the biggest weapon of all. The consumer is literally scared into spending his money when he is reminded that he may die tomorrow and leave his family unprovided for; his house may be burnt down while he is away on holiday; that mysterious pain he has in the stomach (which he innocently took to be indigestion) is really the first symptom of a serious nervous disorder. The bait dangled before his nose is security and he is gripped with fear when he compares his miserable lot with that of the smiling

healthy-looking man in the advertisement, who was provident enough to do all the right things at the right time.

But we are not always dealt with so roughly. Sometimes, it is not our fears that are invoked, but our sense of comfort. Human ingenuity has devised countless machines that take the drudgery out of housework. All you need do is press a button... Why should you freeze every winter? It's time you had this inexpensive heating system installed. Immediately you conjure up glowing visions of yourself, drifting around the house in shirtsleeves when it's 20 below outside.

The softest spot of all is our vanity. No man wants to be bald before he is thirty; no woman wants to lose her schoolgirl complexion. We are flattered and coaxed until we almost believe that we have the makings of potential film stars, providing of course, that we use... Sometimes the methods employed are even more subtle. They persuade us that we are superior to other people and it is time we realised it. The funny man in the poster establishes immediate contact with us by making us feel that we belong to the select few who have a sense of humour. Austere black type and profoundly serious statements confirm what we knew all along: that we are highly intelligent.

No amount of logical argument can convince so much as this assault on our emotions. When a crunchy, honey-filled chocolate bar stares up at you from a glossy page, what else can you do but rush out and buy one?

*L. G. Alexander from «Sixty Steps to Precis»*

## **THE DIRECTION OF INTERNATIONAL ADVERTISING**

All indications suggest that world trade will increase because more companies will enter world markets and those companies already there will work more aggressively. Marketing support activities, including advertising, sales promotion, and marketing public relations, will naturally follow this trend and, in some companies, will lead it.

In countries such as the United States, where only a small percentage of industrial production is exported, there is a growth opportunity for businesses to develop overseas markets and a concurrent need for advertising people to develop international expertise. The future of international advertising is very bright indeed. In the U.S. we see new interest in international advertising. New advertising trade magazines specifically

address international advertisers. International advertising seminars and workshops have sprouted up across the country. The publication of books, such as this one, attests to the growing interest in international advertising. Foreign media representative firms, international media planning consultancies, and offices of foreign publishers all indicate that international advertising is growing in the United States.

The trend in respect to the centralization or decentralization of marketing and marketing communications among locally headquartered international companies affects the growth of international advertising. When marketing support activities are highly decentralized, few opportunities exist for advertising people to involve themselves in overseas markets. But the trend in the 1980s is toward regionalization and centralization of marketing responsibility.

After World War II there was a rush to localize international business, but, starting in the mid-seventies, international companies pulled back from decentralization toward centralization, principally to be better able to control costs. When international companies shift toward centralization, it bodes well for the growth of the international sector of advertising in those companies.

Throughout the world there is a shortage of internationalists in the advertising business. As business becomes more international, advertising must follow not only in the United States but in all industrialized countries. And the developing and underdeveloped nations, many with rich raw materials resources and poor industrial bases, must also learn more about export marketing and promotion in order to create capital for processing industries and other technologies needed for development. The only rational course of action is to overcome government trade disincentives.

«Japan, Inc.» is the model of cooperation between business and government. The concerted effort between Japanese public and private interests has won foreign market share, stimulated exports, created jobs at home, and dramatically raised the Japanese standard of living.

In the future, marketing and advertising, just like business itself, will function in a global village. However your company organizes to market globally, the basic techniques and concepts of marketing communications will extend from domestic markets to overseas markets. There will be environmental and cultural differences, but the similarities will outweigh them.

## UNIT VI

### MARKETING

#### I. Read and learn new words:

**marketing** - создание рынков сбыта или спроса

**basic needs** - основные потребности

**product development** - разработка изделия

**challenge** - бросать вызов

**consumer** - потребитель

**market segmentation** - сегментация рынка

**marketer** - сбытовик

**pioneer product** - новый товар

**values** - ценности

**promotion** - продвижение товара

**distribution** - распространение, распределение

**controllable factors** - управляемые факторы

**product life cycle** - жизненный цикл продукта

**to prolong** - продолжать

**salesmanship** - навязывание, проталкивание товара

**multiple choice** - многообразный выбор **neighborhood** - соседство

**luxury** - роскошь

**direct-mail coupons** - почтовые рекламные листы

**customer service** - обслуживание покупателя **to be**

**available** - быть доступным, пригодным **extent** - степень, мера

**manufacturing expenses** - затраты на выпуск **innovation** - нововведение

**long-term sales** - длительный срок продажи товара

#### II. Read the text and form the main idea of the text:

### MARKETING

Marketing is a new science what has been around previously is the art of salesmanship. Salesmanship is the art of manufacturing something and making another person want. Marketing is the art of finding out what

the other person wants? Then manufacturing is for him. So marketing is defined as the performance of business activities that direct the flow of goods and services from the producer to the consumer.

In a market of multiple choice. It is no longer sufficient to produce a product and show your customers that it satisfies one of their basic needs. You must show them it provides benefits other products fail to provide? That it can be supplied at a competitive price and above all supplied reliably.

Preferences that consumers have for this or that product work for shorter and shorter periods. Choice makes marketing work. Companies need to be constantly engaged in product development if they wish to grow and make profits. Coca-Cola was successful for many years with one product in one size until Pepsi-Cola challenged them with a bottle double the size at the same cost to the consumer. Since then Coca-Cola has made many changes. As you see multiple choices the consumer is the motor that drives marketing vehicle.

### ***EXERCISES COMPREHENSION***

***I Answer these questions:***

1. What is the fundamental difference between salesmanship and marketing?
2. How is marketing defined?
3. What are key elements of marketing?
4. What is the driving force of marketing?
5. What is the best way to win long-term loyalty to a product?

***II. Study these statements and say whether they are true or false:***

1. Marketing is the art of salesmanship.
2. Salesmanship is the art of manufacturing smth. and making the other person want it.
3. In a market of multiple choices it is very sufficient to produce a product and show the customer its basic needs.
4. You must show it provides benefits.
5. Marketing is defined as the performance of business activities that direct the flow of goods and services from the consumer to the producer.
6. Choice makes marketing work.

7. It is not necessary for companies to be constantly engaged in product development.

8. Pepsi-Cola challenged them with a bottle double the size at another cost to the consumer.

9. Coca-Cola hasn't made any changes.

10. Multiple choice is the other motor that drives marketing.

**III. Find synonymous to the following words:**

Challenge, new, consumer, distribution, element, call for, pioneer, customer, segmentation, factor, to continue, multiple, luxury, to prolong, different, select, choice, marketer, buyer product life cycle, product life existence, extent, degree, wealth.

**IV. Find antonyms to the following words:**

Pioneer, to prolong, to leave it, old, to finish, to challenge, consumer, luxury, seller, product, life cycle, multiple, product disappearance, the only, remote distance, neighborhood, poverty, extent, integral, expenses, profit.

**V. Give the meaning of the following word combinations, suggest how they can be translated into English:**

Создание рынков сбыта, проталкивание товара, новый товар, распределение, основные потребности, продвижение товара, ценности, жизненный цикл продукта, многообразный выбор, почтовые рекламные листы, роскошь, затраты на выпуск продукта.

**VI. Read, translate and make a summary on it:**

**Market segmentation**

Research is the basic tool of marketing. A marketer must determine what customers needs are. Marketing experts have developed techniques for determining the needs of prospective customers. It's done by way of market segmentation.

Every market can be divided into segments or in other words, into separate groups of consumers. First there are demographic factors like age, income, cultural background, occupation, size of family, type of home, neighbourhood and etc. Then there are psychographic factors - the customer's opinions and interests, hobbies vacation sports, favorite sports, etc. Then a product is compared with the goods already established in the market by quality and quantity standards to be ahead you must be ahead of your competitors.

Competition never stops. Market segmentation should be on a permanent base. Introduction of a pioneer product can immediately change the composition and number of a consumer grouping. The fundamental principles for a marketer are:

- understand the customer (through research);
- understand the grouping (to which the customer belongs);
- create a choice (a difference in price or that will distinguish your product);
- communicate that choice (through promotion and advertising). Consumer marketing should be based on understanding consumer values, wants and needs.

### *SUPPLEMENTARY READING*

#### **MARKETING MIX**

There are four principle controllable factors that provide the most effective choice for the consumer. They are called Four P's or the marketing mix. These are: price, place, promotion and the main point the product itself.

Price can be different depending on the manufacturing expenses. But it must be competitive. The owner of a factory manufacturing transportation equipment could produce an economy car, a luxury, truck, van, tractor, motorcycles and apply different marketing techniques.

Place includes location of production and distribution. The place to see your product could be in dealers show - rooms or directly from the factory or from catalogs, direct-mail coupons, even telemarketing with telephone sales people or through computer shopping service.

Promotion includes all forms of marketing communication (advertising, direct mail, customer service, image, special events, sales and the product or service itself). Promotion is the most complex thing - how to select and divide your market according to the type of product, its price and where it will be available. Each group of the population has its own values to which you want to make your product appeal.

The most controllable of these factors is product (service). All products and services have what have been traditionally called product life cycles.

The stages of the product life cycle are introduction, growth, maturity and decline.

The length of a product life cycle depends upon the:

- Intensity of the competition.
- Extent to which the product is an existing product.
- Introductory timing of technologically superior products.
- Marketing techniques.

## **FRANCHISING**

Franchising is defined as a business system in which a company (or a franchisor) sells an individual (or franchisee) the right to operate a business using the franchisor's established system or format. The franchisee is thus able to take advantage of the franchisor's brand names, reputation and experience.

As part of the contract (or franchise agreement) the franchisee pays an initial sum of money, known as a franchise (or front end) fee to the franchisor and in addition pays a management services fee which is usually calculated as a percentage of the annual turnover.

The examples of franchisors, or some big famous companies in cooking fast food are McDonalds, Baskin Robbins; in clothing Benetton, Jacadi; in car manufacturing Ziebart Tidy Car Midas. The amount of rights and duties for franchisee are the following: they can easily get advice on how to deal with specific problems, they also must respect certain rules, they may have to buy supplies from one source, they can only sell certain products, it's not easy to sell the business for them, they should provide regular reports on the level of sales.

To bring franchising to a wider public an increasing number of exhibitions are being held.

For example, if you are the franchisor and want some people to operate the business, then you should tell in your manual what to do and what to wear, when to open and close business, what to say to people and what not to say, what to sell and what not to sell and etc. And all of this is defined by you - the franchisor.

For the part of franchisees it is important to be positive, outgoing self-starters, able to stick to a job and see it through, - they should be goal orientated. As franchisee you will expect the franchisor team to support you, in return, the franchisor expects you to get on with your part of the deal and develop the business without constant supervision. It's the basis for a successful relationship. This mutual relationship and the fulfillment of both sides carrying out then obligations is the main thing in franchising.

Coca-Cola and its advertising John S. Pemberton invented Coca-Cola in 1886. His partner suggested an advertisement for the drink in *The Atlanta Journal* that very year. In 1888, Asa Chandler bought the Coca-Cola business and decided to make the product known through signs, calendars and clocks. The company began building global network when Robert Woodcruff was elected president of the company in 1923. He succeeded in transforming Coca-Cola into a truly international product by setting up a foreign department, which exported Coca-Cola to the Olympic Games in Amsterdam in 1928. During World War Two, he promised to bring Coca-Cola to every soldier in every part of the world.

Coca-Cola's advertising has always attempted to reflect changing contemporary lifestyles. Creating an international advertising campaign requires the talents of professionals in many areas, and extensive testing and research are always done before deciding which advertisements will finally be used. Celebrity endorsements have featured heavily - Caiy Grant, Ray Charles and Whitney Houston are just three of the big name stars who have agreed to appear in Coca-Cola commercials.

After launching Diet Coke in 1982, the company saw its sales grow quickly. The drink, is now the third most popular in the world. In 1985, the company tried changing the secret formula of Coca-Cola, but realized that Americans were very attached to the original recipe. The company listened to its consumers and quickly responded by returning the original formula to the market as «Coca-Cola Classic». Today, people in more than 160 countries around the globe enjoy drinking Coca-Cola. It is asked for more than 524 million times a day in more than 80 languages. The company intends to expand its global presence even further in the twenty-first century, particularly in developing markets.

## **ROLES OF MARKETING**

As marketing developed, it took a variety of forms. It was noted above that marketing can be viewed as a set of functions in the sense that certain activities are traditionally associated with the exchange process. A common but incorrect view is that selling and advertising are the only marketing activities. Yet, in addition to promotion, marketing includes a much broader set of functions, including product development, packaging, pricing, distribution, and customer service.

Many organizations and businesses assign responsibility for these marketing functions to a specific group of individuals within the organiza

tion. In this respect, marketing is a unique and separate entity. Those who make up the marketing department may include brand and product managers, marketing researchers, sales representatives, advertising and promotion managers, pricing specialists, and customer service personnel.

As a managerial process, marketing is the way in which an organization determines its best opportunities in the marketplace, given its objectives and resources. The marketing process is divided into a strategic and a tactical phase. The strategic phase has three components - segmentation, targeting, and positioning (STP). The organization must distinguish among different groups of customers in the market (segmentation), choose which group(s) it can serve effectively (targeting), and communicate the central benefit it offers to that group (positioning). The marketing process includes designing and implementing various tactics, commonly referred to as the «marketing mix,» or the «4 P's»: product, price, place (or distribution), and promotion. The marketing mix is followed by evaluating, controlling, and revising the marketing process to achieve the organization's objectives (see below the section Marketing-mix planning).

The managerial philosophy of marketing puts central emphasis on customer satisfaction as the means for gaining and keeping loyal customers. Marketers urge their organizations to carefully and continually gauge target customers' expectations and to consistently meet or exceed these expectations. In order to accomplish this, everyone in all areas of the organization must focus on understanding and serving customers; it will not succeed if all marketing occurs only in the marketing department. Marketing, consequently, is far too important to be done solely by the marketing department. Marketers also want their organizations to move from practicing transaction-oriented marketing, which focuses on individual exchanges, to relationship-driven marketing, which emphasizes serving the customer over the long term. Simply getting new customers and losing old ones will not help the organization achieve its objectives.

