

**Министерство образования, науки и молодежи Республики Крым
ГБПОУ РК «Керченский политехнический колледж»**

**Фонд
контрольно-оценочных средств
по учебной дисциплине
ОГСЭ.03 Иностранный язык в профессиональной деятельности**

Программы подготовки специалистов среднего звена (ППССЗ)
по специальности СПО
54.02.01 Дизайн (по отраслям)
базовая подготовка

Керчь, 2023

Рассмотрено и одобрено на заседании
предметной цикловой комиссии
профессиональных дисциплин
сферы обслуживания
Протокол № _____
от «___» _____ 20___ г.

Председатель ПЦК _____
Р.Г.Педант

УТВЕРЖДАЮ
Директора ГБПОУ РК «Керченский
политехнический колледж»
_____ Д.В. Колесник
«___» _____ 2023г.

Разработчики: ГБПОУ РК «Керченский политехнический колледж»

Григорьева Н. Ю. – преподаватель

Эксперты:

ГБПОУ РК «Керченский политехнический колледж» преподаватель _____ О.Ю.Письменная

1. Общие положения

Фонд контрольно-оценочных средства (ФОС) предназначены для контроля и оценки образовательных достижений студентов.

ФОС включают контрольные материалы для проведения текущего контроля в иде практических занятий и промежуточной аттестации в форме дифференцированного зачета

2. Освоение умений и усвоение знаний:

Освоенные умения, усвоенные знания	Показатели оценки результата	№№ заданий для проверки
1	2	3
Уметь:		
У 1. Общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;	<ul style="list-style-type: none">-употребление разговорных формул (клише) в коммуникативных ситуациях;- составление связного текста с использованием ключевых слов на бытовые и профессиональные темы;- представление устного сообщения на заданную тему (с предварительной подготовкой);- воспроизведение краткого или подробного пересказа прослушанного или прочитанного текста;- беседа с использованием элементов описания, повествования и рассуждения по тематике текущего года обучения и предыдущих лет обучения;- обсуждение прочитанного и прослушанного текста, выражая свое мнение и отношение к изложенному;	<p>Практические задания №7-10, 5-6, 14-15, 20, 30, 35, 36, 43, 58-59, 69, 81, 84 и др.</p> <p>Устный опрос</p> <p>Текущий контроль умения высказываться по предложенной теме</p> <p>Проекты</p> <p>Сообщения</p> <p>Творческие задания</p> <p>Презентации</p>
У 2. Переводить (со словарем) иностранные тексты профессиональной направленности;	<ul style="list-style-type: none">- нахождение слова в иностранно-русском словаре, выбирая нужное значение слова;- ориентировка в формальных признаках лексических и грамматических явлений;- осуществление языковой и контекстуальной догадки;- адекватная передача содержания переводимого текста в соответствии с нормами русского литературного языка;	<p>Практические задания № 1-84, 14.</p> <p>Контроль перевода текстов общенаучного и профильного характера.</p> <p>Контроль упражнений на словообразование, словосложение, конверсии</p>
У 3. Самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас	<ul style="list-style-type: none">- самостоятельное овладение продуктивными лексико-грамматическими навыками, разговорными формулами и клише,	<p>Практические задания №1-84.</p> <p>Контроль высказываний по</p>

	<p>отражающими специфику общения и необходимой для обмена информацией по интересующим их проблемам;</p> <ul style="list-style-type: none"> - развитие умения публично выступать с подготовленным сообщением; - составление и запись краткого плана текста, озаглавливание его части, составление вопросов к прочитанному; - сделать выписки из текста, составить записи в виде опор, написание делового письма, заявление, заполнить анкету; 	предложенной теме
Знать:		
<p>3.1: Лексический (1200 - 1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;</p>	<ul style="list-style-type: none"> - овладение лексическими и фразеологическими явлениями, характерными для технических текстов; - выбор нужного значения слова из серии представленных в словаре; - расширение потенциального словаря за счёт конверсии, а также систематизации способов словообразования; - включение в активный словарь учащихся общенаучной терминологической и профессионально-направленной лексики; - расширение объёма рецептивного словаря; 	<p>Практические задания №1-84.</p> <p>Контрольно-тренировочные упражнения на овладение лексическими единицами</p>
<p>3.2: Лексический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности;</p>	<ul style="list-style-type: none"> - систематизация, объяснение примеров грамматических правил и явлений; - применять в речи грамматических конструкций и структур; 	<p>Практические задания №2, 4, 6, 15, 17, 21, 23, 26, 27, 32, 39, 47, 50, 54.</p> <p>Контрольно-тренировочные упражнения</p> <p>Проверочная работа</p>
<p>3.3: Правила чтения текстов (особенности произношения) профессиональной направленности</p>	<ul style="list-style-type: none"> - различение характерных особенностей иностранной языковой речи; - воспроизведение всех звуков иностранного языка, интонации повелительных, повествовательных (утвердительных и отрицательных) и вопросительных предложений; 	<p>Практические задания №1-84.</p> <p>Тест по фонетике</p>

