Министерство образования Новосибирской области
Государственное автономное профессиональное образовательное учреждение
Новосибирской области
«Новосибирский колледж печати и информационных технологий»

Учебно-методический комплекс тренировочных заданий по английскому языку

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УМК тренировочных заданий соответствует рабочим программам дисциплины УПБ.03 Иностранный язык, которые нацелены на формирование у студентов базовых знаний.

Предназначены для студентов обучающихся по специальностям «Дизайн (по отраслям)», «Графический дизайн», «Информационные системы и программирование», «Печатное дело».
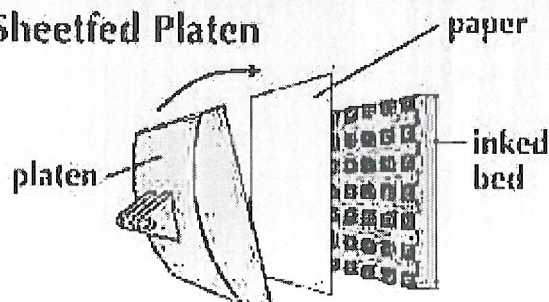
Letterpress

Part 1

Letterpress (relief) printing, of which **traditional** letterpress and flexography form a part, is **the oldest** printing technology. Printing is done by means of raised printing elements. Letterpress printing is a mechanical technology in which a relatively **high pressure** is required to transfer the **highly viscous, pasty ink** to the paper with the help of the hard printing elements. For centuries letterpress printing was the **dominant** printing technology. It had **rigid printing plates** made from alloys (сплав) of lead (свинец), tin (олово) and antimony (сурьма).
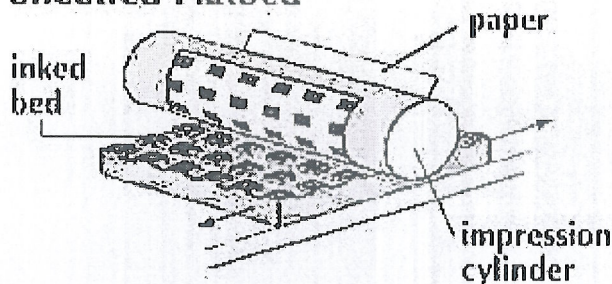
Letterpress printing was the predominant book-printing process. For four centuries it was also the predominant printing technology for posters, **announcements** and printed matter for churches. It addition this technology was used for printing government and businesses, single- or two-page local news-sheets (листовки), and daily newspapers. There are some types of letterpress printing presses.
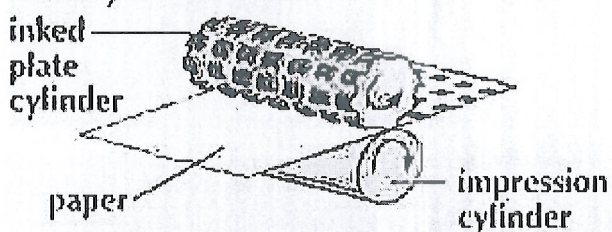
TYPES OF LETTERPRESS PRINTING PRESSES

Sheetfed Platen

paper

platen

inked bed

Sheetfed Flatbed

inked bed

paper

impression cylinder

Rotary Webfed

inked plate cylinder

paper

impression cylinder

1. Platen or clam-shell (тигельные или механизмы грейферной подачи) presses are the oldest type and are used for small printing jobs. They consist of a **flatbed** on which the image (type or plates) are laid and another flat surface. It is called the platen and connected to a screw or lever. Paper is laid on the bed and pressed by the platen to transfer the image to the surface.

2. Sheetfed flatbed presses feature a cylinder with paper that rolls over the inked bed. This design overcame the problem of **uneven impression** on the paper surface that often occurred in platen presses.

3. In **rotary webfed** presses a continuous roll of paper **rotates** between two cylinders, the plate cylinder and the impression cylinder. The **plate cylinder** is automatically inked and pressed against the paper as it unrolls. After the paper is printed it can be cut into individual sheets and folded.

In addition to these three types there is one more type which is called the **belt press**. The belt press is used for continuous inline operations of printing and finishing. It can print, collate and bind a complete book in one pass through the press. A roll of paper comes in contact with the first belt which prints all the pages for one side. After the ink dries the paper should be turned over and come in contact with the second belt. It should be dried again, cut into sheets, **folded**, gathered into books and **glued** into prepared covers.

1. Соотнесите следующие слова с выделенными словами из текста:

Прокручивается, высокая печать, высокое давление, сложить, высоковязкие чернила, доминирующий, жесткие печатные формы, старейший, объявления, ленточный пресс, ротационная печать, форменный цилиндр, склеить, традиционный, плита, пастообразные чернила, неравномерное нанесение.

2. Ответьте на вопросы:

1. What is letterpress printing and how does it work?
2. What were the rigid printing plates made of in traditional letterpress printing?
3. What types of printed materials was letterpress printing used for?
4. What are platen presses, and what kind of printing jobs are they used for?
5. How many types of letterpress printing presses were named in the text? What are they?
6. How do sheetfed flatbed presses differ from platen presses?
7. What is a rotary webfed press, and how does it work?
8. What is a belt press, and how is it different from other types of letterpress printing?
9. Can a belt press print, collate, and bind a complete book in one pass through the press?
10. Why did sheetfed flatbed presses overcome the problem of uneven impression on paper surfaces that often occurred in platen presses?