Finally, marketing is a social process that occurs in all economies, regardless of their political structure and orientation. It is the process by which a society organizes and distributes its resources to meet the material needs of its citizens. However, marketing activity is more pronounced under conditions of goods surpluses than goods shortages. When goods are in short supply, consumers are usually so desirous of goods that the exchange process does not require significant promotion or facilitation. In contrast, when there are more goods and services than consumers need or want, companies must work harder to convince customers to exchange with them.

## UNIT VII

### *JOB HUNTING*

I. Read and learn new words: **advice** - совет

**career** - карьера, сфера деятельности

**expert** - эксперт

**to hire** - нанимать

**interview** - интервью

**manager** - руководитель

**out of work** - без работы

**resume** - резюме

**rewards** - вознаграждения

**salary** - зарплата

**skill** - умение, способность

**to update** - обновлять

**want ads** - объявления о приеме на работу

**manual** - руководство, пособие

**employment agency** - агентство по трудоустройству

II. *Fill in the blanks.*

1. In 1930s jobs were hard to find. Almost 25 % of all Americans were \_.

2. He has fifteen years of experience working with electric cars. Many people think he is a(n) \_.

3. He's had many different jobs, but only one \_. In other words, he's worked in many different schools, but he's always been a teacher.

4. Most companies ask for a(n) \_ so they can read about you before they talk to you in person.

5. She sells a lot of paintings. She has a lot of \_ as an artist and a bus newswomen.

6. She was offered two jobs at the same time. She didn't know what to do. So she asked me for \_.

7. Let's \_ Katlin. She has the most experience. She will be a great teacher.

8. She needed a job, so she decided to look at the \_.

9. The \_ of the job just weren't enough. She was happy with the work, but she wasn't making enough money.

10. When looking for a job, it's important to \_ your resume. Write down your most recent jobs and education.

11. She was a computer programmer for ten years. Then she became a(n) \_. Suddenly she had to lead all the people she used to work with.

12. Kristin had a(n) \_ for a job yesterday. She was very nervous, but I think she got the job.

**III.** *Imagine you are not satisfied with your job. So, you decide to job hunt. Write a list of things you might do to find a job. The first one has been done for you.*

1.1 might ask someone in my family for a job.

...

...

...

etc.

**IV.** *Now learn what a professional has to say about this topic. Read «Finding the Ideal Job», a book review of «What colour is your parachute?» (a book review is an article in a magazine or a newspaper that tells people about a new book. Usually a review explains the main ideas a book and gives an opinion about the book/)*

### **Finding the Ideal Job**

*Review of the book «What colour is your parachute?»*

*By Barbara Kleppinger*

You are out of work.

You hate your job.

You aren't satisfied with your career.

You are looking for your first job. Where do you start?

If you are like most Americans, you'll probably send your resume to a lot of companies. You may answer newspaper want ads every Sunday. Or you might go to employment agencies. But experts say you won't have much luck. People find jobs only 5 to 15 percent of the time when they use these methods. So, what can you do?

One thing you can do is read Richard Nelson Bolles's «What colour is your parachute?» a Practical Manual for Job Hunters and Career Changers». Bolles is an expert in the field of job hunting. He has helped thousands of people find jobs and careers. This book is different from other job-hunting manuals. Bolles doesn't help you to find just another job.

Instead, he helps you find your ideal job: a job that fits who you are, a job that is satisfying to *you*. What kind of job is ideal for you? If you don't know the answer, Bolles says, you can't find your ideal job. You need to have a clear picture in your mind of the job you want. The book has many exercises to help you draw this picture.

Bolles says that you must think about three things:

1. *Your skills*. What do you like to do? What do you do well? Do you like talking? Helping people? Teaching? Reading and writing? Using computers? Working with your hands? Bolles asks you to think about all your skills, not only «working skills». For example, a mother of four children is probably good at managing people (children!). She may be a good manager.

2. *Job setting*. Where do you like to work? Do you like to work outside? At home? In an office? Alone or with others? What kind of people do you like to work with?

3. *Job rewards*. How much money do you need? How much money do you want? What else do you want from a job? What would make you feel good about a job?

After Bolles helps you decide on your ideal job, he gives you specific, useful advice on how to find the job. His exercises teach you how to find companies and how to introduce yourself. The chapter on job interviews is full of useful information and suggestions. For example, most go to interviews asking themselves the question «How do I get the company to hire me?» Bolles thinks this is the wrong question. Instead, he wants you to ask yourself, «Do I really want to work for this company?»

There are two small problems with book. First, Bolles writes too much! He explains some of his ideas over and over again. Second, there is no space to write the answers to the exercises. But these are small problems. «*What colour is your parachute?*» is the best job-hunting manual available today.

«*What colour is your parachute?*» was written in 1970. But the information is updated every year. So, if you are looking for a job, or if you have a job but want a new one, remember: don't just send out copies of your resume. Don't just answer want ads. And don't wait for friends to get you a job. Instead, buy this book and do a job hunt the right way.

## EXERCISES

### COMPREHENSION

*I. Answer the questions.*

1. What is «What colour is your parachute?» Who is the author of this book? When was it written?
2. What are usual methods of a job hunt?
3. What does Bolles advise to do?
4. What do you have to do before a job hunt?
5. Are there any problems about this book? Are they serious? What are they?
6. Would you like to read this book?
7. Would you follow the pieces of advice given in this book?

*II. Decide if the sentences are true or false.*

1. «What colour is your parachute?» is similar to other job-hunting manuals.
2. Bolles's goal is to help people find jobs as quickly as possible.
3. According to «What colour is your parachute?», job hunters should think about their skills, the work setting and the job rewards they want.
4. «What colour is your parachute?» includes specific advice on finding jobs.
5. According to the reviewer, one problem of the book is that it's short.

*III. Write the job-hunting methods listed below in the correct column in the chart.*

answer newspaper want ads ask friends to help  
find a job decide what kind of job is ideal think  
about job rewards do exercises  
go to an employment agency  
decide what kind of place you want to work in  
send out lots of resumes  
think about your skills

What many people do to  
find a job

1.  
2.  
etc.

What Bolles says will help you  
find a job

1.  
2.  
etc.

**IV.** *Read each situation. Decide whether, according to Bolles, the person is making a mistake or doing the right thing. Discuss your decisions with your groupmates.*

1. Owen was always a manager. He doesn't want to be a manager. But he's not looking for another job, because he thinks that he doesn't know how to do anything else.

2. Amy studied to be a teacher. But now she's not just looking for work as a teacher. Instead she's thinking about whether teaching is really the right career for her.

2. Bill is in a job interview. He is asking the person who is interviewing him some questions about the company.

3. Kathy has a choice between a job that pays very well and a job that seems very interesting. She decided that for her money is the most important thing. So she chooses the job that pays well.

4. Peter sent his resumes to many companies and he answered many want ads. So now he is waiting for someone to call him about a job.

**V.** *Read the stories and complete the sentences below.*

### **The ideal job**

Believe it or not, some people get paid - and well - for doing the things that make them really happy. Here are a few people who have found the job of their dreams.

«I know all about job-hunting». - Betsy.

A few years ago I lost my job as a manager in a factory. I was so unhappy. I was 38, out of work for the 100th time, and without much hope. Then one day I was thinking about the question, «What do I do best?» and the answer came to me. I had been out of work for many times, so I knew every manual about how to find a job or change a career. I must have been to over 100 interviews in my life, made 1,000 phone calls asking for jobs and sent out a resume to almost 2,000 companies. When I looked at my skills, I saw that my best skills were job-hunting skills! So I started my own

company, Career Consulting. It's a business that helps people find jobs. I hired two people to work with me. The three of us work together on everything, but I'm the boss. It's great! I love the work and I make a lot of money.

«I have the funniest job in the world». - Amanda.

I have been a matchmaker for 41 years. Because of me 60 couples are now happily married or engaged. I'm a good matchmaker. I have a very good eye for people. And I don't mean I match people on how they look. I mean I can meet a person just once for ten minutes and I know for sure what kind of person he or she is. I get a feeling and this feeling tells me, «Oh, he would be a great husband for Stephanie», or «Ah, now here is the woman for Timothy». I can't imagine a job that's funnier. I meet wonderful people. I work for myself. Nobody tells me what to do. I make enough money to live a simple life. And I get so much joy from seeing what happens to my matches. A month ago a couple stopped on their way home from the hospital with their new baby girl. I'm so happy to think that I helped make that family.

«I have a job with an incredible view». - Donna.

Teaching skydiving is so exiting. I love seeing students on their first jump. They are all nervous and exited. When they get to the ground they can't wait to call everyone they know and tell them they just jumped out of an airplane. Later, when they learn to turn and fly forward, they realize that they are not just a flying stone. They realize that they are like a bird - they can fly!

It wasn't easy to get this job. I had to have about 1,000 jumps and about two years of training. And the salary was only 15,000 dollars for the first year. But I don't do it for the money. In fact I don't need to get paid at all. I love it that much!

Complete the sentences with correct name from the reading.

1. \_ made 15,000 dollars a year.
2. \_ helped 60 couples find each other.
3. \_ was out of work many times.
4. \_ has had the same job for forty years.
5. \_ changed careers.
6. \_ loves teaching.

## **VI. Writing practice.**

- Imagine your friend has just finished college and doesn't know what to do for work. Write him or her letter with advice.

- Imagine you have your dream job. What do you do? Describe your job.  
Don't forget about the three things that Nelson Bolles says are important:  
your skills, setting and rewards.

**VII.** *Work in pairs. Interview someone who wants to change career.*

**VIII.** *Read the dialogue and find the English equivalents to the following:*

Вакансия, заполнить анкету, перспективная компания, средоточие усилий, расширять деятельность, творческая команда, конкурентоспособный, ответственность, обязанность, успешно вести переговоры, основные достоинства, повседневные нагрузки, напряженно работать, отзыв (рекомендация), испытательный срок, хорошая рабочая обстановка

**IX.** *Read the dialog and translate:*

TST systems was looking for candidates for an opening position of a commercial director. Three applicants came for an interview after they had submitted their resumes. The third and the most successful was Mr. Klimenko.

- Good morning, sir.
- Good morning. Come in. Mr. Klimenko, isn't it? Please take a seat. You will have to excuse me a moment while I finish signing these letters. Meanwhile, please, fill in the application form. Well, now I can concentrate on you, Mr. Klimenko. Tell me, how long were you in your last job with Alpha?
- Five years. I'm only leaving because the firm is moving to Sevastopol, but I think a change will do me good.
- What do you know about our company? Have you got any questions to me?
- I know that this is a very promising company, so I'd like you to inform me what will be the major focus of efforts in the next few years?
- We plan to expand our activity on English-speaking countries, mainly on England, to buy equipment and technologies from them and run training programs here. We need a team of creative persons to make our company competitive in the world market.
- What responsibilities and obligations do you suggest during the first year?
- Well, first of all to be responsible for our contacts with English partners, to buy good equipment and generally to be skillful in negotiations. You will have to travel very much. Besides, we are expecting a new fair in London soon and maybe you will have a chance to go there.

- Yes, I see.
- So tell me what are your three main strengths?
- I think they are: reliability, loyalty, energy.
- OK. How do you relieve everyday tensions?
- I am accustomed to work under pressure.
- Are you a leader by nature?
- Yes, I think so, because I make contacts with people very easily.
- All right, Mr. Klimenko, I am quite prepared to offer you a job with us.

You have excellent references from your previous job. What do you find a fair salary?

- Equivalent to 500 dollars.
- I think we'll begin you from 450 dollars for the experimental period and if you do well we'll review it by the end of three months. Hours are from nine to five thirty, with an hour for lunch a fortnight's holiday. Does that suit you? Any questions?

- What about travel: length, where?
- Mostly to England for not longer than a month.
- All right. I suppose supportive environment here. When do you want me to start, sir?

- In a week, if possible.
- I am afraid I can begin working only since October 10.
- No problem. We'll be seeing you on the 10<sup>th</sup> then?
- Yes, certainly. Thank you very much. Goodbye.
- Goodbye.

**X. Tell about:**

- Mr. Klimenko's career;
- TST Systems;
- Mr. Klimenko's future work.

**XI. Make up questions, so that the following sentences could be the answers.**

1. Five years. I'm only leaving because I'm not satisfied with the rewards.
2. You'll have to create training programs.
3. First of all you'll be responsible for our contacts with other countries, so you are to be skillful in negotiations.
4. I think they are: energy, creativity, independence.
5. I'm accustomed to work under pressure.
6. Equivalent to 3000 rubles.

**XII. Reply to the following:**

1. Good morning, sir. Fill in the application form, please.
2. What opening position do you pretend?
3. What do you know about our company?
4. Could you show me your references from the previous job?
5. What are the working hours?
6. What are your main strengths?
7. When do you want me to start?

**XIII. From the adjectives given below choose the ones characterizing:**

- a) you;
- b) a secretary;
- c) a bookkeeper;
- d) a manager,
- e) a trading agent.

Active, attentive, constructive, cooperative, creative, diplomatic, disciplined, energetic, independent, methodical, realistic, sincere, systematic, tactful.

**XIV. Study the example of a resume and write down your own one.**

*John H. Mill*  
*38 Park Avenue, Ap. 50*  
*New York, N. Y. 11298*  
*Tel. (312) 493-8332*

**OBJECTIVE**  
**SUMMARY**

**QUALIFICATIONS**

**EXPERIENCE 1990-1995**

A position as a bookkeeper  
12 years of experience in every routine work in this field. Perfect knowledge of computers and statistics.

Make up all kinds of financial reports, balances and production planning.  
**FRISCO DOCKS, Inc.**  
San Francisco, California.  
Deputy Chief of Planning, Commerce Dpt.

In charge of account books, statements, new ideas of planning.