3. Комплект материалов для оценки сформированности знаний и умений по учебной дисциплине

В состав комплекта входят задания для студентов и пакет преподавателя (эксперта).

3.1. Задания для студентов

Инструкция для обучающихся

Условия выполнения задания:

Внимательно прочитайте и выполните задание.

Время выполнения задания – 90 минут.

1. При подготовке к проверке освоения дисциплины Вы можете воспользоваться литературными источниками:

2. Шевцова, Г. В. Английский язык для дизайнеров (B1-B2): учебное пособие для среднего профессионального образования / Г. В. Шевцова, Е. Б. Нарочная, Л. Е. Москалец; под редакцией Г. В. Шевцовой. — 2-е изд., перераб. и доп. — Москва: Издательство Юрайт, 2020. — 288 с. — (Профессиональное образование). — ISBN 978-5-534-05809-3. — Текст: электронный // ЭБС Юрайт [сайт]. — URL: <https://urait.ru/bcode/454562>

3. Безкоровайная Г.Т., Соколова Н.И., Койранская Е.А., Лаврик Г.В. Planet of English: учебник английского языка для учреждений СПО. – 7-е изд., стер. - М.: Издательский центр «Академия», 2019.

4. Кожарская, Е. Э. Английский язык. Практический курс для художников и искусствоведов: учебное пособие для среднего профессионального образования / Е. Э. Кожарская, Т. А. Быля, И. А. Новикова. — 2-е изд., испр. и доп. — Москва: Издательство Юрайт, 2021. — 190 с. — (Профессиональное образование). — ISBN 978-5-534-08779-6. — Текст: электронный // ЭБС Юрайт [сайт]. — URL: <https://urait.ru/bcode/472826>

5. Архипович, Т. П. Английский язык для гуманитариев (B1). В 2 ч. Часть 1: учебник и практикум для среднего профессионального образования / Т. П. Архипович, В. А. Короткова. — Москва: Издательство Юрайт, 2021. — 445 с. — (Профессиональное образование). — ISBN 978-5-534-11030-2. — Текст: электронный // ЭБС Юрайт [сайт]. — URL: <https://urait.ru/bcode/474331>

6. Архипович, Т. П. Английский язык для гуманитариев (B1). В 2 ч. Часть 2: учебник и практикум для среднего профессионального образования / Т. П. Архипович, В. А. Короткова. — Москва: Издательство Юрайт, 2020. — 452 с. — (Профессиональное образование). — ISBN 978-5-534-11031-9. — Текст: электронный // ЭБС Юрайт [сайт]. — URL: <https://urait.ru/bcode/455579>

7. Маньковская, З. В. Английский язык : учебное пособие / З.В. Маньковская. — Москва : ИНФРА-М, 2022. — 200 с. — (Среднее профессиональное образование). — DOI 10.12737/22856. — ISBN 978-5-16-012363-9. — Текст: электронный. — URL: <https://znanium.com/catalog/product/1779974> – Режим доступа: по подписке.

8. Кисель, Л. Н. Английский язык. Интенсивный курс обучения чтению = English. Intensive Reading Training Course : учебное пособие / Л. Н. Кисель, Д. Г. Панасюк. - Минск : РИПО, 2021. - 105 с. - ISBN 978-985-7253-86-9. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1915995> – Режим доступа: по подписке.