3. Выберите, какие из следующих предложений являются верными, а какие нет. Измените всю информацию в неверных предложениях:

1. Letterpress printing is the oldest printing technology.
2. Letterpress printing requires a low pressure to transfer ink to paper.
3. Letterpress printing had flexible printing plates made from alloys of lead, tin and antimony.
4. Platen presses are used for large printing jobs.
5. Sheetfed flatbed presses feature a cylinder with paper that rolls over the bed of inked type.
6. Rotary webfed presses use a continuous roll of paper that rotates between two cylinders.
7. The plate cylinder in rotary webfed presses is manually inked.
8. Belt presses can print, collate and bind a complete book in one pass through the press.
9. Belt presses use two belts to print all the pages for one side of the paper.
10. Belt presses can only print and cut paper, but not fold or glue it.

4. Правильно поставьте слова в предложениях:

1. is / elements / means / Printing / done / printing / raised / by / of
2. the / paper / over / turned / be / dries / should / After / the / ink
3. centuries / printing / the / For / technology / printing / was / letterpress / dominant
4. Then / for / side / the / it / prints / one / all / pages
5. and / a / or / to / connected / platen / screw / called / lever / is / the / It
6. with / contact / in / belt / first / comes / paper / roll / of / A / the
7. be / and / is / cut / individual / paper / After / into / folded / the / printed / it / can / sheets
8. for / press / belt / inline / The / of / used / operations / is / continuous / printing / finishing / and

9. can / collate / pass / and / press / book / one / a / complete / the / bind / in / through / print / It

10. should / into / we / and / covers / prepared / glued / all / to / gather / After / papers / books / this

5. Прочитайте плюсы и минусы «Высокой печати». Согласны ли вы с ними или нет?

Advantages:

1.   Gives a unique and classic look
2.   Can create textures in printing
3.   Uses high-quality materials for production
4.   Can make better quality prints compared to digital methods
5.   Produces prints that can last longer

Disadvantages:

1.   Takes more time and effort than printing methods
2.   The process is complicated, requiring sk training.
3.   Requires expensive equipment and supp
4.   Incurs significant cost for small producti
5.   Difficult to achieve precise colors usir method

6. Составьте 7 предложений на английском языке со словами из упражнения 1.

Letterpress

Part 2

A common feature of all letterpress processes is the fact that the printing elements of the plate are raised above the nonprinting elements. The printing elements that are at the same height (image areas) are **coated** with a layer of ink of **constant thickness** by the application rollers. This is followed by the transfer of the ink to the substrate.

Letterpress is still used to print forms, **labels**, lottery tickets, **security papers**, telephone books, and paperbacks, though there is a **downward trend**. Letterpress was also used for newspaper web printing. A few **newspaper rotary printing machines** are still used both for direct and indirect printing (letterset, with blanket cylinder). The last newspaper letterpress printing presses were delivered in the 1980s.

The most **prevalent** printing plate is the wash-off printing plate. There are very different wash-off systems and wash-off depths available in **conjunction** with different bases. The production process is described using the example of "Nyloprint" printing plates (from BASF).

The following operational steps are necessary to make the Nyloprint plate:

- Removal of the **protective film**.

- Exposure of the polymer coating through a **negative film** – the exposed areas cure (crosslink). The smaller the covered areas, the smaller the later depth of the relief. There are flat-bed and **external drum** imagesetters and also available a **step-and-repeat systems**.

- The **photopolymer** that is not crosslinked is washed off with water or an alcohol and water mixture. The print relief is produced.

- Drying the print relief.

- The complete polymerization of the print relief, and therefore its curing, is ensured by the flat **UV post-exposure**.

The fundamental disadvantages of letterpress printing compared to offset printing are the expensive printing plate, the costly make ready of the printing plate, the limited print quality and the limit of production speed.

1. Соотнесите следующие слова с выделенными словами из текста:

Негативная пленка, газетные ротационные печатные машин, фотополимер, внешний барабан (цилиндр), постоянная толщина, защитная пленка, ценные бумаги, соединение, этикетки, пошаговые системы, пост-облучение ультрафиолетом, распространенный (преобладающий), нисходящий тренд (склонный к понижению частоты использования тренд).

2. Ответьте на вопросы:

1. What is the common feature of all letterpress processes?
2. How does the ink get transferred to the substrate in letterpress printing?
3. What are some examples of items that are still printed using letterpress?
4. When were the last newspaper letterpress printing presses delivered?
5. What is the most prevalent printing plate used in letterpress, and how is it produced?
6. What are the operational steps necessary to make a Nyloprint plate?

7. What is the purpose of the flat UV post-exposure step in making a print relief?

8. What are some disadvantages of letterpress printing compared to offset printing?

3. Выберите, какие из следующих предложений являются верными, а какие нет. Измените всю информацию в неверных предложениях:

1. The printing elements of the plate are raised above the printing elements.
2. The ink is transferred to the substrate before it is applied to the printing elements.
3. Letterpress is no longer used to print forms, labels, and lottery tickets.
4. Letterpress was never used for newspaper web printing.
5. The last newspaper letterpress printing presses were delivered in the 1990s.
6. The most prevalent printing plate is the wash-off printing plate
7. The production process of the Nyloprint plate involves exposing the polymer coating through a positive film.
8. The photopolymer that is not crosslinked is washed off with water only.
9. The curing of the print relief is ensured by the flat UV post-exposure
10. The advantages of letterpress printing compared to offset printing are the inexpensive printing plate and the fast production speed.

4. Соотнесите две части фраз и составьте собственные предложения с получившимися фразами:

1. constant   a) relief
2. print   b) fundamental
3. blanket   c) thickness
4. fundamental   d) film
5. protective   e) printing
6. web   f) cylinder

5. Раскройте скобки выбирая правильную форму глагола:

1. Letterpress printing (to be) the oldest printing technology.
2. For centuries letterpress printing (to be) the predominant printing technology.
3. Letterpress, the first printing process (to start) with a converted wine-press.
4. Originally type (to be cast) piece by piece, in small hand-held casters.
5. The design of flatbed presses (to overcome) the problem of uneven impression.
6. When a roll of paper is fed, it (to run) in contact with the first belt which (to print) all the pages for one side.
7. A few newspaper rotaries (to be used) still both for direct and indirect printing.
8. Printing on early presses (to be) a slow process, since the paper (to have, to be fed) one sheet at a time into the press.
9. Improvements (to make) in the 1830-1840s (to feature) automatic inking and mechanic power, which (to increase) printing speed.
10. The rotary webfed machines (to be responsible) for the enormous growth of newspapers during the 19th century.