1980-1990	SAKHA Co, Ltd. New York. Accountant. Prepared accounts and balance sheets of every kind.
EDUCATION	London school of economics London, Great Britain, Bachelor (Ec.)
PERSONAL	Arrived in the United States January, 1980. British subject. Married, one child.
REFERENCES	Available upon request

**XV.** *Work out a dialogue - an interview for a job.*

**XVI.** *Prepare the annotation on the text.*

### *SUPPLEMENTARY READING*

#### **RECRUITMENT**

When a company needs to recruit or employ new people, it may decide to advertise the job or position in the appointments section of a newspaper. People who are interested can then apply for the job by sending in a letter of application or covering letter (US cover letter) and a curriculum vitae or CV (US resume) containing details of their education and experience. A company may also ask candidates to complete a standard application form. The company's Human Resources department will then select the most suitable applications and prepare a short list of candidates or applicants, who are invited to attend an interview. CV or resume consists of some items to fill in. They may be different from one country to another but the main principles are the same in any country. They are: personal details, education, professional experience, skills, activities, references. The letter of application can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains four paragraphs in which you should:

- confirm that you wish to apply and say where you learned about the job;
- say why you are interested in the position and relate your interests to those of the company;
- show that you can contribute to the job by highlighting your most relevant skills and experience;
- indicate your willingness to attend an interview (and possibly say when you would be free to attend).

Another way for a company to hire is by using the services of a recruitment agency (US search firm) who will provide them with a list of suitable candidates. Headhunters or executive search firms specialise in finding the right person for the right job. When a company wishes to recruit a new person for an important position it may use the services of such a firm. The advantages for the employer are that it does not have to organise the costly and time-consuming process of advertising, selecting and interviewing suitable applicant. In some cases, the search firm may already have a list of people with the appropriate skills for the job. If this is not the case, then it may act as a consultant, advising on or even organizing testing and simulations to evaluate the candidates' behaviour in order to select the most competent person for the job. A suitable candidate invites to attend an interview the results of which are reflected in a special report written by a personnel manager. It sums up information about skills and qualities that a candidate possesses as well as the general impression which an interviewer has got. There are many techniques to select or interview candidates. A growing number of companies are step away from the traditional job interviews. Applicants are required to submit to series of paper-and- pencil tests, role-playing exercises, simulated decision-making exercises, brainteasers, trick questions and so on to reveal and measure skills in communications, analysis and organization, management style, personality traits and motivation, ability to react, intelligence and suitability for a position.

## UNIT VIII

### *FOOD SAFETY*

*I. Read and learn new words:*

**pesticide** - пестициды **hormone** - гормоны **creep** -

красться **food** - пища, еда

**diet** - пища; определенный «стол» **anxiety** - беспокойство, тревога, забота

**junk food** - нездоровая пища, изобилующая добавками и наполнителями

**fat** - жир, жирный

**additive** - добавка

**fertilizer** - удобрение

**process** - подвергать обработке

**processed** - готовый к употреблению

**ban (smb. from smth.)** - запрещать

*II. Read the text and say what food is safety:*

### **FOOD SAFETY**

Food has become the source of anxiety to many people. Behind it lies a revolution in the way our food is now produced. The problem is that a vast range of chemicals used on the modern farm have crept into our food. Our diet - the food we eat - is not always healthy.

30 % of Americans and 25 % of Europeans are fat because they eat too much junk food: hamburgers, popcorn, pizza, chocolate. Why is junk food bad for us? The answer is simple. It contains too much sugar and fat. This is the reason why so many people die of heart diseases.

Finally, there are «additives» - a group of chemicals which food factories use. They make food look better, taste better, last longer. The best recommendation is to stop eating processed foods. Instead there is a diet of fruit, vegetables, brown bread, fish and other «health» foods.

But even health food isn't always healthy. People don't just pollute the atmosphere. They pollute themselves too. Modern farmers and food

factories use over three thousand chemicals. Some are «pesticides» which kill insects. Third groups are «hormones» - these make animals, like pigs, grow more quickly.

Concern about the health risks caused great demand for organic food, grown without chemicals. Chemicals are replaced by crop rotation. Organic agriculture is also kinder to the environment, the soil and the farm workers.

You may turn your worry about food to action. As a shopper you have a great deal of influence. How you choose to spend your money shape the supply chain policy. Citizens can choose and campaign for food that is safe to eat, healthy for themselves and environment.

## COMPREHENSION

### *I. True or false?*

1. All our food is healthy.
2. Junk food is very good for men.
3. Chemicals used on a modern farm pollute our food.
4. Fruits and nuts, vegetables and wheat are health food.
5. Food additives can add color, flavor, and artificial sweetness.
6. Hormones help plants grow.
7. Fertilizers are used to kill insects and weeds.
8. Chemicals make agriculture safer and healthier.
9. All food grown on a farm can be called organic.

### *II. Complete the question and give the answer.*

1. What are two major ... ?
2. Why has our food become ... ?
3. Why are there so many ... ?
4. Why is junk food ... ?
5. What food do we call ... ?
6. Why isn't health food ... ?
7. What substances help ... ?
8. How do farmers grow ... ?
9. Why do we say that organic agriculture ... kinder ... ?
10. How can people change ... ?

**III.** *Find in the text equivalents to the following words and phrases*

Источник беспокойства; огромное количество химических веществ; то, что мы обычно едим; очень полные люди; нездоровая пища с большим количеством химических добавок; готовая к употреблению пища; ядохимикаты; пищевые продукты, выращенные без применения химических веществ; формировать политику поставок пищевых продуктов (в магазин).

**IV.** *Use the above words to describe the food most people eat. Say what diet is good for man.*

**V.** *Here are some useful words from the text. Can you remember the sentences you saw each word in? Make similar to the original sentences.*

Junk food, additives, health food, pollute, crop, grow, environment, soil, choose, substance.

**VI.** *Find in the text the word or phrase which means:*

1. Things we eat.
2. Sort of food usually eaten by a person or community.
3. Food of little or no value.
4. Substances added in small amounts to food for special purposes.
5. Food which is good for men.
6. Chemical substances which kill insects and weeds.
7. Foods grown without chemicals.
8. Take part in an action against something.

**VII.** *Write an essay on the eating habits of teenagers.*

**VIII.** *Prepare the annotation on the text.*

## *SUPPLEMENTARY READING*

### **RAY KROC**

The man who helped make the fast food industry famous. He expanded a small business into an international operation called McDonald's.

You probably know what fast food is. It is cooked food that is ready almost as soon as you enter a public eating place. It does not cost much, It

is popular with most Americans and with many people around the world. Some experts say that at least twenty-five percent of American adults eat fast food every day. Most fast food restaurants offer ground beef sandwiches called hamburgers and potatoes cooked in hot oil called French fries. Other fast food places serve fried chicken, pizza or tacos.

You see fast food restaurants almost everywhere in the United States. The names and the designs of the buildings are easily recognized - Burger King, Kentucky Fried Chicken, Pizza Hut, taco Beil and of course, McDonald's. Most are chain restaurants. That means each one is part of a huge company.

Each restaurant in the chain has the same large, colorful sign that can be recognized from far away. Each offers its own carefully limited choice of foods. Each kind of hamburger or piece of chicken tastes the same at every restaurant in the chain.

The fast food industry began with two brothers in San Bernardino, California in the nineteen-forties. Mac and Dick McDonald owned a small, but very successful restaurant. They sold only a few kinds of simple food, especially hamburgers.

People stood outside the restaurant at a window. They told the workers inside what they wanted to eat. They received and paid for their food very quickly. The food came in containers that could be thrown away. The system was so successful that the McDonald brothers discovered they could sell a lot of food and lower their prices.

Ray Kroc sold restaurant supplies. He recognized the importance of the McDonald brothers' idea. He saw that food sales could be organized for mass production - almost like a factory. Mister Kroc paid the McDonald brothers for permission to open several restaurants similar to theirs. He opened the first McDonald's restaurant near Chicago, Illinois, in nineteen-fifty-five. Soon, more McDonald's were opening all across the United States. Other people copied the idea and more fast food restaurants followed.

Raymond Albert Kroc was a very wealthy businessman when he died in nineteen-eighty-four. But he had not always been successful. Ray was born in Illinois in nineteen-oh-two. His parents were not rich. He attended school in Oak become a driver for the Red Cross in World War One. He lied about his age to be accepted. He was only fifteen. The war ended before he could be sent to Europe.

After the war, Ray became a jazz piano player. He played with famous music groups. He got married when he was twenty. Then he began working for the Lily Tulip Cup Company, selling paper cups. He kept trying new

things, however. He attempted to sell land in the southern state of Florida. That business failed. Ray Kroc remembered driving to Chicago from Florida after his business failed. He said: «I will never forget that drive as long as I live. The streets were covered with ice, and I did not have winter clothing. When I arrived home I was very cold and had no money».

Ray Kroc went back to being a salesman for the Lily Tulip Cup Company. He was responsible for product sales in the central United States. His life improved when he started a small business that sold restaurant supplies. He sold a machine that could mix five milkshakes at one time.

In nineteen-fifty-four, he discovered a small restaurant that was using eight of his machines. He went there and found that the owners of the restaurant had a good business selling only hamburgers, French fries and drinks.

At first, Mister Kroc saw only the possibility for increasing the sales of his mixers to more restaurants. Then he proposed an agreement with the McDonald brothers to start a number of restaurants. Under the agreement, the McDonald brothers would get a percentage of all sales.

The first McDonald's restaurant opened in Des Plaines, Illinois, in nineteen-fifty-five. Ray Kroc was fifty-two years old - an age when many people start thinking about retirement. He opened two restaurants. Soon he began to understand that the real profits were made in selling hamburgers, not the mixers. He quickly sold the mixer company and invested the money in the growing chain of McDonald's restaurants.

In nineteen-sixty, Mister Kroc bought the legal rights to the restaurants from the McDonald brothers. By then, the chain had more than two- hundred restaurants.

Fast food restaurants spread quickly in the United States because of franchising. Franchising means selling the legal right to operate a store in a company's chain to an independent business person. If the company approves, the business person may buy or lease the store for a period of years.

Many people want to own a McDonald a low cost from the parent company. Each restaurant also gives the company about ten percent of the money it earns in sales. Today, about seventy percent of McDonald's restaurants worldwide are owned and operated by independent businessmen and women.

Ray Kroc was good at identifying what the public wanted. He knew that many American families wanted to eat in a restaurant sometimes. He gave people a simple eating place with popular food, low prices, friendly service and no waiting. And all McDonald's restaurants sold the same food in every restaurant across the country.

Ray Kroc established rules for how McDonald's restaurants were to operate. He demanded that every restaurant offer «quality, service and cleanliness». People lucky enough to get a franchise must complete a program at a training center called Hamburger University. They learn how to cook and serve the food, and how to keep the building clean. More than sixty-five thousand people have completed this training.

McDonald's began to expand around the world in nineteen-sixty-seven. Ray Kroc's business ability made McDonald's the largest restaurant company in the world. There are now more than thirty-thousand McDonald's restaurants on six continents.

The company operates in about one-hundred-twenty countries. Every day, McDonald's restaurants around the world serve about fifty million people.

In later years, Ray Kroc established the Kroc Foundation, a private organization that gives money to help others. He also established a number of centers that offer support to families of children who have cancer. They are called Ronald McDonald houses.

Many people praised Ray Kroc for his company's success and good works. But other people sharply criticized him for the way McDonald's treated young employees. Many of the workers were paid the lowest wage permitted by American law. Health experts still criticize McDonald's food for containing too much fat and salt.

In the nineteen-seventies, Ray Kroc turned his energy from hamburgers to sports. He bought a professional baseball team in California, the San Diego Padres. He died in nineteen-eighty-four. He was eighty-one years old.

That first McDonald's restaurant in Des Plaines, Illinois, was torn down. It was replaced by a store and visitors' center that attempts to copy what was in the original building. Another museum in nearby Oak Park describes the life of Ray Kroc. Ray Kroc's story remains an important part of McDonald's history. And his way of doing business continues to influence fast food restaurants that feed people around the world.

*By George Grow*

## UNIT IX

### *THE THROW-AWAY SOCIETY*

#### *I. Read and learn new words:*

**swamp** - затоплять, утоплять

**sack** - мешок

**landfill** - мусорная яма

**landfill site** - свалка

**kerbside** - обочина

**rubbish** - мусор

**waste** - отбросы, мусор

**garbage** - пищевые отбросы

**dustman** - мусорщик

**dustbin** - мусорный ящик

**menace** - угроза, опасность

**consumer** - потреблять

**recycle** - перерабатывать

**explode** - взрывать(ся)

**poison** - отравлять

**reduce** - уменьшать

**litter** - мусорить, мусор

**raw** - сырой

**raw material** - сырье

**valuable** – ценный

#### *II. Read the text and form the main idea of the text:*

### **THE THROW-AWAY SOCIETY**

Britain is well on the way to being swamped by rubbish. Every year each family offers the dustmen one ton of «mixed waste» (two black sacks a week).

More than half of the dustbin content is a combination of paper (33 %) and vegetable matter (20 %). The rest includes glass (10 %), dust and ash (10 %) and smaller quantities of metals, plastics and textiles.

How do we get rid of this rubbish? We find or dig huge holes in the ground and fill them with this stuff. These are known as «landfill sites».

This 20 million ton rubbish pose major environmental problem polluting the area. It is a slow and unseen menace. Methane gas given off by decaying organic matter can build up and explode. Toxic materials poison the water and air and pose a long-term threat to our food chain.

But a lot of what we throw away is still useful. The glass, plastic, metal, oil, textile, paper, cardboard, battery content we send to landfill is potentially veiy valuable because it is a concentrated source of many raw materials. Rubbish can be also burnt to generate electricity and heat our homes.

Britain recycles less than 1,5 % of waste. It is pretty poor record if compared to 10 % in the US and Germany, 14 % in the Netherlands, 18 % in Canada. There is a problem - recycling is expensive. But it should be sponsored by government, local councils and industry.

Still the number of recycling centers is growing. Collection «banks» and kerbside «blue boxes» have become very popular. Consumers separate materials (paper, metal, textiles, glass, cans, plastic containers) and take them to collection points. It cuts waste going to landfill by half and reduces pollution.