9. Старцева, Э. А. Английский язык. Грамматика : учебное пособие / Э. А. Старцева. - 2-е изд. - Москва : Дашков и К, 2021. - 344 с. - ISBN 978-5-394-04565-3. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1922283> – Режим доступа: по подписке.

10. Английский язык : учебное пособие / сост. Л. М. Хомякова. - Москва: ГБПОУ МИПК им. И. Федорова, 2021. - 52 с. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1684036> – Режим доступа: по подписке.

11. Ершова, Е. Л. Английский язык для профессионального общения. Искусство и дизайн = English for Professional Communication. Art and Design : учебное пособие /

Е. Л. Ершова. - Минск : РИПО, 2019. - 151 с. - ISBN 978-985-6079-98-9. - Текст : электронный.
- URL: <https://znanium.com/catalog/product/1088322> – Режим доступа: по подписке.

Задания для текущего контроля знаний студентов:

3.1.1. Практические занятия

Критерии оценивания результата по всем видам речевой деятельности по иностранному языку (аудирование, чтение, говорение, письмо)

Чтение

Чтение с пониманием основного содержания аутентичных текстов (ознакомительное чтение)

Оценка “5”	ставится студенту, если он понял основное содержание оригинального текста, выделил основную мысль, определил основные факты, догадался о значении незнакомых слов из контекста (либо по словообразовательным элементам, либо по сходству с родным языком), сумел установить временную и причинно-следственную взаимосвязь событий и явлений, оценивать важность, новизну, достоверность информации. У него развита языковая догадка, он не затрудняется в понимании незнакомых слов, он не испытывает необходимости обращаться к словарю и делает это 1-2 раза. Скорость чтения иноязычного текста может быть незначительно замедленной по сравнению с той, с которой студент читает на родном языке.
Оценка “4”	ставится студенту, если он понял основное содержание оригинального текста, выделил основную мысль, определил основные факты, сумел догадаться о значении незнакомых слов из контекста (либо по словообразовательным элементам, либо по сходству с родным языком), сумел установить временную и причинно-следственную взаимосвязь событий и явлений, оценить важность, новизну, достоверность информации. Однако у него недостаточно развита языковая догадка, и он затрудняется в понимании некоторых незнакомых слов, он вынужден чаще обращаться к словарю, а темп чтения заметно замедлен по сравнению с родным языком.
Оценка “3”	ставится студенту, который неточно понял основное содержание прочитанного текста, сумел выделить в тексте только небольшое количество фактов. У него совсем не развита языковая догадка, он не сумел догадаться о значении незнакомых слов из контекста, крайне затруднялся в понимании многих незнакомых слов, был вынужден многократно обращаться к словарю, а темп чтения был слишком замедлен по сравнению с родным языком. Он не мог установить временную и причинно-следственную взаимосвязь событий и явлений, оценить важность, новизну, достоверность информации.
Оценка “2”	ставится студенту, если он не понял текст или понял содержание текста неправильно, не ориентировался в тексте при поиске определенных фактов, абсолютно не сумел семантизировать незнакомую лексику.

Чтение с полным и точным пониманием аутентичных текстов (изучающее чтение)