6. Соотнесите понятия с их определениями:

1. photopolymer   a)   thin, flat sheets of metal commonly made from aluminum used to transfer images and text onto the surface you want to print on
2. paperbacks   b)   is a mechanical technology in which a relatively high pressure is required to transfer the highly viscous, pasty ink to the paper with the help of the hard printing elements
3. printing plate   c)   the cylinder of an offset press that carries the rubber blanket
4. polymerization   d)   a light-sensitive polymeric material, especially one used in printing plates or microfilms
5. blanket cylinder   e)   a book bound in stiff paper or flexible cardboard
6. letterpress f)   a chemical reaction in which two or more small molecules combine to form larger molecules.

Задания на повторение времен.

Времена группы Simple

Ex. 1. Раскройте скобки в предложениях (Past, Present, Future)

In 2012, a student called Ari Jónsson from the Icelandic Academy of Arts ___1__ (to make) a new kind of water bottle. It __2___ (to be) not like other bottles because you can eat it! Ari Jónsson made the bottle from seaweed and water. The bottle is good for the environment because it ____3___(not to stay) in the ground for hundreds of years.

Ari Jónsson's bottle is part of a new way to think about packaging. Every year, we ___4___ (to throw) away millions of tonnes of plastic. A lot of it ___5____ (to go) into the sea and ___6___ (to kill) fish and birds. This ___7___ (to be) a big problem, so people need to find new ways to make things.

Scientists are making new kinds of food packaging from seaweed. They're also using mushrooms and carrots to make packaging. Another idea is to use milk protein to make plastic. In India, they're making plates and bowls from leaves, and in Colombia, they're making bags from bananas. All these things are good for the environment because they ____8___(not to stay) in the ground for a long time.

So imagine the future, you ___9___ (to go) to the supermarket and ___10___ (to eat) your water bottle or your plate!

Ex. 2. Составьте предложения из слов

1. a / use / we / of / packaging / lot / Today
2. things / in / on / We / so / boxes / and / plastic / put / bags
3. a / ago / do / long / what / did / But / time / people
4. carry / any / how / they / have / They / so / didn't / packaging / did / things
5. The / leaves / answer / is
6. to / for / lot / used / use / of / different / a / People / leaves / things
7. example / them / plates / used / For / they / as
8. After / they / the / away / leaf / ate / threw / they
9. So / washing / there / up / no / was
10. carrying / good / like / and / for / things / very / also / Leaves / were / fruit / vegetables

Ex. 3. Переведите предложения на английский язык, используя только времена группы Simple

1.   Прошлым летом я отправился в творческий лагерь, где смог попробовать себя в роли печатника.
2.   Это было весело!
3.   Я создал много разных открыток используя технику высокой печати.
4.   В будущем я создам много новых интересных принтов.
5.   В Новосибирске есть много печатных мастерских.
6.   Каждый год студенты нашего колледжа проходят в них практику.
7.   Нас учат работать за разными типами принтеров.
8.   Самым популярным методом печати на сегодняшний день является офсетная печать.

9.   Сейчас я ещё не знаю, как работать с офсетной печатной машиной, но в следующем году я узнаю о ней всё. 10. Однако, скоро цифровая печать заменит офсетную печать.

Времена группы Continuous

Ex. 1. Раскройте скобки в предложениях (Past, Present, Future)

1. I _____ (to wonder) how do people make orders for printing post cards?
2. The machine _____ (to take) too much space in the workshop.
3. Pink colour _____ (to take) over before Barbie takes the big screen on the card.
4. Oh, I hate printing mascots. I _____ (to do) it whole day yesterday without any break!
5. Tom _____ (to talk) about his ideas whole meeting.
6. _____ (to work) you tomorrow at six?
7. I _____ (to apply) these three colours to make picture look better.
8. Yesterday a man _____ (to stand) by the side of the road with a big sign that said "SALE".
9. I _____ (to have) breakfast in a café near my house when I saw my friend Alex.
10. She _____ (to sit) at a table alone and _____ (to cry).

Ex. 2. Составьте 7 предложений, используя любые из следующих слов во всех трех временах (Past Continuous, Present Continuous и Future Continuous):

Letterpress, uneven impression, impression cylinder, paper, movable type, flexibility, mold, rough surface, damping system, toner, offset printing, conventional prepress, RGB.

Ex. 3. Переведите предложения на английский язык.

1.   Когда я проснулась, за окном шел дождь.
2.   Вчера в это же время Анна рисовала портрет.
3.   Не мешай мне! Я переворачиваю пластину.
4.   Что ты сейчас делаешь?
5.   Я не могу говорить, потому что я сейчас слежу за работой ленточного пресса.
6.   Завтра утром я буду учиться работать на новом печатном станке.
7.   Мне нравится процесс, когда я сам использую печатный пресс для создания выпуклых элементов на открытке.
8.   Вместо того, чтобы спать, Сэм всю ночь смотрел сериалы.
9.   Что я делаю? Я проверю поверхность бумаги.
10.   Ты будешь завтра в это же время работать за офсетным печатным станком на практике в колледже?

Времена группы Perfect

Ex. 1. Раскройте скобки в предложениях (Past, Present, Future) и переведите текст.