### **EXERCISES COMPREHENSION**

*I. Decide what paragraph these sentences can go in the text.*

1. Britain throws away 7 million tons of paper every year.
2. At the moment, most countries turn only 5-10 % of their rubbish into energy.
3. There are three ways to beat the throw-away society. They are cleaner and cheaper than bury rubbish.
4. Recycling saves trees, energy, money and cuts pollution.
5. Some countries now have recycling laws these mean that supermarkets pay customers to return cans and batteries.

**II.** *Read the text and find out what can be done to cut waste going into landfill.*

1. Recycling.
2. ...
3. ...
4. ...

**III. Study the text and point out the benefits of recycling.** 1. Saves everything and resources. 2.... ■

3. ...
4. ...
5. ...

**IV. Paraphrase and explain in your own words the underlined parts of the following sentences; translate them into Russian.**

1. Britain is well on the way to being swamped by rubbish.
2. How do we get rid of this rubbish?
3. This is a slow and unseen menace.
4. This rubbish pose major environmental problem.
5. This gas can build up and explode.
6. They poison the water and air and pose a long-term threat to our food chain.
7. It is a pretty poor record.
8. Collection «banks» and kerbside «blue boxes» have become very popular.
9. It cuts waste by half and reduces pollution.

**V. Match the parts of the slogans you'd make.**

- |                         |                                               |
|-------------------------|-----------------------------------------------|
| 1. Buy products         |                                               |
| 2. Bring your own       | a) use rechargeable batteries.                |
| 3. Use                  | b) aerosol cans.                              |
| 4. Write on             | c) collection point for glass, paper, metals. |
| 5. Take wastepaper      | d) both sides of paper.                       |
| 6. Avoid                | e) to local paper banks.                      |
| 7. Buy your drinks      | f) made from recycled materials.              |
| 8. If you have a choice | g) shopping bags.                             |
|                         | h) in glass bottles, not plastic ones.        |

**VI. Read the sentences and find two newspaper stories:**

a) Focus on Paper;

b) Six Billion Glass Containers.

1. Recycling glass saves energy and raw materials.
2. Britain throws away 7 million tons of paper every year.
3. Already three quarters of all paper used in the UK is made in Scandinavia.
4. It means that each family throws out at least five jars or bottles a week, thereby creating mountains of glass.
5. So as a nation we use a forest the size of Wales each year.
6. Theoretically, almost all glass could be made of recycled material.
7. That is the same as 80 million trees.
8. Nearly one tenth of all waste currently sent to landfill.
9. Our appetite for paper is growing; we import a great deal of pulp (raw material for paper production) at enormous (great) cost.
10. The UK industry currently recycles just one - fifth of what we use.
11. Recycling wastepaper will greatly reduce pulp imports water and air pollution.
12. Bottle banks have been around for 13 years but we still have far fewer bottle banks per person than other EC countries.
13. This represents an enormous amount of waste in both senses of the word.
14. It will cut the need to farm trees and reduce air pollution.
15. This will change when people at home and at work buy more recycled paper products.
16. Don't forget that a simple milk bottle can make 25 trips per lifetime.
17. You can save woods if you buy only recycled paper products, collect and re-use anything printed on one side.

**VII. Translate the sentences from Russian into English.**

1. Мы выкидываем огромное количество мусора.
2. Мусор - это коробки, мешки, бумага, банки, тряпки, бутылки. Это также остатки еды.
3. Часть мусора сжигают. Когда горят предметы из пластмассы, выделяются вредные газы.  
Мы должны научиться использовать вещи снова и снова. Тогда не будет так много мусора.  
Один из способов - это переработка, тогда предметы используют снова, а не выбрасывают.

Другой способ уменьшить количество мусора - использовать вещи снова для другой цели.

Подарки можно заворачивать в комиксы или красивые картинки. Тогда мы будем выбрасывать меньше бумаги.

Стеклянные банки можно использовать снова для хранения еды или других вещей.

Вещи, которые нам не нужны, мама отдает другим людям, которые нуждаются в них.

Еще один способ создавать меньше мусора - это покупать только самые нужные вещи.

Старайся покупать такие вещи, которые можно починить, их не надо будет выбрасывать.

**VIII.** *Write a letter «Friends of the Earth» to your local branch with your suggestions to start a campaign «Join in and help things change».*

### *SUPPLEMENTARY READING*

## **OUTLINE FOR A HISTORY OF ECOLOGY AND ARCHITECTURE**

The importance of ecology to architects in helping to solve environmental problems is currently an intensely debated issue within the architectural community. In this debate there seems to be no agreement on what relationship (if any) there should be between ecological science and architecture. One anthropocentric (human centered) group represented by Zaha Hadid, Toyo Ito and Itsuko Hasegawa, among others, has argued that architecture inspired by ecology builds on a narrow biological understanding of the human condition. The consequence, they argue, are technologically driven buildings that focus on biological survival of humans and the environment at the expense of aesthetic and social values. Another non-anthropocentric oriented group represented by architects such as Robert Brown Butler, Nancy Todd, Ken Yeang, Design Outlaws and members of Norwegian Architects for Sustainable Development (NABU) hold that the urgent need to save the environment should result in a new type of responsible design driven by environmental values and ecological knowledge. They believe in a new way of thinking about buildings and

design that may contribute to solving the environmental crisis while reconciling the dualism between humans and nature. A third, somewhat smaller group, represented by designers like Ben van Berkel, Winy Maas, Renzo Piano, and Hashim Sarkis, has developed a third path based on the strength of the two polarized groups.

In these debates historical precursors and examples are regularly evoked to underscore positions. How «nature» or «organisms» inspired (or did not inspire) various architects is often brought up to make a point. Yet, surprisingly few historians of architecture have written about the history of architecture and ecology, and that which is written is almost exclusively focused on ecological architecture of the 1960s and 70s. The heat of the current debate is marked by a lack of historical examples on which to draw upon in the discussion of an important issue. Indeed, most architects seem to believe that the turn towards ecology is part of a recent trend.

There is therefore a need to do some historical research on the history of this type of design. The following pages will suggest an outline for such a history of the relationship between buildings and the environment in which they are placed. This study will hopefully provide the current debate with several important historical examples of architecture inspired by ecology, and also contribute to the side of the debate arguing against the current polarization. There is historically a strong connection between politics and ecological science, and this study will focus on the relationship between ecology, management, and design of built structures.

There are numerous references to ecological concepts and science in the architectural debate from the turn of the century onwards. These emerge in the context of landscape design, urban planning, and construction of buildings. The proposed history will focus on buildings, only mentioning ecological debates in landscape design and urban planning insofar as they will enhance the understanding of the buildings.

In terms of methodology the study will use the patronage perspective in historiography, by arguing that the patron and the developer sometimes drive more of architectural design than the reasoning of the architect. This approach will allow the inclusion of examples of buildings in which the developer told the architect to build with an ecological perspective and design. This is the case in every example of the study, except in cases where the developer and the architect are the same person.

The chief questions about ecologically designed buildings which will be addressed within this patronage perspective are as follows: 1) What was the relationship between the understanding of the building and the natural

environment in which it is placed? Or more specifically, what was the connection between the household and the household of nature? 2) What social and political ideas, technologies, materials, and type of design did the developer in collaboration with the architect promote to enhance a close relationship between built structures and ecosystems? 3) Are there common lineages in different historical examples of ecologically designed architecture? What is the historical background and reason for the current split between anthropocentric and non-anthropocentric architectural aesthetic and design?

Following these three research questions the argument of the study is 1) there has been a reciprocal relationship between ecologically designed buildings and the environment, although different ecological perceptions of nature resulted in very different design concepts. This relates to 2) how different social and political ideas, technologies, materials and type of design reflected not only understandings of nature, but also biological survival strategies on an earth marked by ecological crisis. 3) The common theme in the very different cases of ecological architecture discussed will be political ideas of environmental management schemes for handling the crisis through design. Most of the buildings were designed with a perspective that undermined the social sphere of democratic discourse in favor of an ethos of scientific management. There are also reasons to believe that the current schism in the debate about ecological architecture is a recent, and from a historical point of view, unnecessary polarization.

The philosopher Hannah Arendt points to ancient Greek philosophy, drawing a sharp distinction between the pre-political sphere of necessity in *oikos*, the household, and the political sphere of freedom in *polis*, the city-state. The realm of the household was, according to her, the domain of uncontested despotic powers and paternal housekeeping, where the forces of life compelled humans to multiply and labor for nourishment and biological survival. The realm of the city-state was the sphere of public life where humans capable of speech lived a political life of reason and contemplation. Ecological designers frequently evoked the Greek term *oikos* to define ecology, and the study will argue that their images of private and public life followed the Greek understanding of the household management of the building as well as the ecosystem.

The proposed study will not be a comprehensive history of ecology and architecture. Key examples or «snapshots» of buildings will instead represent a certain era or type of reasoning. The following is a schematic outline.

The primitive hut will serve as a start for discussing how the household of nature relates both historically and thematically to the household of buildings, and vice versa. The homes of Henry David Thoreau, John Muir, Aldo Leopold and Arne Naess, all **celebrated** philosophers and founding fathers of deep ecological reasoning will serve as examples. They lived and wrote about ecology in shacks or small cabins in far-away locations. Indeed, Naess is still an active author in his remote cabin Tvergastein at the mountaintop Hallingskarvet at Ustaoset in Norway. These homes have in common an anti-aesthetic language, since design itself represents an anthropocentric departure from closeness to nature. Their views on the household of nature stand in direct relationship with their homes. The language they used to describe nature is thus understood in the context of the architectural language of their shanties. Contrary to the widely held belief that ecology implies understanding the human condition as being part of nature, the deep ecologists have a distant epistemological bird's eye view and Weltanschauung. They all **located** their home - imaginary or real - on a mountaintop as far as possible from the social realm, but close enough to suggest various moral and political management schemes for our societies and environments.

This Weltanschauung theme will serve as a point of departure for discussing a group of radical modernist designers of the 1930s. The focus of discussion will be an enormous cave designed for the film «Things to come» (1936), all according to ecological principles and in the International Style of architecture. The cave was an ecotopian fantasy of a future ideal society written by the famous science fiction writer H. G. Wells and produced by Alexander Korda. Wells used the film to promote a new environmentally responsible society informed by the emergent **ecological** science of energy and the fluidity of the household of nature. Film historians have done a good job in describing the socialist agenda, the creative use of new design and filming techniques. Yet, historians have failed to discuss how the science of ecological engineering informed the entire layout of the movie, including its design and Bauhaus **architecture**. H. G. Wells was one of the most famous novelists and science fiction writers of his time, arguing for the importance of understanding the human condition from a biological point view. **In** the early 1930s he used human ecology as the chief methodological tool in his thinking. He joined forces with the socialist **inspired** planning movement favoring scientific planning of the world to save **mankind** from environmental, economic and social destruction.

The Bauhaus architecture represented in movie «Things to come» inspired a series of architects and designers, most importantly Roland Wank, the chief architect of New Deal buildings constructed by the Tennessee Valley Authority in the United States. Other examples include modernist architecture built at the London Zoo in the late 1930s. Following thinkers like Patrick Geddes and Lewis Mumford, these developers and architects believed buildings could contribute to safeguard human evolutionary development, since further progressive evolution of modern technologies and scientific discoveries would prove to solve the ecological crisis. It was particularly the ecological understanding of the importance of fresh air and sunlight that these designers (like Cedric Price and Archigram) thought was important. The dense fogs of urban cities were unhealthy for the human skin and body, and people should consider moving out to the healthy air of the countryside. The basic strategies of these new ecological design principles were to channel nature's energy into more efficient and thus better human use. Architects from the Architectural Association in London argued that the shift in construction techniques from wet materials like mud, cement, mortar and brick, to dry materials like steel, plastic and glass meant more fresh air and sunlight in buildings. They saw the movement from wet to dry, from natural to artificial, and from handicraft to mass production in architecture as a leap forward in the biological evolution of human development toward a balanced ecological future.

The word ecology emerged not only in avant-garde International Design, but also in less progressive architecture. An important example of this is in the Imperial Forestry Institute at Oxford University, a type of Natural History building and museum. It was a building for ecologists who had an important say with regards to how its design should relate to its role as an ecological research institution. Its prime function, besides being a place where researchers could do their work, was to be a material representation of their patronage system: every piece of wood in the entire building was a gift from a long list of patrons around the British Empire. These gifts were organized within the building according to the location of the patron. The building thus became a microcosm of the Empire with various parts representing patrons, colonies and collaborators around the world. In walking through the building one can see how the ecology of plants relates to the wealth of each part of the Empire. The building is thus a key to understanding the connection between the ecology of plants, knowledge, wealth and patronage in relation to an emerging global discipline.

Such global ecological thinking is perhaps best represented in one of the most important characters who promoted ecology to architects, namely Richard Buckminster Fuller. His turn to ecology came in 1932 when as editor of the journal *Shelter* he wrote that his journal should serve the field of ecology, and that architecture was the science of putting the house in an ecological order. Fuller's various architectural projects are best understood as a longing for acceptance within the Navy community. He was not only trained by the Navy as a military engineer, but also kept close contact with Navy officials throughout his life, and most of his ecological works were contracted for military use. His early Dymaxion dwelling machines, his famous domes, and, finally his writings about «spaceship earth» were all serving his Navy patrons. I will describe how his ideas about ecology build on his knowledge of military engineering, management, and survival strategies and techniques.

Historians of architecture and ecology alike have hardly discussed the connection between military engineering and ecology. The study will focus on ecologists involved in design of space cabins and stations. One of the most important patrons and clients of ecologically driven architecture after the Second World War was NASA, the American space agency. They were concerned about the biological survival of the astronaut in space stations, and with the mission of building American space colonies on the moon and beyond. Spin-off technologies from this research, such as efficient sewage systems, toilets, food storage, clean air standards and technologies, energy saving devices, as well as solar cell panels, all became crucial technologies for ecological design in the 1970s and beyond. Newly realized archive material also indicates that research on how to design ecosystems in sealed cabins in order to secure the survival of humans in space was actively used in designing underground military shelter installations and in Navy submarines.