Оценка “5”	ставится студенту, когда он полностью понял оригинальный текст (публицистический, научно-популярный, художественный и пр.). Он использовал при этом все известные приемы, направленные на понимание читаемого текста (смысловую догадку, анализ). Он сумел полно и точно понять текст на основе его структурной переработки (смыслового и
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	структурного анализа отдельных мест текста, выборочного перевода и т.д.), установить причинно-следственную взаимосвязь фактов и событий, изложенных в тексте, обобщить и критически оценить полученную из текста информацию, комментировать факты, события с собственных позиций, выражая свое мнение. Однако обращение к словарю студенту практически не требовалось.
Оценка “4”	ставится студенту, если он практически полностью понял оригинальный текст (публицистический, научно-популярный, художественный и пр.). Он использовал при этом все известные приемы, направленные на понимание читаемого текста (смысловую догадку, анализ). Он сумел практически полностью и точно понять текст на основе его структурной переработки (смыслового и структурного анализа отдельных мест текста, выборочного перевода и т.д.), установить причинно-следственную взаимосвязь фактов и событий, изложенных в тексте, обобщить и критически оценить полученную из текста информацию, комментировать факты, события с собственных позиций, выражая свое мнение. Однако студент при этом неоднократно обращался к словарю.
Оценка “3”	ставится студенту, если он понял текст не полностью, не владеет приемами его смысловой переработки. Студент не использовал приемы, направленные на понимание читаемого текста (смысловую догадку, анализ), не владел приёмами установления причинно-следственной взаимосвязи фактов и событий, изложенных в тексте, не сумел обобщить и критически оценить полученную из текста информацию, прокомментировать факты, события с собственных позиций, не сумел выразить своё мнение. Имело место многократное обращение к словарю, студент не смог без него обходиться на протяжении всей работы с текстом.
Оценка “2”	ставится студенту в том случае, когда текст им не понят. Он с трудом может найти незнакомые слова в словаре. Все остальные параметры отсутствуют полностью. Работа по тексту может быть проведена только с посторонней помощью.

Чтение с целью нахождения и понимания необходимой информации из аутентичных текстов (просмотровое чтение)

Оценка “5”	ставится студенту, если он сумел достаточно быстро (согласно предложенным программным временным нормативам) просмотреть несложный оригинальный текст или серию небольших текстов различного жанра, типа, стиля с целью поиска конкретной информации, оценил выбранную информацию с точки зрения ее значимости для решения поставленной коммуникативной задачи. Он сумел отобрать значимую информацию для решения задач исследовательской работы и правильно выбрал запрашиваемую информацию.
Оценка “4”	ставится студенту при достаточно быстром (согласно предложенным программным временным нормативам) просмотре текста или серии небольших текстов различного жанра, типа, стиля с целью поиска конкретной информации, при этом он оценил выбранную информацию с точки зрения ее значимости для решения поставленной коммуникативной задачи. Он сумел отобрать значимую информацию для решения задач исследовательской работы и правильно выбрал запрашиваемую информацию. Однако при этом он нашёл только 2/3 заданной информации и выполнил работу в таком же объёме.

Оценка “3”	выставляется, если студент находит в данном тексте (или данных текстах) 1/2 заданной информации и сумел выполнить работу в таком же объёме.
Оценка “2”	выставляется в том случае, если студент не ориентировался в тексте и не сумел выполнить поставленную коммуникативную задачу.

Аудирование

Понимание на слух основного содержания аудио- и видеотекстов; выборочное извлечение интересующей информации

Основной речевой задачей при понимании звучащих текстов на слух является извлечение основной или заданной студенту информации. Время звучания текста: до 3 минут

Оценка “5”	ставится студенту, который понял основные факты, сумел выделить отдельную, значимую информацию, догадался о значении части незнакомых слов по контексту, сумел использовать информацию для решения поставленной коммуникативной задачи, определить тему/проблему, обобщить содержащуюся в прослушанном тексте информацию, ответить на поставленный вопрос, используя факты и аргументы из прослушанного текста, оценить важность, новизну информации, выразить свое отношение к ней.
Оценка “4”	ставится студенту, который понял не все основные факты, но сумел выделить отдельную, значимую информацию, догадался о значении части незнакомых слов по контексту, сумел использовать информацию для решения поставленной коммуникативной задачи, определить тему/проблему, обобщить содержащуюся в прослушанном тексте информацию, ответить на поставленный вопрос, используя факты и аргументы из прослушанного текста, оценить важность, новизну информации, выразить свое отношение к ней. При решении коммуникативной задачи он использовал только 2/3 информации.
Оценка “3”	свидетельствует, что студент понял только 50% текста. Отдельные факты понял неправильно. Не сумел полностью решить поставленную перед ним коммуникативную задачу. Студент догадался о значении только 50% незнакомых слов по контексту, сумел использовать информацию для решения поставленной задачи только частично, с трудом сумел определить тему или проблем. Он не сумел обобщить содержащуюся в прослушанном тексте информацию, смог ответить на поставленный вопрос только с посторонней помощью при указании на факты и аргументы из прослушанного текста, не сумел оценить важность, новизну информации, выразить свое отношение к ней. При решении коммуникативной задачи он использовал только 1/2 информации.
Оценка “2”	ставится, если студент понял менее 50% текста и выделил из него менее половины основных фактов. Он не смог решить поставленную перед ним речевую задачу.