Every time I see shorts in YouTube I think back to my print shop days. Mostly I think how hard I ___1___ (to be) fired if I press the wrong button. I ___2___ (to make) so much business cards

that now I can tell the accurate size whenever I see one. I ___3___ (to gain) good experience though. Now I'm running a small workshop in New York and here is the list of skills that I __4___ (to develop) during my old days.

First of all, I ___5___ (to learn) how to properly prepare the printing plate. This involves cleaning the plate thoroughly, applying the ink evenly using a roller, and making sure there are no smudges or marks on the plate that could affect the quality of the print. I also __6__ (to learn) how to register the plate accurately, which is essential for producing multiple prints that align perfectly.

Another important skill I __7__ (to acquire) was how to use different tools and materials to create interesting textures and effects in my prints. For example, I __8___ (to use) a variety of brushes, sponges, and scrapers to apply and remove ink from the plate, resulting in different tonal values and surface finishes. I also ___9___ (to see) how collage elements add depth and visual interest to the final image.

Moreover, I __10___ (to learn) how to mix primary colours to create a wide range of secondary and tertiary colours, and how to layer different colours on top of each other to achieve the desired effect.

In addition to these technical skills, I ___11___ (to develop) my creative thinking and problem-solving abilities. Through group discussions and individual critiques, I ___12___ (to understand) how to analyse and evaluate my own work, as well as that of others, and to identify areas for improvement.

Nevertheless, I think working in the printing workshop was a valuable and enriching experience. It __13__ (not only to expand) my technical skills as a printer, but also ___14__ (to deepen) my understanding and appreciation of the printmaking process as a whole. Now I can easily explain to my employees how to do any job.

Ex. 2. Составьте предложения из слов и переведите предложения.

1. will / book / I / have / finished / tonight / this / pm / six / By
2. will / end / the / semester / have / English / You / tenses / of / this / studied / by / the
3. the / will / developed / She / the / end / study / printing / of / have / skills / by
4. of / pack / has / already / whole / the / He / newspapers / printed
5. Have / we / met / already
6. up / yesterday / had / we / woke / It / time / raining / stopped / by / the
7. have / workshop / their / started / They / the / already / practice / at

Publishers and Publishing

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B  J  J  N  S  Y  E  O  M  Z  D  E  J  K  X  L  S  M  G  T
E  Q  D  M  Q  O  H  V  L  U  M  Y  K  B  R  S  R  U  C  S
D  F  W  A  D  T  T  Y  A  W  O  F  E  X  E  R  C  J  L  S
I  M  P  R  I  N  T  S  S  S  E  S  P  R  O  V  I  D  E  G
T  I  E  B  P  M  G  N  Y  G  W  J  B  R  K  R  F  T  Z  T
O  U  E  T  R  A  D  E  Q  T  Z  D  A  W  S  P  Y  R  D  Y
R  K  Z  F  Q  R  Q  G  B  V  M  A  Q  H  P  U  S  X  O  I
Y  D  D  I  S  S  E  M  I  N  A  T  E  O  W  B  M  U  G  Q
M  T  Q  T  O  P  R  O  F  I  T  A  B  L  E  L  A  X  R  N
V  Q  X  E  F  O  B  J  E  C  T  I  V  E  Q  I  A  G  E  J
J  B  J  X  M  C  T  A  F  R  G  J  U  S  B  S  C  Q  A  H
X  T  V  T  X  D  E  L  I  V  E  R  M  A  X  H  A  P  C  G
L  G  K  B  E  T  T  O  F  M  F  R  U  L  D  I  D  A  H  D
X  P  U  O  Z  E  T  L  J  F  O  C  Q  E  H  N  E  F  H  J
N  H  Q  O  K  P  U  B  L  I  S  H  E  R  Z  G  M  O  A  J
A  W  N  K  L  K  O  A  P  U  B  L  I  C  A  T  I  O  N  L
J  E  L  X  G  Z  P  S  S  U  P  P  L  Y  G  O  C  T  D  N
S  Q  P  J  A  J  T  S  W  P  G  S  O  U  R  C  E  A  O  Q
M  C  V  Z  Y  X  Y  B  C  E  F  F  O  R  T  P  O  J  U  Q
H  S  K  R  E  K  A  S  C  H  O  L  A  R  Y  I  S  Q  T  X
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DISSEMINATE	HANDOUT	PUBLISHER
PROVIDE	PUBLISHING	DELIVER
IMPRINTS	EDITOR	PUBLICATION
SOURCE	REACH	OBJECTIVE
PROFITABLE	SUPPLY	EFFORT
TRADE	TEXTBOOK	SCHOLARY
ACADEMIC	WHOLESALER	

Describing pictures

1. Прочитайте и переведите текст

When we look at a picture, there are many elements that we can see. In the lower part of the picture, there is usually some sort of background or scenery. This can be anything from a beach to a cityscape. Above this, in the upper left-hand corner, there is often a figure or figures. This could be a person, an animal, or something else. In the upper right-hand corner, there is usually some kind of object or objects. This could be a tree, a flower, a house, or something else. Depending on the type of picture, there may also be other elements such as text, symbols, and so on.

No matter what kind of picture it is, all of these elements work together to create a unique image. Each element helps to convey a certain message or feeling, and it's up to us to interpret them. For example, if there is a beach scene with a person in the foreground, we might assume that the person is relaxed and content. On the other hand, if there is a cityscape with a person in the foreground, we might assume that the person is busy and stressed.

Pictures are powerful tools for communication and understanding. By looking closely at a picture, we can gain insight into its meaning and learn more about the world around us.