The final part of the study will discuss how one came to think about the earth as a «spaceship» or as one enormous ecological construction in the 1960s and 70s. Deep ecologists encouraged people to «think globally» and to see the earth as one huge ecosystem. Seeing the world as a whole represents the ultimate panoramic view from the philosopher's mountaintop. The ideals of scientific world management influenced a series of environmental thinkers, such as the counterculture guru Max Nicholson in the 1970s, to promote paternal steering of the «spaceship». Representations of «spaceship earth» (such as the Biosphere II project in Arizona and the Eden Project in Cornwall, England) capture the idea of

creating a microcosm of the world within one museum/research building. It was Buckminster Fuller who coined the term «spaceship earth» to promote his domes and environmental management. It was research on the possibility of human survival inside space cabins that in the end was projected on to the earth as an issue of humanity's survival on «spaceship earth». Thus, the understanding of the earth as a ship, or as one closed ecosystem, draws upon architectural concepts and design.

This outline of an investigation into changing construction materials and technologies, as well as social and political ideas about architecture and ecology may provide an understanding of the historical development of the relationship between design of built structures and ecosystems.

*By Peder Anker, Center for Development and the Environment,  
University of Oslo*

## **ENVIRONMENTAL HISTORY AND THE CONSTRUCTION OF NATURE AND LANDSCAPE: THE CASE OF THE «LANDSCAPING» OF THE JUTLAND HEATH**

It is my thesis that the discipline we now know as environmental history owes a great deal of its impetus to the emergence at the beginning of the 19th century of a socially engaged and environmentally committed interdisciplinary «proto-discipline».

A material conception of nature was of key importance to this environmental history, and thereby to the historically conscious conservation movement which it set in motion. This concept of nature as thing could, however, be (mis)construed to represent a reification which separates humanity from nature. This reification, as will be seen, was problematic because it bore concealed within it older normative concepts of nature, which came to imply environmental determinism as a natural ideal and the alienation from nature of any form of humanity which violated this ideal. This meant that humanity tended to be counterpoised to nature. There is a consequent need today to «deconstruct» this concept of nature in order to «re-invent», as it were, a conception of nature which maintains the conservation imperative, but which shifts its focus from things to the dynamics of a society-environment relation in which humanity can take a positive and active role.

I exemplify my argument by drawing upon a classic case of the intertwining of environmental transformations and changing conceptions of nature: that of the «landscaping» of the Jutland heath. Even though this analysis is not about Transylvania, a key factor in it proves to be an arcane bond between bats, vampires and the concept of landscape.

*Kenneth R. Olwig «Environment and History» 2 (1996)*

## **ENVIRONMENT, ECOLOGY AND CULTURE**

The Environment, Ecology and Culture theme looks at human culture in relation to the biosphere. Environmental history considers how humans and natural environments have interacted and reshaped each other in the past. It studies the ecological and environmental niches where humans have succeeded and failed and the reasons for these successes and failures. It is concerned with how humans have altered the environments of the places they have inhabited through irrigation systems, agricultural and pastoral practices, and industry; and it studies the social, political and technological systems that have sustained these economic activities. Environmental history asks such questions as: how has the natural environment influenced human actions, decisions, and cultural and social development? How have people perceived or imagined the natural world? How have they reshaped and even reordered the natural environment? How have they struggled with each other over ways the environment should be treated and understood? And what have been the intended and unintended consequences of their actions?

The Environment, Ecology and Culture theme also studies how weather patterns and climate changes have affected the development of cultures. It looks at the history of foods and at the social systems and cultural practices that have developed around the domestication and production of foodstuffs. It sees globalization in terms of the spread of biotas and pathogens as well as the spread of social and political systems. It incorporates parasites and diseases into history, and looks at the religious, political and medical systems that humans have designed to control and manage disease. Finally, as cultural and intellectual history, it examines how different cultures have understood nature and their relationship to nature.

## UNIT X

### *MY SPECIALITY*

#### *I. Read this text*

### **PUBLIC RELATIONS**

Byname Pr, aspect of communications involving the relations between an entity subject to or seeking public attention and the various publics those are or may be interested in it. The entity seeking attention may be a business corporation, an individual politician, a performer or author, a government or government agency, a charitable organization, a religious body, or almost any other person or organization.

The publics may include segments as narrow as female voters of a particular political party who are between 35 and 50 years of age or the shareholders in a particular corporation; or the publics may be as broad as any national population or the world at large. The concerns of public relations operate both ways between the subject entity, which may be thought of as the client, and the publics involved. The important elements of public relations are to acquaint the client with the public conceptions of the client and to affect these perceptions by focusing, curtailing, amplifying, or augmenting information about the client as it is conveyed to the publics. The real tasks of public relations in the business world may focus on corporate interests or those of marketing products or services; on image creation or defense against attack; on broad public relations or straight publicity.

In general, the strategic goal of public relations is to project a favourable public image, one of corporate good citizenship; but this cannot be accomplished with lights and mirrors in an age of investigative journalism, and the first responsibility of public relations is to persuade management that the reality must correspond with the desired image. To a large extent, the job of public relations is to optimize good news and to forestall bad news, but when disaster strikes, the public relations practitioner's task, in consultation with legal counsel, is to assess the situation and the damage, to assemble the facts, together with necessary background information, and to offer these to the news media, along with answers to their questions of fact. When a client is under attack, it is a public relations responsibility to organize the client's response - usually involving several complicated issues - to be both lucid and persuasive.

**II. Note the pronunciation of the following words:**

Lucid, journalism, services, particular, amplifying, damage, to persuade, politician, author, desired, assemble,

**III. Give the meaning of the following word combinations, suggest how they can be translated into Russian:**

To assemble the facts, when a client is under attack, together with necessary background information, on image creation or defense against attack; on broad public relations or straight publicity, the entity seeking attention, the strategic goal, when disaster strikes, to optimize good news.

**IV. Study the text and point out the aims of public relations<sup>2</sup>**

1. to optimize good news;
2. ...
3. ....
4. ...
5. ...

**V. Paraphrase and explain in your own words the underlined parts of the following sentences; translate them into Russian.**

The real tasks of public relations in the business world may focus on corporate interests or those of marketing products or services.

The publics may include segments as narrow as female voters of a particular political party.

First responsibility of public relations is to persuade management that the reality must correspond with the desired image.

The important elements of public relations are to acquaint the client with the public conceptions of the client and to affect these perceptions by focusing, curtailing, amplifying, or augmenting information about the client as it is conveyed to the publics.

When a client is under attack, it is a public relations responsibility to organize the client's response - to be both lucid and persuasive.

**VI. Find synonyms in the text to the following words:**

Customer, explain, commerce, reporting, collectively, communicate, work, duty, clear, expanding, tactical, being.

**VII. Compose the topic «Public relations as my speciality».**

## *SUPPLEMENTARY READING*

### **PUBLIC RELATIONS**

The empire builders of the 19th century often disdained a curious public and an inquisitive press, but this attitude soon came under fire from muckraking journalists. In 1906 Ivy Lee, a former newspaperman, became publicity adviser to a group of American anthracite coal-mine operators who had aroused the anger of the press by their haughty attitudes toward miners and the press in labour disputes. Lee persuaded the mine owners to abandon their refusal to answer questions, and he shortly sent out an announcement that the operators would supply the press with all possible information. Later that year he was retained by the Pennsylvania Railroad and brought into effect a new practice: giving the press full information about railroad accidents. In this he was forging a major ingredient of what had not yet come to be called public relations.

Government agencies began hiring publicists in Great Britain and the United States; U.S. legislation (1913) required congressional authorization to spend government funds on «publicity experts», whereupon the experts masqueraded under such euphemisms as «director of information». The natural affinity of government for public relations, little explored since Machiavelli, was flowering. From 1924 to 1933 in England, the Empire Marketing Board used large-scale publicity to promote trade; it has been called «the archetype of government public relations departments». In Great Britain, as in the United States, the appointment of public relations directors by various government departments during World War II was a prelude to greatly increased postwar emphasis on public relations. Within a decade hardly an agency of any government was without its public relations staff. Perhaps more importantly, public relations had come to be recognized as indispensable to any organization subject to attention in the press and the rapidly developing broadcast media.

There was, however, no uniformly accepted simple definition of the craft, trade, dodge, or art of public relations, and there is none today. This is true in large part because of the great variety of its elements. These include generating favourable publicity and knowing what kind of story is likely to be printed or broadcast. This rudimentary aspect of public relations is complicated by the variety of media; besides newspapers, magazines, and radio and television, there are publications of professional associations, recreational groups, and trade associations; producers of stage, motion-picture, and television entertainment; direct mail lists; and others.

Public relations embraces a serious element of the ethical counseling and sociological education of the client. One of the great American practitioners, Earl Newsom, would force his carefully selected clients' attention to the 19th century classic *The Crowd* (1896; *La Psychologie des foules*, 1895), by the French sociologist Gustave Le Bon, to persuade them that kings (and business potentates) were no longer the rulers but that the crowd - the public - was now sovereign and must be pleased. Public relations counselors to airplane manufacturers and airlines persuaded their clients, as Ivy Lee had done the railroads, to be candid and forthright with the facts and to supply the background necessary for context and understanding when airplane crashes occurred. This element of public relations is complicated and sometimes obscured by the flamboyance of self-promoters in the field and by the excesses of occasional charlatans. It is also complicated by divergent views, for a minority of practitioners believes that silence and secrecy - «stonewalling,» if need be - are the proper response to a deluge of adverse publicity.

Government relations is often included in public relations under the general designation of public affairs and encompasses lobbying. Industrial relations (i. e., labour-management relations), employee relations, and customer relations sometimes are accounted part of public relations. Community relations is important wherever a client has an office or plant.

Modern corporate executives often do not excel at public speaking or writing in nonbusiness language, and a duty of public relations is to translate executives' knowledge into speeches or articles intelligible to nonspecialists. In fact, the prime responsibility of public relations can be seen as interpreting the client to the public and vice versa.

From the 1940s responsible public relations practitioners have endeavoured to codify and uphold ethical standards. Many have attempted to bring the status of a profession to their calling, through associations such as the Public Relations Society of America, the Public Relations Consultants Association (London), the Federation Europeene des Relations Publiques (Brussels), and the International Public Relations Association (London). Many colleges and universities offer not only courses but also academic majors in public relations. Boston University was the first to establish a School of Public Relations (later, Communications) in 1947.

# АНГЛО-РУССКИЙ СЛОВАРЬ ПО СПЕЦИАЛЬНОСТЯМ «СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ», «МЕНЕДЖМЕНТ»

## -А-

**ABUNDANCE PRINCIPLE** принцип изобилия, избыточности; идея заключается в том, что в экономике, производящей товары и услуги в объеме, превышающем потребление, реклама служит одновременно двум целям: дает информацию потребителям о наличии выбора, а производителям - возможность конкурировать в борьбе за потребителя

**ABUSE** 1) оскорбление; 2) плохое, жестокое; 3) злоупотребление; 4) неправильное употребление или (ис)пользование; 5) нападение, избиение; изнасилование, особенно совращение малолетних; 6) эксплуатация с нарушением правил/норм. ПИ) оскорблять; ругать; бесчестить; 2) мучить **ACCELERATE** ускорять

**ACCELERATOR** служащий рекламного агентства, контролирующий прохождение заказов

**ACCEPTANCE** принятие и благожелательное отношение к передачам или публикациям в СМИ **ACCESS** достигать

**ACCOUNT EXECUTIVE** финансовый работник

**ACTION BLOCK** блок непосредственного воздействия на потребителя; верхняя часть рекламной пирамиды, соответствующая периоду времени, когда покупатели лишь знакомятся с продуктом или только начинают покупать его

**ACTION FOR CHILDREN'S TELEVISION (ACT)** движение по защите детей от вредного влияния телевидения (США); организация, дающая оценку и критический анализ влияния телевизионных передач на детей

**ACTION IMPLEMENTATION** часть запланированной акции по связям с общественностью, направленная на доведение информации до целевой аудитории любыми средствами

**ADDITIVE** добавка

**ADVANTAGE** преимущество

**ADVENTURES** приключения

**ADVERTISE** рекламировать

**ADVERTISER** рекламодаель

**ADVERTISEMENT** рекламное объявление

**ADVERTISING** реклама

**ADVERTISING SPACE** рекламное пространство (в газете)

**ADVICE** совет

**AGENCY NETWORK** сеть рекламных агентств; международное объединение рекламных агентств, созданное для оказания и получения помощи по работе со СМИ, по переводу, созданию рекламы и оказанию других видов услуг на иностранном рынке

**AGENCY OF RECORD** головное рекламное агентство, координирующее действия нескольких фирм и агентств по продвижению на рынок товаров нескольких наименований одного и того же рекламодателя

**AMUSING ADVENTURES** забавные приключения ANABOLIC 1) анаболический стероид (используется для увеличения мышечной массы у спортсменов и т. п.); 2) анаболический, ассимиляционный: anabolic steroid — анаболический стероид ANEW заново; по-новому, по-иному

**ANSWERS CODES** типовые ответы заказчикам книжной продукции, отсутствующей на складе: out of print (OP) - тираж распродан и допечатки не будет, not yet out (NYO) или not yet published (NYP) - книга еще не вышла в свет, temporarily unavailable - временно отсутствует и др

**ANXIETY** беспокойство, тревога, забота

**APPEAL** 1) апелляция; 2) призыв; подход; 3) способ, используемый рекламодателем для более успешной информации о товаре

**APPENDIX** приложение

**APPLAUSE** аплодисменты

**APPLAUSE MAIL** положительные отзывы на передачу или рекламу, присланные по почте

**APPLICATION** заявление

**APPLICATION FORM** бланк

**APPROPRIATION** 1) присвоение; 2) ассигнование; 3) фонд; ассигнованные суммы; в **рекламе:** сумма годового расхода на рекламу; 4) присвоение чужой торговой марки

**APTITUDE** способность

**ARCHIVAL** тексты, иллюстрации или документы, отпечатанные на бескислотной бумаге для увеличения срока их службы; не обесцвечиваются и не теряют полиграфические качества; используются в научных и др. изданиях, подлежащих длительному хранению; особо приветствуются библиотеками США, которые нуждаются в частом использовании таких изданий