Говорение

Монологическая форма высказывания (рассказ, описание)

Оценка “5”	ставится студенту, если он справился с поставленными речевыми задачами. Содержание его высказывания полностью соответствует поставленной коммуникативной задаче, полностью раскрывает затронутую тему. Высказывание выстроено в определенной логике, содержит не только факты, но и комментарии по проблеме, личное
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	<p>отношение к излагаемым фактам и обоснование этого отношения. Высказывание было связным и логически последовательным.</p> <p>Языковые средства были правильно употреблены, отсутствовали ошибки, нарушающие коммуникацию, или они были незначительны (1-4). Используемая лексика соответствовала поставленной коммуникативной задаче. Высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания. Демонстрировалось умение преодолевать лексические трудности. При наличии ошибки отвечающий сам ее исправлял. Использовались простые и сложные грамматические явления в различных сочетаниях, разные грамматические времена, простые и сложные предложения. Наблюдалась легкость речи и правильное, хорошее произношение, учащийся соблюдал правильную интонацию. Речь студента была эмоционально окрашена и понятна носителю языка. Объем высказывания соответствовал нормам (80-100%).</p>
Оценка “4”	<p>ставится студенту, если он в целом справился с поставленными речевыми задачами. Его высказывание было связанным и последовательным. Использовался большой объем языковых средств, которые были употреблены правильно. Однако были сделаны отдельные ошибки (5-10), не нарушившие коммуникацию и понимание. Темп речи был несколько замедлен. Отмечалось произношение, страдающее сильным влиянием родного языка была недостаточно эмоционально окрашена. Элементы оценки имели место, но в большей степени высказывание содержало информацию и отражало конкретные факты. Объем высказывания соответствовал на 70-80%.</p>
Оценка “3”	<p>ставится студенту, если он сумел в основном решить поставленную речевую задачу, но диапазон языковых средств был ограничен. Объем высказывания не достигал нормы (50% - предел). Студент допускал многочисленные языковые ошибки, значительно нарушающие понимание. В некоторых местах нарушалась последовательность высказывания. Отсутствовали элементы оценки и выражения собственного мнения, излагались только основные факты. Речь не была эмоционально окрашенной, произношение было русифицированным. Темп речи был значительно замедленным.</p>
Оценка “2”	<p>ставится студенту, если он только частично справился с решением коммуникативной задачи. Содержание высказывания не раскрывает или раскрывает лишь частично затронутую тему. Высказывание было небольшим по объему – ниже 50% - и не соответствовало требованиям программы. Наблюдалось использование минимального количества изученной лексики. При ответе использовались слова родного языка вместо незнакомых иностранных слов. Отсутствовали элементы собственной оценки, выражение своего отношения к затрагиваемой проблеме. Студент допускал большое количество языковых (лексических, грамматических, фонетических, стилистических) ошибок, нарушивших общение, в результате чего возникло полное непонимание произнесённого высказывания.</p>

Участие в беседе (диалогическая форма высказывания)