2. Отметьте, какие утверждения ниже являются правильными (true), а какие неправильными (false):

1. There is usually a figure or figures in the lower part of the picture.

2. The upper left-hand corner usually contains an object or objects.

3. Depending on the type of picture, there may be symbols.

4. The elements of a picture work together to create a unique image.

5. A beach scene with a person in the foreground might suggest the person is busy and stressed.

6. The upper right-hand corner usually contains a figure or figures.

7. Pictures are powerful tools for communication and understanding.

8. There is usually some sort of background or scenery in the upper left-hand corner.

9. By looking closely at a picture, we can gain insight into its meaning.

10. The elements of a picture help to convey a certain message or feeling.

3. Ответьте на следующие вопросы:

1. What is your favorite type of picture?

2. Do you like taking pictures?

3. How often do you take pictures?

4. What kind of camera do you use to take pictures?

5. Have you ever been in a photo shoot?

6. What was the last picture you took?

7. What is the most interesting picture you have seen recently?

8. Do you prefer digital or film photography?

9. Are there any famous photographers that you admire?

10. What do you think makes a good photograph?

4. Определите какая картинка подходит к какому тексту:

Text A. We can see a painting on the wall. In the background, there is a beautiful landscape. On the left, there is a small house and in the middle, there is a river. The colors of the painting are bright and cheerful. We can also see some birds flying in the sky. The painting looks very peaceful and we can feel relaxed when looking at it.

Text B. We can see a beautiful painting. In the foreground, there are trees and a lake. In the middle, we can see a house with a garden. On the right, there is a mountain in the background. The painting is colorful and full of life. It looks like it was painted by an experienced artist. We can imagine what it would be like to live in this peaceful place. The painting makes us feel relaxed and happy.

Text C. We can see a very old photo. In the lower part, we can see a river. And in the middle, there is a house. We can see that the house is very old and small. It looks like it was built many years ago. In the future, we can expect that the house will be replaced by a new one.

Text D. We can see a picture. In the upper part, there are mountains and trees. In the middle, there is a

house. The house has a red roof and a big window. There is a path in front of the house. In the future, we will be able to see more details in the picture.

Text E. We can see a picture on the right. There are many different things in the picture. In the lower part, there is a river. On the right, there is a bridge. Above the bridge, we can see some trees. Further up, there are some mountains. In the background, there is a beautiful sky.

1

2

3
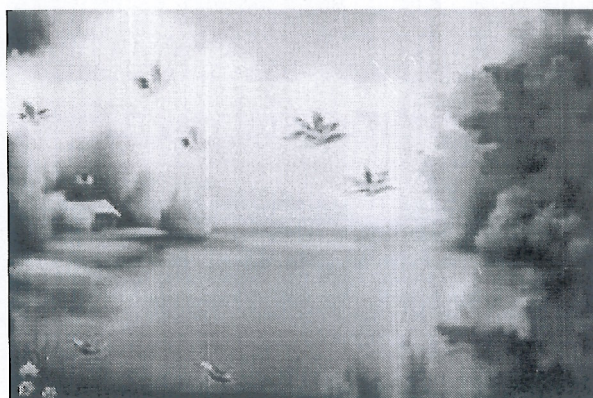
4

5

5. Нарисуйте картинку, соответствующую описанию в тексте:

We can see a painting on the wall. It is very colorful. On the right side, there are blue and yellow colors. In the upper part, there are some green and red colors. We can also see some white color in the middle of the painting. There are some shapes in the painting too. They look like circles and squares. The painting looks beautiful. We can imagine a lot of things when we look at it. It is a nice way to relax and enjoy art.

UNIT 3

PUBLISHING

Text 1. What is Publishing?

Ex. 1. Study the following words and expressions:

interplay – взаимодействие, crucial – решающее значение, literacy – грамотность, by word of mouth – из уст в уста, dissemination – распространение, commit – совершать, transaction – сделка, be confined – ограничиваться, bear the risk – нести риск, merge – сливаться, output – выпуск, steam – пар, typecasting – отливание шрифта, binding – переплет, cloth – ткань, blend – смешивание, vulnerable – уязвимый, feasible – выполнимый, осуществимый.

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

The history of publishing is characterized by a close interplay of technical innovation and social change, each promoting the other. Publishing as it is known today depends on a series of three major inventions – writing, paper, and printing – and one crucial social development – the spread of literacy. Before the invention of writing, perhaps by the Sumerians in the 4th millennium BC, information could be spread only by word of mouth, with all the accompanying limitations of place and time. Writing was originally regarded not as a means of disseminating information but as a way to fix religious formulations or to secure codes of law, genealogies, and other socially important matters, which had previously been committed to memory. Scripts of various kinds came to be used throughout most of the ancient world for proclamations, correspondence, transactions, and records; but book production was confined largely to religious centres of learning.

The functions peculiar to the publisher – i.e., selecting, editing, and designing the material; arranging its production and distribution; and bearing the financial risk or the responsibility for the whole operation – often merged in the past with those of the author, the printer, or the bookseller.

Modern Publishing: from the 19th Century to the Present. In the 19th century a whole new era in publishing began. A series of technical developments, in the book trade as in other industries, dramatically raised output and lowered costs. Stereotyping, the iron press, the application of steam power, mechanical typecasting and typesetting, new methods of reproducing illustrations – these inventions, developed through the century and often resisted by the printer, amounted to a revolution in book production. Paper, made by hand up to 1800, formed more than 20 percent of the cost of a book in 1740; by 1910 it had fallen to a little more than 7 percent. Bindings, too, became less expensive.

After 1820 cloth cases began to be used in place of leather, and increasingly the publisher issued his books already bound. Previously, he had done so only with less expensive books; the bindings of others had been left to the bookseller or private buyer.