**AVERAGE FREQUENCY** средний показатель эффективности рекламы, исчисляемый в виде процентного отношения числа показов рекламы за определенное время к общему числу людей, потенциально имевших возможность видеть эту рекламу

**AVERAGE NET PAID CIRCULATION** средний тираж продаваемых газет или журналов

**AVOID** избегать

**AWARENESS** осведомленность; осознанность

**AWARENESS ADVERTISING** начальная стадия рекламирования продукта, направленная на создание положительного имиджа, на знакомство потребителя с названием товара и его упаковкой

**AWARENESS BLOCK** блок узнавания; нижняя ступень рекламной пирамиды, когда потребитель впервые узнает о фирме, товаре или услуге

**AXIS** 1) ось; 2) центр, вокруг которого располагаются все элементы рекламы

**BACKGROUND** подготовка, квалификация; предпосылка

**BACKUP** резервное оборудование

**BACK-TO-BACK** чередование передачи в эфир развлекательной программы и рекламных объявлений

**BAIT** приманка

**BAIT ADVERTISING** рекламирование с целью заманить покупателей в магазин, используя для этого разного рода уловки и хитрости

**BALANCE** уравновешенное расположение элементов на макете рекламы

**BALANCE SHEET** баланс (документ)

**BALLOON ADVERTISING** реклама на воздушных шарах

**BALLYHOO** шумно и назойливо рекламировать товар

**BAN (smb. from smth.) - *глагол*** запрещать

**BAND 1) полоса в газете; 2) *полигр.*** манжетка

**BAND ADVERTISING** реклама, занимающая всю газетную полосу

**BANGS** радиопомехи

**BASIC NEEDS** основные потребности

**BASIC MESSAGE** центральная идея рекламного объявления

**BASIC NETWORK** минимальное количество телевизионных станций, с которыми рекламодатель обязан заключить контракт на передачу его рекламы

**BASIC SERVICE** телевизионное обслуживание, финансируемое за счет рекламы

**BE AVAILABLE** быть доступным, пригодным

**BE FOND OF** любить что-либо, нравиться кому-либо

**BE KEEN ON** увлекаться чем-либо

**BE SKILLED IN SMTH.** быть способным в чем-либо

**BILL POSTER 1) афиша; плакат; 2) расклейщик афиш**

**BILLING 1) счет рекламодателю от рекламного агентства; 2) оборот средств рекламного агентства за определенный период; 3) афиша с именами исполнителей**

**BIND-IN-CARD** рекламный листок, вшитый в журнал

**BINDING** обложка

**BINGO CARD** рекламные листовки, рассылаемые рекламодателем в подписных изданиях с указанием обратного адреса и перечня товаров или услуг

**B LAD** объемный макет будущей книги; включает образцы текста и иллюстраций и оборачивается в пробный оттиск обложки или суперобложки; используется в качестве предварительного рекламного материала

**BLURB** краткое описание книги, размещаемое на задней стороне обложки или на переднем клапане суперобложки издания в твердом переплете

**BOOK FAIRS** книжные ярмарки; используются издателями для организации съездов, консультаций и деловых переговоров

**BOOKING 1) размещение заказов; 2) заключение контракта; 3) составление радио- и телепередач с включением рекламных материалов**

**BOOK JACKET** суперобложка

**BOOK-KEEPER** счетовод; бухгалтер

**BOOKLET** буклет; кляссер

**BOOKMAKER** букмекер

**BOOKPLATE** экслибрис

**BOOK PUBLICITY** книжная реклама

**BOOK REVIEW** книжное обозрение

**BOOKSTALL** книжный киоск

**BOOK TOKEN** книжный ваучер - карточка, покупаемая для последующего обмена на книги; часто используется в качестве подарка, чтобы новый владелец мог бесплатно выбрать понравившуюся книгу в книжном магазине **BOOM** рекламная шумиха

**BRAND MANAGEMENT (PRODUCT MANAGEMENT)** руководство маркетинговой кампании по продвижению одного продукта или комплекса родственных товаров

**BRAND MANAGER** менеджер по сбыту товара, ответственный за успешный маркетинг продукта именно этой фабричной марки

**BRAND MONOPOLY** захват рынка, вытеснение с рынка аналогичного товара других производителей

**BRAND NAME** текстовая часть фабричной марки или фирменного знака

**BRAND PERSONALITY** высоко индивидуальные характеристики товара, делающие его всегда более предпочтительным, чем аналогичные товары конкурирующих фирм

**BRAND POSITIONING** размещение товара конкретной торговой марки на рынках страны и мира и его место по сравнению с аналогичным товаром других фирм

**BRAND RATIONAL ELEMENTS** элементы фабричной марки, отражающие содержательную или функциональную сторону товара

**BRAND STANDING** презентация нового фирменного знака, продукта или организации посредством особой публикации или иной формы деятельности

**BROADCAST** трансляция

**BROADCASTING TIME** эфирное время

**BRANDS EMOTIONAL ELEMENTS** элементы фабричной марки, воздействующие на чувства потребителя

**BROADSHEET** 1) широкоформатный рекламный щит; 2) широкоформатная газета

**BROADSIDE** складывающийся плакат-реклама, выставляемый в витрине магазина или рассылаемый по почте, как обычная брошюра

**BROKER** брокер, физическое лицо или фирма, выступающие в качестве посредника между покупателем и продавцом и получающие комиссионные

**BROKERAGE** 1) посредничество; 2) комиссионные

**BROKERING TIME** брокерная продажа эфирного времени

**BUDGET** бюджет

**BUY SHEET** календарь и подробное расписание рекламных передач, составленное СМИ для конкретного рекламодателя

**BYLINE** помещение фамилии автора статьи либо над заглавием, либо в конце статьи

**CABLE TELEVISION** кабельное телевидение, оплачиваемое по подписке

**CALENDER** *полигр.* каландр; каток; лоцильный пресс; филигранный станок

**CALL** 1) вызов; 2) телефонный звонок; 3) заказ на товар

**CALLIGRAPHY** каллиграфия; чистописание; красивый почерк

**CALL-IN-PROGRAM** программа с прямой телефонной связью с радиослушателями или телезрителями

**CANNED EDITORIAL** одинаковый материал, опубликованный на первой странице многих газет

**CANVASSING** определение общественного мнения

**CAPACITY** 1) мощность; 2) грузоподъемность; 3) дееспособность

**CASTING** предварительный подсчет; примерное вычисление

**CAREER** карьера, сфера деятельности

**CASTING OFF** распределение газетного пространства при публикации рекламного текста с учетом размера шрифта

**CATALOG** 1) каталог; фирменный каталог, рассылаемый по почте и дающий перечень, описание и изображение товаров; 2) список; прейскурант, 3) фильмотека; видеотека

**CAUSE I I** ) причина, основание (для действия, состояния, результата) 2) дело; благое дело, благотворительное; 3) уголовное дело, судебный процесс; 4) вопрос, требующий решения/рассмотрения. II *глагол* послужить причиной/поводом для чего-л.; мотивировать что-л.

**CENTRALIZED ORGANIZATION** организация, работающая на основе централизованного руководства; корпоративная структура, в которой все важные решения, принимаемые в филиалах, должны получить одобрение центрального аппарата фирмы

**CENTS-OFF PROMOTION** центовая скидка; кратковременное снижение цены на товар для проверки наличия интереса к нему у покупателей. Такой вид продвижения товара на рынок может иметь различные формы: наклейка на упаковке о снижении цены, продажа за один цент или бесплатная раздача в виде приложения к другому товару

**CHALLENGE** бросать вызов

**CHOCOLATE** шоколад

**CINEMA SCREENS** киноэкран

**CINEMA-GOING HABIT** привычка ходить в кино

**CIRCULATION** 1) тираж; 2) циркуляция; обращение; 3) *телев.* аудитория; 4) *реки*, количество людей, видевших рекламу на улице или на транспорте

**CIRCULATION AREA** 1) территория распространения периодической печатной продукции, а также рекламы; 2) регион четкого приема радио- и телевидения

**CIRCULATION AUDIT** анализ объема тиража газет, проводимый в США, Бюро по учету тиражей для определения соответствия между объявленными и фактическими тиражами

**CIRCULATION WASTE** тираж, оплаченный рекламодателем, но не использованный по назначению

**CLEARANCE** 1) разрешение; 2) освобождение от уплаты пошлины; 3) согласие региональных вещательных станций передавать программы крупных телесетей

**CLEARANCE ADVERTISING** реклама о распродаже по сниженным ценам при ликвидации устаревших образцов или в конце сезона

**CLEAR-CHANNEL STATION** радиостанция преимущественного вещания на ограниченной территории

**CLEAR TIME** резервирование времени ретранслирующими станциями для продажи его рекламодателям

**CLERICAL ERROR** канцелярская ошибка

**COLOR PROOF** *nanuzp.* комбинированная печать с пластин разного цвета

**COLOR SEPARATION** процесс разделения цветных изображений на элементы в соответствии с основными цветами

**COLOR SEPARATION NEGATIVES** негативы для разделения цветов

**COLOR STRIP** 1) парфюмерная цветная реклама (точное воспроизведение в журнальной рекламе различных оттенков губной помады, теней для глаз и т. п.); 2) *mn.* рассказ в картинках

**COLOR TRANSPARENCY** диапозитив

**COLUMN** 1) колонка; столбец; 2) раздел в газете

**COMMERCIAL SPEECH** обращение службы публик рилейшнз фирмы к широкой общественности с целью рекламирования самой фирмы и ее деятельности

**COMMERCIAL SPOT** рекламная вставка

**COMMERCIALS** рекламное объявление

**COMMUNITY** общество **CONDUCT AN INTERVIEW** брать интервью

**CONSIGNMENT** консигнация или реализация книг с отсрочкой оплаты по мере продаж; когда по окончании периода реализации издатель предоставляет книготорговцу дополнительное время для продажи оставшихся книг в обмен на обязательство книготорговца сделать заказ на другие книги издателя

**CONSUMER** потребитель

**CONTROLLABLE FACTORS** управляемые факторы

**CONSUMER** покупатель, потребитель

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**COPYWRITING** подготовка (написание) текстов

**COUNTERPACK** стенд с несколькими экземплярами книги, размещаемый в книготорговых точках, особенно рядом с книжным магазином, для привлечения так называемых «импульсивных», случайных покупателей

**CREATIVE CONCEPT** «большая идея», способствующая созданию эффективной рекламы

**CREATIVE DEPARTMENT** отдел в рекламном агентстве, выполняющий творческую работу по созданию рекламы (концепция, текст, оформление)

**CREATIVE MIX** элементы рекламы, задаваемые и контролируемые рекламодателем, такие как целевая направленность, концепция основных характеристик товара, каналы распространения

**CREATIVE PLATFORM** документ, суммирующий комплекс заданий на выполнение конкретной рекламы

**CREEP** красться

**CUSTOMER** потребитель

**CUSTOMER SERVICE** обслуживание покупателя

**COVERAGE** освещение в печати, по радио

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**DATABASE** база данных

**DATA SHEETS** реклама с подробной технической информацией

**DATABASE MARKETING** компьютерный маркетинг; накопление и анализ материала о потребителях с последующим выпуском целенаправленной рекламы

**DATELINE** строка с указанием даты выхода публикации

**DAYPARTS** части, на которые делятся рабочие сутки на радио и телевидении

**DEAD AIR** отсутствие передач; мертвый эфир

**DEADLINE** последний срок представления рукописи в издательство

**DIET** пища; определенный «стол»

**DIRECT** почтовые рекламные листы

**DISASTER** катастрофа

**DISCOVERY** обнаружение, открытие

**DISTRIBUTION** распространение, распределение

**TO DOMINATE** превалировать, занимать ведущее место

**TO DRAW** привлекать

**DRIVE TIME** утреннее и вечернее время, проводимое ежедневно за рулем по дороге на работу и домой; наиболее благоприятный период для передачи рекламы по радио и самый высокооплачиваемый

**DROP-IN** вставка

**DROP-IN COMMERCIAL** рекламная вставка

**DRUGS** 1) медикаменты), снадобье, лекарственный препарат; 2) наркотик; транквилизатор; 3) товар, не пользующийся спросом; ненужная вещь. II *глагол* 1) оказывать воздействие, подобное наркотическому, на кого-л.; притуплять (чувства, эмоции и т. д.); 2) давать наркотики; 3) употреблять наркотики: She has drugged all her life. - Всю свою жизнь она употребляла наркотики; 4) подмешивать наркотики или яд (в пищу с целью отравления)

**DRY RUN** репетиция; прогон без съемки

**DRY BRUSH** рисунок, исполненный полусухой кистью на грубой шероховатой бумаге

**DUPE** копия; *МН.* копии готовых телевизионных программ, передаваемые на местные телестанции для ретрансляции

**DUPLICATED AUDIENCE** люди, смотревшие конкретную рекламную передачу более чем по одному каналу СМИ  
**DUSTBIN** мусорный ящик  
**DUSTMAN** мусорщик

-Е-

**EAR** место в верхнем углу первой полосы газеты, продаваемое иногда для рекламных объявлений

**EARLY FRINGE** время, предшествующее началу передачи развлекательных программ, собирающих наибольшее число зрителей

**EARNED RATE** рекламные ставки, обычно выплачиваемые рекламодателем после определения всех скидок и окончания расчетов

**EARTHQUAKE** землетрясение

**E-BUSINESS** дело, бизнес через Интернет

**EMERGE** появляться, возникать

**EMPLOYEE RELATIONS** программа паблик рилейшнз по созданию благоприятной атмосферы в организации

**EMPLOYMENT AGENCY** агентство по трудоустройству

**END CREDITS** заключительные титры фильма

**END-PRODUCT ADVERTISING** реклама фирмы, изготавливающей не весь продукт, но значительную его часть на конечной стадии производства

**END RATE** самая низкая цена, по которой передающие станции согласны продать рекламное время

**ENORMOUS** огромный

**ENCODING** кодирование

**EN SPACE** *полигр.* пространство, по ширине и высоте равное пространству, занимаемому заглавной буквой «N»

**ENTERTAINMENT** развлечение

**ESSENTIAL FEATURE** важная черта

**ETHICAL ADVERTISING** 1) реклама, выполненная с соблюдением этических норм; 2) реклама медицинских товаров, предназначенная для врачей, в отличие от рекламы этих же товаров для широкой публики