Объем высказывания - 6-7 реплик

Оценка “5”	<p>ставится студенту, который сумел полностью понять высказывания собеседника на английском языке и решить речевую задачу, правильно</p>
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	употребив при этом языковые средства. В ходе диалога он умело использовал реплики, в речи отсутствовали языковые ошибки, нарушающие коммуникацию (допускается 1-4). Студент имеет хорошее произношение, и он соблюдал правильную интонацию. Отвечающий в беседе студент понимал задаваемые собеседником вопросы и поддерживал беседу. Использовались фразы, стимулирующие общение. Используемая лексика соответствовала поставленной коммуникативной задаче. Высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания. Демонстрировалось умение преодолевать лексические трудности.
Оценка "4"	ставится студенту, который решил речевую задачу, но произносимые в ходе диалога реплики были несколько сбивчивыми (1-2 реплики). Для выражения своих мыслей отвечающий использовал разнообразную лексику в соответствии с поставленной коммуникативной задачей. В речи были паузы, связанные с поиском средств выражения нужного значения. Однако наблюдались языковые ошибки, не нарушившие коммуникацию и понимание содержания (допускается 3-4). В это же число входят и грамматические ошибки, но простые предложения были грамматически правильными. Допустив ошибку, отвечающий часто сам ее исправлял. Использовались простые и сложные грамматические формы, сочетающиеся друг с другом. Отвечающий студент понимал общее содержание вопросов собеседника, проявлял желание участвовать в беседе, но при этом эпизодически использовал фразы, стимулирующие общение. Содержание реплик практически полностью раскрывало затронутую в беседе тему. Ответы содержали не только факты, но и комментарии по проблеме, выражение личного отношения к излагаемым фактам и обоснование этого отношения.
Оценка "3"	выставляется студенту, если он решил речевую задачу не полностью. Речь содержит фонетические ошибки, заметна интерференция родного языка, но в основном она понятна партнёрам по диалогу. Некоторые реплики партнера вызвали у студента затруднения. Наблюдались паузы, препятствующие речевому общению. В репликах излагалась информация на заданную тему, но отсутствовало выражение своего отношения к затрагиваемой проблеме.
Оценка "2"	выставляется, если студент не справился с решением речевой задачи. Он затруднялся ответить на побуждающие к говорению реплики партнера. Коммуникация не состоялась. Допущены многочисленные языковые ошибки, нарушающие коммуникацию. При этом большое количество фонетических ошибок затрудняло понимание высказывания. Свыше 50% простых слов и фраз произносились неправильно. Отвечающий студент практически не понимал задаваемые собеседником вопросы, был способен ответить лишь на некоторые; не употреблял фраз, стимулирующих партнера к общению.

Презентация результатов проектной деятельности

Оценка "5"	ставится студенту, который сумел: 1. описать события/факты/явления письменно; 2. сообщить информацию, излагая ее в определенной логической последовательности (устная защита проекта.) 3. обобщить информацию, полученную из разных источников, выражая собственное мнение/суждение;
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	<p>4. составить тезисы или развернутый план выступления.</p> <p>Высказывание было выстроено в определенной логике. Оно было связным и логически последовательным. Проектная работа предусматривала наличие творческого мышления и нестандартные способы решения коммуникативной задачи. Предлагаемое высказывание по защите проектной работы отличалась оригинальностью и полнотой высказывания.</p> <p>Языковые средства были употреблены правильно, отсутствовали ошибки, нарушающие коммуникацию, или они были незначительны (1-4). Используемая лексика соответствовала поставленной коммуникативной задаче. Высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания.</p> <p>Демонстрировалось умение преодолевать лексические трудности. При наличии ошибки отвечающий сам ее исправлял (в данном случае принимается ликвидация ошибки самим учащимся). Использовались простые и сложные грамматические явления в различных сочетаниях, разные грамматические времена, простые и сложные предложения. Письменное высказывание было понятно слушателям.</p>
Оценка "4"	<p>ставится студенту, который сумел:</p> <ol style="list-style-type: none"> 1. описать события/факты/явления письменно; 2. сообщить информацию, излагая ее в определенной логической последовательности (устная защита проекта) в объеме 2/3; 3. обобщить информацию, полученную из разных источников, выражая собственное мнение/суждение; 4. составить тезисы или развернутый план выступления. <p>Высказывание было выстроено в определенной логике. Оно было связным и логически последовательным. Проектная работа предусматривала наличие творческого мышления и нестандартные способы решения коммуникативной задачи.</p> <p>Языковые средства были употреблены правильно, однако наблюдались языковые ошибки, не нарушившие понимание содержания (допускается 5-8-10). Используемая лексика соответствовала поставленной коммуникативной задаче. Высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания. Демонстрировалось умение преодолевать лексические трудности. Однако были сделаны отдельные языковые ошибки (3-5), не нарушающие понимание.</p> <p>При наличии ошибки отвечающий сам мог её исправить (в данном случае принимается ликвидация ошибки самим учащимся). Использовались простые и сложные грамматические явления в различных сочетаниях, разные грамматические времена, простые и сложные предложения. Устное высказывание было понятно слушателям.</p>
Оценка "3"	<p>ставится студенту, который сумел:</p> <ol style="list-style-type: none"> 1. описать события/факты/явления письменно в объеме 50%; 2. сообщить информацию при опоре на собственный письменный текст, излагая ее в определенной логической последовательности (устная защита проекта) в объеме 50%; 3. составить тезисы или план выступления. <p>Студент сумел в основном решить поставленные коммуникативные</p>