Publishing was now well established, with its characteristic blend of commerce and idealism. Literary and intellectual currents were flowing strongly and the number of new books rose. Rough figures for Britain indicate 100 new titles per year up to about 1750, rising to 600 by 1825, and to 6,000 before the end of the century. Equally characteristic was the appearance of popular series at low prices, "literature for the millions", as Archibald Constable was the first to call it. The forerunner was the publisher John Bell's The Poets of Great Britain, which appeared in 1777–1783, in 109 volumes at six shillings each, when even a slim volume usually cost a guinea or more.

By the 1850s the application of the new techniques of mass production had brought down the price of an inexpensive reprint to one shilling. In the 20th century, the effects of state education in the more advanced

countries became increasingly apparent. Standards of living rose, and, as in earlier times, these two conditions brought increased use and publication of books. During the late 1890s and early 1900s, many new publishing houses were founded. In the industrialized countries printing costs were such that it was economically feasible to print as few as 1,000 copies of a new book.

Ex. 3. Answer the questions:

1. What are the three major inventions that publishing as we know it today depends on?

2. How was writing originally regarded before its invention?

3. In ancient times, where was book production primarily confined to?

4. What functions did publishers traditionally merge with in the past?

5. What technical developments in the 19th century revolutionized book production?

6. How did the cost of paper change from 1740 to 1910?

7. What were some changes in book bindings during the 19th century?

8. How did the number of new books published change over time in Britain?

9. What is an example of a popular series at low prices that appeared in the late 18th century?

10. What were some factors that contributed to increased use and publication of books in the 20th century?

Ex. 4. Find the antonyms of the following words:

Insignificant, modern, irresponsibility, rarely, future, untechnical, lowered, old, made automatically, cheap, public, beginning, old-fashioned, the last, late, impossible.

Ex. 5. Give synonyms or words close in meaning:

Industrial, currently, evolution, orally, restriction, essential, earlier, old, correcting, economic, composer of written work, expense, ways and means, images, high-priced, the owner of a bookstore, pioneer, leading.

x. 6. Which of the following statements are true (T) and which are false (F)? Correct the false ones.

1. The history of publishing is characterized by technical innovation and social change.

2. Writing was invented by the Sumerians in the 1st millennium AD.

3. Before the invention of writing, information could only be spread by pictures.

4. Scripts were used for proclamations, correspondence, transactions, and records in the ancient world.

5. Book production was limited to religious centers of learning in ancient times.

6. The functions of the publisher, author, printer, and bookseller were separate in the past.

7. In the 19th century, technical developments revolutionized book production.

8. Paper formed more than 20 percent of the cost of a book in 1740.

9. Cloth cases began to be used for book bindings after 1820.

10. The number of new books published in Britain increased significantly in the 19th century.

Ex.7 Correctly match the halves of phrases.

1. technical
2. socially
3. publishing
4. rough
5. mass
6. mechanical
7. by word of

a) house
b) typesetting
c) important matters
d) production
e) innovation
f) mouth
g) figures

Ex.8 Make 5 sentences with the words and phrases from the Ex.1.

Ex. 9. How could you title paragraphs?

- Paragraph 1

   a) Did Ancient Sumerians Invent Social Media?

   b) How Literacy Changed the World: A Journey through History

   c) The Evolution of Publishing: From Writing to Printing

- Paragraph 2

   a) The Role of the Publisher in Book Production

   b) How Publishers Take on Financial Risk for Books

   c) Can Authors Also Be Printers or Booksellers?

- Paragraph 4

   a) How Leather Became Obsolete in Book Publishing

   b) Why Did Publishers Stop Binding Books Themselves?

   c) The Rise of Cloth Bindings in Book Publishing

- Paragraph 5

   a) The Rise of Publishing and Popular Series

   b) The Impact of Literary Currents on Commerce

   c) How Did Literature Become Affordable?

- Paragraph 6

   a) Did State Education Increase Book Publishing?

   b) How Printing Costs Revolutionized the Publishing Industry

   c) The Impact of Mass Production on Book Prices

Ex. 10. Read the dialogue, fill in the gaps with the words from the box and translate the dialogue.

Hank: Hey Mike, did you know that publishing has a long history of technology and social change?

Mike: Really? How so?

Hank: Well, before writing was invented, information could only be spread _____ _____ _____ _____ (1).

Mike: Wow, that's pretty limited in terms of _____ _____ _____(2)!

Hank: Yeah, but with the invention of writing, it became easier to transmit _____ _____ (3) and records.

Mike: Interesting. And I guess once paper and printing were introduced, _____ _____(4) really took off.

Hank: Exactly! The 19th century saw major _____ _____(5) like stereotyping and steam power that drastically increased output and _____ _____(6).

Mike: That must have been quite a revolution for the industry.

Hank: Definitely. By 1910, paper made up less than 10% of a book's cost compared to over 20% in 1740.

Mike: And cloth bindings were also replacing _____(7), making books more affordable for the average person.

Hank: Right. It's amazing how much literature flourished during this time period.

Mike: I can imagine with the rise in literacy rates due to state education.

Hank: Exactly. And even smaller _____ _____(8) were able to produce books thanks to lower printing costs.

Mike: It's fascinating how _____(9) and societal changes have influenced the publishing industry throughout history.

Hank: Absolutely. Without these innovations, we wouldn't have the thriving world of publishing that we do today.

book production	by word of mouth	important information	leather	lowered costs
publishing houses	technical developments	technology	time and place	

Ex. 11. In pairs or small groups make a dialogue using as many words related to publishing (e.g., writing, paper, printing, literacy, book production, etc.) as possible.

Ex. 12. Imagine you are publishers in the 19th century. Write a short advertisement promoting a new book including information about the book's content, the author, and why readers should be interested. After 5 minutes, share your advertisements with the group and discuss the different strategies used to attract readers.