**ETHICAL CODE** моральный, этический кодекс

**ETHICAL ADVERTISING** 1) реклама, выполненная с соблюдением этических норм; 2) реклама медицинских товаров, предназначенная для врачей, в отличие от рекламы этих же товаров для широкой публики

**ETHICAL CODE** моральный, этический кодекс

**EVENT** событие

**EXHAUST** 1) а) исчерпывать, израсходовать, использовать полностью; б) изнурять, утомлять (о живых существах; в) истощать (напр., о почвах); 2) разрезать, выкачивать, высасывать, вытягивать (воздух); выпускать (пар)

**EXIST** существовать

**EXPAND** расширять

**EXPERT** эксперт

**EXPLODE** взрывать(ся)

**EXPOSE** размещать, выставлять

**EXTENT** степень, мера

**EXTERNAL AUDIENCE** внешняя аудитория (по отношению к руководству или сотрудникам организации), на которую направлена информация

**EXTERNAL COMMUNICATIONS** коммуникация и информация для внешней аудитории (за пределами своей организации)

**EXTERNAL PUBLICATION** материалы организации, предназначенные для распространения за ее пределами

-F-

**FACE** сталкиваться

**FACT SHEET** перечень самых привлекательных характеристик продукта для включения в рекламный текст, читаемый диктором

**FADE** *телев.* понижение интенсивности сигнала при приеме на дальнем расстоянии

**FADING IN** *телев.* постепенное появление изображения на экране телевизора

**FAIR** 1) хороший; 2) справедливый

**FAIR COPY** издательский оригинал

**FALL IN LOVE WITH EACH OTHER** влюбиться F

**ARM PUBLICATION** журналы для фермеров и их семей, а также для производителей сельскохозяйственного оборудования и сопутствующих товаров

**FASHION** мода

**FAST CLOSE** предложение рекламодателям о срочном размещении рекламных материалов для публикации их по сниженным ценам

**FAST MOVING CONSUMER GOODS (FMCG)** товары регулярного потребления (ежедневного, еженедельного или ежемесячного)

**FAT** жир, жирный

**FEATURE FILM** художественный фильм

**FERTILIZER** удобрение

**FIELD** поле; область; *телев.* поле телевизионного кадра

**FIELD WORK** часть программы исследования, включающая сбор данных

**FIELD SALES** торговля без посредников: производитель - покупатель, минуя оптовую или розничную продажу (напр., на предприятии или из автофургона фирмы)

**FIFTEEN AND TWO** стандартная скидка, предоставляемая рекламному агентству СМИ, из них 15 % получает агентство, и 2 % - рекламодатель

**FIGS FIGURES SHIFT** I установка регистра цифр, нечто мелкое, незначительное; пустяк, ничтожество (то же Dried fig, a fig's end) I don't bid, care, give a fig/fig's end for things like this! - Мне на подобную ерунду просто наплевать! It's not worth a fig/fig's end. - Да это и яйца выеденного не стоит! — never a fig. II форма, состояние; настроение

**FILE** 1) файл; 2) картотека; 3) подшивка (газет, документов)

**FIRM SALE** способ продаж, который не предусматривает возврат непроданных экземпляров книг

**FLOURISH** - глагол процветать, преуспевать

**FLY SHEET** рекламная листовка

**FLYER** рекламный листок, рассылаемый по почте

**FOCUS GROUP** фокусная группа; метод исследования, в котором 8-10 типичных для данной целевой аудитории человек приглашаются на часовую встречу для обсуждения какого-нибудь продукта, услуги или маркетинговой ситуации

**FOLDER** 1) рекламный материал крупного формата, подготовленный для рассылки; 2) папка

**FOOD** пища, еда

**FRAGMENTATION** 1) вычленение наиболее перспективной аудитории; 2) выбор наиболее эффективного канала для распространения конкретного рекламного материала

**FRAGRANCE STRIPS** образцы парфюмерной продукции

**FRAME** 1) кадр; 2) газетная информация, данная в рамке

-G-

**GALLEY** полигр. наборная доска; верстатка

**GALLEY PROOF** первая корректура, до верстки по страницам

**GAME** деятельность по продвижению товара, включающая раздачу призов, основанную на принципе случайной выборки

**GATEFOLD** журнальный вкладыш; рекламная страничка, не увеличивающая стоимости журнала

**GARBAGE** пищевые отбросы

**GENRE** жанр

**GETTING THE RIGHT NEWS** сбор новостей

**GIVE PREFERENCE TO SMTH.** отдавать предпочтение чему-л.

**GREAT DEAL** много, огромное количество

**GROWN-UPS** взрослые

**GUARANTEED CIRCULATION** гарантированная продажа; условия, при которых издатель обязуется продать обусловленное число экземпляров тиража; в случае невыполнения этого обязательства, издатель вынужден компенсировать неустойку рекламодателю, разместившему свою рекламу в этом издании

**GUERRILLA STRATEGY** партизанская стратегия; в маркетинговой войне это означает занятие новой фирмой ниши на рынке, занятом другими компаниями

**GUTTER** полигр. 1) промежуток между двумя смежными полосами (книжной печатной формы); 2) крупный пробельный материал

-H-

**HALFTONE SCREEN** стеклянный или пластиковый экран с сеткой из черных линий, которая разбивает цветовую гамму изображения на точки, делая таким образом возможным воспроизведение изображения

**HALO EFFECT** выбор потребителями одного или двух рекламных образцов как наилучших из большого числа представленных им на выбор

**HAND COMPOSITION** ручной набор

**HANDBILL** листовка или брошюра, предназначенная для бесплатной раздачи  
**HAND LETTERING** надписи, сделанные вручную  
**HANDOUT** 1) сообщение для прессы; 2) раздаточный материал  
**HAPPENING** хэппенинг; событие; мероприятие  
**HARDLY** едва  
**HEART ATTACK** сердечный приступ  
**HIERARCHY OF NEEDS** иерархия потребностей; теория Маслоу, состоящая в том, что первостепенные потребности организма, важные для выживания, являются доминирующими и должны удовлетворяться до того, как приобретут значимость более высокие, социально определяемые потребности человека  
**HIGH BRASS** *разг.* руководство; начальство  
**HIGHBROW** интеллеktуал  
**HIGHBROW PROGRAM** *телев.* серьезная программа  
**HIGH-INVOLVEMENT PRODUCTS** дорогостоящие товары, покупка которых требует предварительной информации и обдумывания до принятия окончательного решения  
**HIRE** нанимать  
**HORMONE** гормон  
**HOSPITALITY COSTS** представительские расходы  
**HOT COMMODITY** 1) продукция повышенного спроса; 2) популярная программа  
**HOT COPY** последние сообщения  
**HOUSEHOLDS USING TV (HUT)** система учета домов с включенными телевизорами в определенное время; если в регионе имеется 1000 телевизоров, а в данный момент включено 500, то коэффициент равен 50  
**HUGE** огромный  
**HUMAN INTEREST STORIES** статья для всех  
**HUNTER** охотник  
**HYPE** навязчивая реклама  
**HYPERMARKET** супермаркет с широким выбором товаров, часто ориентированный на торговлю со скидкой

-1-

**IDENTIFIABLE** конкретный, установленный  
**IMMEDIATE DEMAND** 1) высокий спрос; 2) запрос о срочной поставке товара  
**IMMEDIATE SIGNAL AREA** зона прямого приема сигнала  
**IMPACT** 1) толчок; импульс; 2) влияние; 3) воздействие рекламы на аудиторию  
**IMPACT ADVERTISING** реклама, рассчитанная на мощное воздействие на потребителей  
**IMPRESSION** впечатление  
**INCLUDE** включать  
**INDEPENDENT STATION** коммерческая передающая станция

**IN-DEPTH INTERVIEW** целевое интервью; методика интенсивного интервьюирования, использующая тщательно спланированные, но задаваемые в свободном порядке вопросы для определения глубоких внутренних убеждений респондентов

**INDEX** 1) индекс; числовой показатель; 2) указатель; каталог

**INDICIA** почтовые наклейки, знаки, штампы

**INDIRECT ADVERTISING** косвенная, скрытая реклама

**INITIAL OUTLAY** первоначальный вариант подготовки макета рекламы

**IN-MARKET TEST** способ проверки эффективности рекламы путем подсчета реальной продажи товара на конкретном рынке

**INNOVATION** нововведение

**INNOVATION** 1) внесение новых черт в устоявшуюся, привычную рекламу; 2) создание новой рекламы на основе новых идей и принципов

**IN-PACK PREMIUM** способ продвижения товара на рынке, особенно широко используемый при продаже пищевых продуктов, когда ради рекламы дешевый продукт в виде подарка вкладывается в упаковку товара, который приобрел покупатель

**INTERVIEW** интервью

**ITEM** газетная заметка; новость, сообщение

**IT'S A PITY** жаль, к сожалению

**IT'S AN OPEN SECRET** ни для кого не секрет, что...

-J-

**JACKET** 1) обложка; 2) конверт для официальных документов; упаковка для официальных почтовых отправлений

**JACKET FLAP** клапан суперобложки книги или журнала

**JINGLE** 1) музыкальная реклама; 2) рекламный текст, исполняемый под музыку;

3) позывные радиостанции

**JINGLE COMMERCIAL** рекламный куплет, текст которого, как правило, включает название рекламируемого товара и фирмы, его производящей

**JUMP-OVER** продолжение журнальной или газетной статьи на другой странице

**JUNK FOOD** нездоровая пища, изобилующая добавками и наполнителями

**JUNK MAIL** рекламные издания, рассылаемые по почте бесплатно

**JUNKET** командировка сотрудников СМИ за счет фирмы для освещения деятельности этой фирмы

**JUSTIFICATION** *полигр* выключка строки

**JUSTIFY** *полигр.* располагать текст на странице, оставляя равные поля с обеих сторон

-K-

**KERBSIDE** обочина

**KILL FEE** оплата работы по дополнительному договору, когда первый заказной вариант отвергнут

**KINETIC BOARDS** уличная щитовая реклама с движущимися элементами

**KINETICS** кинетика, приемы жестикуляции и телодвижений при коммуникации  
**KNOW-HOW** 1) «ноу-хау»; знание специальных способов и технологии производства; 2) секреты производства; 3) знания и умения  
**KNOWLEDGE BASE** информация, используемая при экспертной оценке

-L-

**LANDFILL** мусорная яма

**LANDFILL SITE** свалка

**LAUNCH** 1) выход на новый рынок; 2) выход на рынок с новым товаром

**LAUNCH AD, LAUNCH ADVERTISING** рекламная кампания с целью продвижения товара на рынок

**LAUNCH PRICE** 1) цена на новый вид товара, назначенная с учетом расходов по его продвижению на рынок; 2) стоимость размещения рекламы на новый товар в магазинах розничной торговли

**LAUNCH REBATE** скидка оптовикам за внедрение новых товаров на рынок

**LAUNCHING TEST** контроль процесса внедрения на рынок нового вида товара

**LAYOUT** расположение; показ

**LEVEL** уровень

**LEVEL OF ANALYSIS** значимость и объемность системы, выбранной в качестве основы для проведения анализа

**LEVEL OF INCOME** уровень дохода

**LEVEL OF PRICES** уровень цен

**LITTER** мусорить, мусор

**LIVE ACTION** метод создания телевизионной рекламы посредством съемки людей в их повседневной жизни

**LIVE COPY** реклама, читаемая или комментируемая диктором в прямой передаче, а не в записи

**LIVE LINK-UP** телемост

**LIVE PROGRAM** прямая передача программы в эфир без предварительной записи

**LONG-TERM SALES** длительный срок продажи товара

**LOOK DOWN ON SMB.** смотреть свысока, презирать кого-либо

**LOSS LEADER** продукт, рекламируемый по цене ниже той, которую розничная торговля уже уплатила за него; это делается в целях увеличения потока покупателей

**LOT** 1) киностудия; место съемки; 2) партия груза, товара

**LUXURY** роскошь

**MAGAZINE ADVERTISING** рекламирование товаров, идей или услуг на страницах журналов

**MAGAZINE CONCEPT** комплексный подход к покупке времени у вещающих станций без заранее обусловленного времени передачи или характера программы, в которую эта реклама будет включена

**MAGAZINE NETWORK** комплект журналов разных наименований, приобретаемых по единой подписке

**MAINTENANCE STAGE** длительное сотрудничество между рекламодателем и рекламным агентством

**MAJOR MARKETS** основные, главные рынки

**MAKE-UP EDITOR** редактор

**MANAGER** руководитель

**MANUAL** руководство, пособие

**MANUFACTURING EXPENSES** затраты на выпуск

**MARKETING** создание рынков сбыта или спроса

**MARKET SEGMENTATION** сегментация рынка

**MARKETER** сбытовик

**MARKET** 1) рынок; продажа; сбыт; 2) группа потенциальных покупателей с общими интересами, желаниями, потребностями; 3) все покупатели товара одного вида; 4) все потенциальные радиослушатели или телезрители

**MASS EDITION** массовое издание, имеющее, как правило, большой тираж и широкое распространение

**MEDIA** средства массовой информации

**MEDIA-BUYING SERVICE** агентство, работающее с рекламодателями по размещению рекламы в СМИ (покупка времени на радио и телевидении или места в газетах и журналах)

**MEDIA CHOICE** выбор наиболее подходящего СМИ для размещения рекламы

**MEDIA CLASSES** классификация СМИ: печать, электронная связь, уличная (городская) щитовая или транспортная информация, прямые почтовые отправления

**MEDIA CLUTTER** неудачное размещение рекламы в СМИ

**MENACE** угроза, опасность

**MOTHER TONGUE** родной язык

**MOVE UP** продвигаться по службе

**MOVIE AUDIENCE** киноаудитория, кинозрители

**MULTILINGUAL** многоязыковой

**MULTIPLE CHOICE** многообразный выбор

**MUSCLE** мускул, мышца; сила

**NARRATION** дикторский текст

**NARRATIVE COPY** тип рекламного текста, составляемого в виде сюжетного рассказа; в нем излагается какая-либо ситуация и с помощью рекламируемого товара или услуги предлагается выход из ситуации

**NARROW** 1) узкий; тесный; 2) тщательный; точный

**NARROW CASTING** передачи кабельного телевидения, предназначенные для узкого круга лиц, особой аудитории; специализированный показ

**NEGOTIATIONS** переговоры

**NEIGHBORHOOD** соседство

**NET I** чистый, без вычетов (о доходе). II 1) сеть вещания; 2) чистый доход;

3) сумма, выплачиваемая рекламным агентством СМИ за распространение рекламы, за вычетом комиссионных

**NOVELTY** книжка-поделка из разряда книжек-игрушек, предусматривающая некоторую работу с бумагой, например вырезание по перфорированным следам; почти всегда предназначена для детей

**NOVELTY ADVERTISING** рекламные сувениры фирмы с включением новых образцов

**NULL** недействительный; несуществующий

**NULL CHARACTER** *полигр.* пробел

-O-

**OBJECTIVE** цель

**ODD** 1) нечетный; непарный; 2) лишний; добавочный; 3) странный;

4) случайный

**OFF-AIR CHANNEL** кабельное телевидение

**OFF-BALANCE** неуравновешенный

**OFFBEAT ADVERTISING** оригинальная, своеобразная, нешаблонная реклама

**OFFPRINT** печатный оттиск статьи, опубликованной в научном журнале, бесплатно передаваемый издателем автору

**OPINION MAGASINE** журнал, ориентированный на освещение социальных проблем

**OPINION POLL** опрос общественного мнения

**OPINION RESEARCH** анализ общественного мнения

**OPPORTUNITY** возможность

**ORBIT** рекламные объявления, подбираемые для включения в радио- или телепередачи с учетом времени показа и соответствия между типом рекламы и содержанием передачи

**OUT OF WORK** без работы

**OUTLAY** затраты; расходы

**OUTLET** 1) выход; распределение; 2) рынок сбыта; торговая точка

**OVERLINE** подзаголовок, помещаемый над основным заглавием статьи в газете

-P-

**PACKAGE** 1) тюк; кипа; упаковка; 2) соглашение по ряду вопросов; комплексная сделка; 3) блок; комплект; 4) блок радио- или телепрограмм, продаваемых единым блоком; 5) блок программ, предлагаемых рекламодателю для спонсирования и таким образом для скрытой рекламы

**PACKAGER** компания, которая задумывает и создает книгу, заказывая рукопись автору и затем переуступая издателю авторские права; иногда готовит тираж по заказу издателя, при этом может не переуступить авторские права

**PARTWORK** издание, выпускаемое частями один раз в одну или две недели, изготовленное таким образом, что его можно сброшюровать в целую книгу самостоятельно

**PARTICIPATION PROGRAM** 1) радио- или телевизионная программа, разные части которой спонсируются разными рекламодателями; 2) программа, включающая рекламные клипы; 3) программа с участием аудитории, присутствующей в телестудии

**PARTNERSHIP** партнерство; товарищество; компания

**PENALTY** наказание; штраф

**PERFORM** представлять что-либо перед публикой, аудиторией

**PERFORMANCE** сеанс

**PERIODICITY** периодичность

**PERSONALITY SKETCHES** статьи-зарисовки

**PERSONNEL** персонал; личный состав; штат; кадры

**PERSPECTIVE** перспектива (на фотографии и в живописи)

**PESTICIDE** пестициды

**PICTURE** 1) рисунок; 2) живописное полотно; картина; 3) фотография; 4) изображение; кадр; 5) кинофильм

**PICTURE AGENCY** фотоателье, обслуживающее рекламные агентства

**PIONEER PRODUCT** новый товар

**PIZZA** пицца

**PHOTOENGRAVING** фотоклише

**PLAY DATE** конечный срок показа рекламы по телевидению

**PLAYBACK** воспроизведение

**POCKET BOOK** книга карманного размера

**POISON** отправлять

**POLITICAL ENDS** политические цели, намерения

**POLLUTION** загрязнение

**PORTFOLIO** 1) портфель; 2) папка с документами

**POP-UP, POP-UP BOOK** книжка-панорама - разновидность книжек-игрушек с поднимающимися трехмерными изображениями при открывании каждой страницы

**POSITION** 1) позиция; место; 2) положение; статус; 3) размещение рекламы в газете; 4) время передачи рекламы в эфир

**POSTER** рекламный плакат; наружный рекламный щит; панель

**POWER** 1) сила; власть; могущество; 2) способность; 3) полномочие; право; 4) энергия; мощность

**PREDICT** предсказывать

**PREDOMINANTLY** по преимуществу, главным образом

**PRESCRIBE** 1) предписывать; приказывать; поручать, давать наказ; 2) прописывать, назначать (лекарство; to, for - кому-л.; for - против чего-л.)

**PRESELL** продажа товара, предворяющая основную рекламную кампанию

**PROCESS** процесс; ход; течение  
**PROCESS** подвергать обработке  
**PROCESS COLORS** четыре основных цвета (синий, красный, желтый и черный), используемые в цветной печати  
**PROCESSED** готовый к употреблению  
**PRODUCT DEVELOPMENT** разработка изделия  
**PRODUCT LIFE CYCLE** жизненный цикл продукта  
**PROFIT-ORIENTED** ориентированный на получение прибыли  
**PROFITABLE** прибыльный; рентабельный  
**PROGRESSIVE** 1) передовой; прогрессивный; 2) постепенный; пропорционально возрастающий  
**PROLONG** продолжать  
**PROMOTER** учредитель; основатель  
**PROMOTION** 1) поощрение; продвижение по службе; 2) промоушн; продвижение товара на рынок; 3) реклама  
**PROPAGANDA** реклама; пропаганда  
**PROSPECTUS** проспект; брошюра  
**PROVIDE** снабжать, обеспечивать  
**PUBLICIZE** 1) оповещать; делать достоянием гласности; 2) рекламировать  
**PUBLISHER** издатель; издательство  
**PULSE** повышенная частотность передачи одной и той же рекламы, как правило, в периоды пика продажи рекламируемого товара  
**PUSH** 1) давление; нажим; 2) побуждение; импульс

**-Q-**

**QUALITY** 1) качество; добротность; 2) сорт; класс  
**QUESTIONNAIRE** 1) перечень вопросов и указаний, используемый при проведении интервью; 2) опросный лист, анкета  
**QUICKIE** рекламный клип  
**QUIZ SHOW** телевикторина

**-R-**

**RADIOBROADCAST** радиопередача  
**RANGE** 1) ряд; цепь; 2) собрание; коллекция; 3) зона действия; диапазон; 4) колебание; движение цен  
**RATIO** пропорция; отношение; коэффициент  
**RATIONAL** разумный; рациональный **RAW** сырой  
**RAW MATERIAL** сырье  
**REACH** 1) зона радио- или телеобслуживания; 2) охват; число людей, видевших или слышавших рекламные объявления  
**READER** 1) читатель; 2) корректор; редактор; 3) хрестоматия; 4) считывающее устройство  
**READERSHIP** читатели, круг читателей, читательская масса

**REALIZATION** 1) реализация; продажа; 2) выполнение; 3) получение требуемой  
цены

**REAM** пачка бумаги объемом в 500 листов

**REASON** причина; обоснование

**RECOUP** 1) возмещать; компенсировать; 2) вычитать; удерживать

**RECOURSE** 1) регресс; 2) обращение за помощью

**RECYCLE** перерабатывать

**REDUCE** уменьшать

**REFERENCE** 1) ссылка; сноска; справка; 2) рекомендация; 3) лицо, дающее  
рекомендацию

**REFERENCE BOOK** справочник

**RENDER** 1) платить; 2) воспроизводить; 3) оказывать помощь; 4) предоставлять

**REPORT** 1) доклад; 2) отчет; 3) сводка; сведения

**REPRESENTATION** 1) изображение; 2) представление; 3) представительство

**RESCUE SMB. OUT OF SMTH.** - спасти кого-л.

**RESEMBLE** походить, иметь сходство

**RESPONSE** ответ, отклик

**RESUME** резюме

**REVIEW** 1) пересмотр; 2) обозрение; обзор; 3) рецензия; 4) периодическое издание

**REVIEW COPY** рецензионный экземпляр книги, передаваемый бесплатно  
редакциям газет, журналов и др. СМИ для подготовки и опубликования рецензий

**REWARDS** вознаграждения

**REWRITE MAN** литературный редактор

**RUMoured** известный по слухам

**RUMOURS** слухи

**RUBBISH** мусор

-S-

**SACK** мешок **SALARY** зарплата

**SALESMANSHIP** навязывание, проталкивание товара

**SAMPLE** 1) образец; проба; 2) выборка; представительная группа

**SANDWICH-MAN** человек-реклама; «живая реклама»

**SATELLITE TELEVISION** спутниковое телевидение **SATISFACTION**

удовлетворение; исполнение обязательства

**SCENARIO** 1) сценарий кинофильма; 2) постановочный сценарий рекламного  
клипа

**SCHEME** 1) схема; план; 2) система; структура

**SCIENCE** наука

**SCOOP** 1) сенсация; ошеломляющая новость; 2) эксклюзивное сообщение

**SCREEN** экран

**SELECTION OF THE BEST ITEMS** - отбор наиболее актуальных материалов

**SERIAL RIGHTS** вторичное авторское право на платное использование в газетах или журналах выдержек из уже опубликованного произведения

**SETTLEMENT** поселок

**SHOW** 1) показ; демонстрация; 2) телепрограмма; 3) шоу; 4) просмотр

**SKETCH** 1) эскиз; набросок; 2) очерк

**SKILL** 1) умение; мастерство; искусство; 2) квалификация; 3) ремесло

**SOAP OPERA** «мыльная опера»; многосерийные телефильмы с мелодраматическим сюжетом

**SOCIAL** общественный; социальный

**SPEND ONE'S LEISURE TIME** проводить свое свободное время

**SPOT** 1) место; местность; 2) наличный товар; 3) рекламная вставка на радио и телевидении длительностью от 10 до 60 с; 3) экстренное сообщение

**SPREAD** 1) распространение; увеличение; 2) разрыв, разница между ценами, курсами и т. п.; 3) разворот книги или журнала; 4) материал, занимающий обе страницы разворота

**STANDPOINT** точка зрения

**STANDSTILL** застой; простой; бездействие

**STAPLE** 1) товар массового потребления; 2) скрепка

**STATE** 1) государство; штат (США); 2) состояние; положение

**STIMULANT I** 1) возбуждающее средство, стимулятор; 2) спиртной напиток; 3) побуждение, стимул. II 1) возбуждающий, стимулирующий; 2) горячительный (о спиртных напитках)

**STORIES ON CRIME** сообщения о совершенных преступлениях

**STRENGTH** 1) сила; достоинство, сильная сторона; 2) интенсивность, мощность; 3) а) прочность; крепость; б) неприступность; сопротивляемость; 4) стабильность, устойчивость (рынка и т. п.); 5) сопротивление; 6) численность, численный состав

**STRIKE** забастовка

**SUBSTANCE** вещество, материя, субстанция, реальность; нечто реальное, реально существующее

**SUPPLY** обеспечивать, поставлять

**SWAMP** затоплять, утоплять

**SWITCH ON** включать (телевизор, радио)

-Т-

**TABLOID** богато иллюстрированная газета, обычно размером в половину газетного листа

**TAKE I** брать; принимать; покупать. II 1) съемка; 2) отснятый кадр

**TAKE INTO CONSIDERATION** принимать во внимание

**TAKE-OFF** скидка; комиссия

**TAKE-OUT** вычет; выплата; проплата

**TELEBRIDGE** телемост

**TELECAST** 1) автоответчик; 2) телевещание

**TELECOMMUTING** телекоммуникация; комплексное использование компьютера, модема и телефона для передачи информации

**TELLER** кассир

**TEND** намереваться, иметь тенденцию

**THRILLER** триллер **TICK** 1) счет, кредит; 2) доверие

**TICKET** 1) билет; ярлык; 2) квитанция; удостоверение **TONE** 1) тон; оттенок; 2) тон; звук; 3) тенденция; 4) общая обстановка; настроение; ситуация на рынке

**TOP** 1) верх; высшая точка; 2) высшая цена; высшая степень; 3) верхняя часть страницы газеты

**TRADEMARK** торговая марка; оригинально оформленный отличительный знак, который торговое предприятие вправе помещать на реализуемых им изделиях, изготовленных по его заказу

-U-

**UPDATE** обновлять

-V-

**VARY** отличаться, варьироваться **VALUABLE** ценный

**VALUES** ценности

**VIDEO FACILITIES** видеосалон

**VIEWER** зритель

-W-

**WANT ADS** объявления о приеме на работу

**WASHED-OUT** 1) полинявший; 2) бесцветный; безжизненный; 3) утомленный, выдохшийся (о человеке)

**WASTE** отбросы, мусор

**WESTERN** вестерн

**WOMAN-REPORTER** женщина-репортер

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## ОГЛАВЛЕНИЕ

<b>ПРЕДИСЛОВИЕ .....</b>	<b>3</b>
<b>UNIT 1.....</b>	<b>5</b>
<b>UNIT II.....</b>	<b>17</b>
<b>UNIT III.....</b>	<b>24</b>
<b>UNIT IV .....</b>	<b>30</b>
<b>UNIT V .....</b>	<b>37</b>
<b>UNIT VI .....</b>	<b>46</b>
<b>UNIT VII.....</b>	<b>53</b>
<b>UNIT VIII .....</b>	<b>64</b>
<b>UNIT IX .....</b>	<b>70</b>
<b>АНГЛО-РУССКИЙ СЛОВАРЬ ПО СПЕЦИАЛЬНОСТЯМ «СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ», «МЕНЕДЖМЕНТ».....</b>	<b>86</b>
<b>БИБЛИОГРАФИЧЕСКИЙ СПИСОК .....</b>	<b>106</b>
<b>СЛОВАРИ И ЭНЦИКЛОПЕДИЧЕСКИЕ СПРАВОЧНИКИ.....</b>	<b>106</b>

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