Ex. 13. Choose one of the technical developments mentioned in the text and briefly explain its impact on book production (2-5 examples):

- stereotyping,
- the iron press,
- the application of steam power,
- mechanical typecasting and typesetting, - new methods of reproducing illustrations.

Ex. 14. Read a quote and write an essay explaining what this quote means to you personally and / or how it relates to the history of publishing (100-130 words).

"Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of

teachers." - *Charles William Eliot.*

UNIT 3.
Publishing. Text 2.
What is a
Publisher?

Ex. 1. Study the following words and expressions:

manuscript – рукопись, self-publishing - самостоятельная публикация, editorial staff - сотрудники редакции, coordinated effort - скоординированные усилия, evaluation - оценка, acquisition - приобретение, book jacket - книжная обложка, polishing - полировка, ease of reading - легкость чтения, stand out - выделяться, getting into shape - прийти в форму, oversee the designers - контролировать работу дизайнеров, compound words - составные слова, light fact-checking - легкая проверка фактов, mark up titles - размечать заголовки, heads and subheads - заголовки и подзаголовки, wholesalers and bookstore chains - оптовики и сети книжных магазинов, ordered easily – легко заказать, independent distributor - независимый дистрибьютор, take on - взять на себя, libelous material - клеветнический материал.

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

A publisher is the group, organization, company or individual who is responsible for the production of a publication. Normally it is also the person who bears the cost / financial risk in making a product available.

It is not the printer. Don't confuse printing with publishing. Printing is simply the manufacture of multiple copies. You can print your work yourself, but economical and aesthetical printing can best be done by the equipment too expensive for most individuals to own and too complex for most of us to use.

Publishing seems like a simple business at its heart: an author writes a book, a printer manufactures it, a bookseller buys these and markets them for a profit and a reader buys it. But in between there is likely to be a publisher. This apparent simplicity actually requires a lot of hard work and money. As just one example, to create a film for printing, print, bind and prepare a hardcover picture book can easily cost a publisher $25,000 in the USA. Novels cost less. Art books cost more.

What does a publisher do? If you intend to self-publish, this is what you will have to do and who you will have to hire. As a self- publisher you will have to compete in a national marketplace, head to head with the big publishing companies. It is possible to do this, but it takes time, money, knowledge of the market, and a carefully crafted strategy. If you are seeking a publisher, know that the following out- lines what you can expect a publisher to do.

   • *Acquisition.* Which is the right book to publish? Editorial staff may evaluate hundreds or even thousands of manuscripts annually to produce a list of 20 books. If you are self-publishing, how will you decide which of your books to do? Or, if you have one, how do you know it can succeed?

   • *Planning.* What needs to be done to get this manuscript from a draft to a finished book? Once a publisher decided a book is going to be published, everything has to be coordinated so that books get out in- to the market. At a publisher, a managing editor keeps track of what everyone is doing. If you are selfpublishing, you will have to fill that role.

- *Editing.* How can the manuscript realize its full potential? Are there problems to fix? Is polishing needed? At a publisher the editor is assigned manuscripts as they are acquired and is responsible for getting them into shape. If you are self-publishing, how will you edit your manuscript? Editing yourself isn't effective, you will have to hire someone.
- *Designing.* What is so complicated about designing a book? Anyone can do it with a word processor, right? Well, not if you want a book that is optimally designed for ease of reading, with a typeface that suits your subject, and that does not look like any other book on the market. And then there is a jacket, to make the book stand out. Publishers keep designers on staff, or hire freelancers. If you are self-publishing, you'll need a designer.
- *Art directing.* Are there illustrations needed? Publishers have art directors to work with illustrations in picture books. They also oversee the designers. If you are self-publishing, you'll need to take the role of an art director, or hire a designer with an art direction expertise.
- *Copy-editing.* Once the manuscript is edited, is it done? No, it needs a copyeditor's eagle eye to check for correct spelling, grammar and punctuation, to create a consistent approach to such things as com- pound words, to do some light face-checking, and perhaps to mark up titles, heads and subheads. If you are self-publishing, you'll need to hire a copyeditor.
- *Production managing.* How do you settle on a printer? What do you send them? A publisher as a production manager to find printers who can do a good job within their budget, to source paper and other materials, and to oversee the actual production process. If you are self-publishing, you'll have to do this yourself, or hire a freelance production manager.
- *Distributing.* How does the book get from the publisher to a bookstore? Publishers have relationships with wholesalers and bookstore chains. Even if a book isn't in a store, it can be easily ordered. If you are self-publishing, distribution may be your biggest challenge. You may need to work with an independent distributor, if you can find one willing to take you on.
- *Marketing / promoting.* How does the public find out about a book? Most people don't just pick it up off a shelf in a bookstore. They read a review, see an ad, or even watch an author on TV. Publishers have a marketing staff that send out review copies, create promotional items. If you are self-publishing, you will likely need to hire a marketing specialist.

If you find this list intimidating, good. Better to be intimidated now, when you can still do something about it, than after you have al- ready made a commitment to self-publish a book and then don't know what you need to do. You can use this as something of a check-list in figuring out what you will need to do to get a book on the market, but please note that it is not exhaustive. Non-fiction books may need to be carefully factchecked, for example, in more detail (and not just looking things up in Wikipedia). Permissions may be needed for photographs, quotations or song lyrics. You may even need to consult a lawyer over potentially libelous material.

Ex. 3. Let's Answer the Following Questions

1. What is the role of a publisher in the production of a publication?
2. How does publishing differ from printing?
3. How much can it cost a publisher to create and prepare a hardcover picture book in the USA?
4. If you are self-publishing, what do you need to consider when deciding which books to publish?
5. What tasks does a managing editor handle at a publishing company?
6. Why is hiring an editor important for self-published authors?

7. What responsibilities does an art director have in the publishing process?

Ex. 4. Can You Tell Which Sentences are True and which are False?

1. A publisher is responsible for the production of a publication.
2. Printing and publishing are the same thing.
3. Publishing a book requires a lot of hard work and money.
4. A self-publisher competes with big publishing companies.
5. Acquisition is the process of deciding which book to publish.
6. Planning involves coordinating the production of books.
7. Editing is not necessary for a manuscript.
8. Designing a book is a simple task that anyone can do.
9. Art directing involves working with illustrations in picture books. 10. Copy-editing ensures correct spelling, grammar, and punctuation in a manuscript.

Ex. 5. Give synonyms or words close in meaning:

Hardware, person, souk, purchasing, assess, align, opportunity, reliable, employ, disseminate, test, facilitate, expert **Ex. 6. Match these words to their definitions.**

Words:	Definitions:
1. evaluate *2.* to promote *3.* draft *4.* head to head	*a.* to support the weight of something or someone. *b.* a situation where two people or teams are directly competing against each other. *c.* a person who checks and corrects spelling, grammar, and punctuation errors in a text.
5. self-publishing *6.* bookseller *7.* publishing *8.* to bear *9.* to edit *10.* manuscript *11.* polishing *12.* copyeditor *13.* hire *14.* typeface *15.* responsible *16.* acquisition *17.* face-checking	*d.* a particular design of lettering used for printing. *e.* to assess or judge the quality, value, or significance of something. *f.* a preliminary version of a piece of writing or document. *g.* to make changes to written material in order to improve it. *h.* the act of refining or perfecting something, such as a piece of writing. *i.* the process of making books, magazines, or newspapers available to the public. *j.* to employ someone for a job or task. *k.* being accountable for one's actions or duties. *l.* an author's original copy of a book or article before it is published. *m.* a person or business that sells books. *n.* the process of verifying facts and information in a publication. *o.* the act of obtaining or buying something, especially a company or property. *p.* the practice of independently publishing your own work without the involvement of a traditional publishing house. *q.* to advertise or encourage the sale of a product or service.

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Ex. 7. Make 7 sentences with the words and phrases from the Ex. 1.

Ex. 8. Read the dialogue, fill in the gaps with words the box and translate the dialogue.

Samantha: Have you thought about _____ (1) your book, Jack?

Jack: I've considered it, but I'm not sure if I have the resources and knowledge to compete in the market. It seems like a lot of work.

Samantha: It definitely is. As a publisher, I can tell you that there's a lot that goes into creating a _____ (2). *Jack:* Like what?

Samantha: Well, for one, _____ (3). We evaluate hundreds of manuscripts each year to decide on a handful that we think will do well.

Jack: How do you make that decision?

Samantha: It's a combination of factors: the quality of the writing, _____ (4), and our own intuition.

Jack: That sounds _____ (5).

Samantha: It is. And once we've acquired a manuscript, there's still so much planning, editing, designing, and promoting that needs to be done before the book can even reach the shelves.

Jack: Wow, I never realized how much goes into publishing a book.

Samantha: And as an author, you'll also need to play many roles- managing editor, art director, _____ (6), just to name a few. Or you'll need to hire professionals who can fill those roles for you.

Jack: It seems _____ (7).

Samantha: But with hard work and dedication, it can be done. You just need to _____ (8) plan out every step of the process.

Jack: Thank you for sharing this insight, Samantha. It gives me a lot to _____ (9).

Samantha: Of course. Writing may be the easy part, but publishing takes a lot more effort.

challenging	self-publishing	market trends	consider	carefully	copyeditor
	overwhelming	acquisition	successful book		

Ex. 9. In pairs, make up a dialogue on the topic using new words

Ex. 10. Writing tasks (choose one of three):

1. Write a blog post about your experience with self-publishing your manuscript. Include details about the editorial staff's feedback and the coordinated effort needed to make your book a success.

2. Create a social media post discussing the evaluation process for your latest book acquisition. Explain how you addressed any editorial issues and polished the manuscript for ease of reading.

3. Write an email to an independent distributor outlining how your book stands out in the market. Discuss how you oversee the designers to ensure the compound words are correctly formatted and the titles are marked up appropriately.

E
x 1. A publisher is responsible for the production of a publication and bears the financial risk.
.   2. Publishing involves more than just printing; it includes coordinating various aspects of book production.

Correct Answers:3. Creating and preparing a hardcover picture book can cost a publisher around $25,000 in the USA.

4. When self-publishing, authors need to carefully consider which of their books have the potential to succeed.
5. A managing editor keeps track of everyone's tasks and ensures that books are released on time.
6. Hiring an editor is crucial for self-published authors to improve the quality of their manuscripts.
7. An art director oversees illustrations in picture books and ensures optimal design for readability and market
   differentiation.

Ex 4.

Correct answers:
1. T
   r
   u
   e
2. F
   a
   l
   s
   e
   -
   P
   r
   i
   n
   t
   i
   n
   g
   a
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3. T
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4. T
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6. True
7. False - Editing is necessary for a manuscript.
8. False - Designing a book requires expertise.
9. True
10. True

Ex 6.
Correct matches:
1. e
2. q
3. f
4. b
5. p
6. m
7. i
8. a
9. g
10. l
11. h
12. c
13. j
14. d
15. k 16. o
17. n

Ex 8. 1 - self-publishing, 2- successful book, 3 – acquisition, 4 - market trends, 5 – Challenging, 6 –
copyeditor, 7 – overwhelming, 8 – carefully, 9 - consider

№5 Синонимы

Equipment	hardware
Individuals	person
Marketplace	souk
Acquisition	purchasing
Evaluate	assess
Coordinate	align
Potential	opportunity
Responsible	reliable employ
Hire	disseminate
Distributing	test
challenge.	facilitate
Promoting	expert
specialist.	