	задачи, но диапазон языковых средств был ограничен. Проектная работа не отличалась оригинальностью и полнотой высказывания. Студент допускал значительные языковые ошибки, значительно нарушавшие понимание. При исправлении ошибок ему требовалась посторонняя помощь. В некоторых местах нарушалась последовательность высказывания.
Оценка “2”	ставится студенту, который сумел описать и изложить события/факты/явления письменно и сообщить информацию в очень малом объёме. Наблюдалось использование минимального количества изученной лексики. Студент допускал многочисленные языковые ошибки, нарушившие понимание, в результате чего не состоялась защита проекта.

Письмо

Письмо: написание личного (делового) письма, письменного высказывания по предложенной тематике

Оценка “5”	<p>ставится студенту, который сумел:</p> <ol style="list-style-type: none"> 1. оформить личное и деловое письмо в соответствии с нормами письменного этикета; 2. описать события, изложить факты в письме личного и делового характера; 3. сообщить /запросить информацию у партнера по переписке. <p>Письмо (письменное высказывание) выстроено в определенной логике, было связным и логически последовательным.</p> <p>Языковые средства были употреблены правильно, отсутствовали ошибки, нарушающие коммуникацию, или они были незначительны (1-4). Используемая лексика соответствовала поставленной коммуникативной задаче. Письменное высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания. Демонстрировалось умение преодолевать лексические трудности. При наличии ошибки студент сам ее исправлял. Использовались простые и сложные грамматические явления в различных сочетаниях, разные грамматические времена, простые и сложные предложения. Письменное высказывание было понятно носителю языка.</p>
Оценка “4”	<p>ставится студенту, который сумел:</p> <ol style="list-style-type: none"> 1. оформить личное и деловое письмо в соответствии с нормами письменного этикета; 2. описать события, изложить факты в письме личного и делового характера; 3. сообщить /запросить информацию у партнера по переписке. <p>Студент в целом справился с поставленными речевыми задачами. Его письменное высказывание было связанным и логически последовательным. Использовался большой объем языковых средств, которые были употреблены правильно. Однако были сделаны отдельные языковые ошибки (5-10), не нарушившие понимание. Используемая лексика соответствовала поставленной коммуникативной задаче. Письменное высказывание отличалось широким диапазоном используемой лексики и языковых средств, включающих клише и устойчивые словосочетания. Демонстрировалось умение преодолевать лексические трудности. При наличии ошибки студент сам ее исправлял. Использовались простые и сложные грамматические явления в различных сочетаниях, разные грамматические времена, простые и сложные предложения. Письменное высказывание было понятно носителю языка.</p>

Оценка “3”	<p>ставится студенту, который сумел</p> <ol style="list-style-type: none"> 1. оформить личное и деловое письмо, но при этом нарушались нормы письменного этикета; 2. изложить факты в письме личного и делового характера; 3. сообщить информацию партнеру по переписке, но при этом студент не сумел запросить информацию у партнера по переписке. Но при этом его работа не соответствовала нормативным требованиям: 50% объема – предел. Студент сумел в основном решить поставленную речевую задачу, но диапазон языковых средств был ограничен. Допускались достаточно грубые языковые ошибки, нарушающие понимание (11-15). В некоторых местах нарушалась последовательность высказывания.
Оценка “2”	<p>ставится студенту, который сумел в очень малом объеме оформить личное и деловое письмо и только частично справился с решением коммуникативной задачи. Содержание высказывания не раскрывает или раскрывает лишь частично затронутую тему. Письменное высказывание было небольшим по объему (не соответствовало требованиям программы: ниже 50%). Наблюдалось использование минимального количества изученной лексики. Студент допускал большое количество языковых (лексических, грамматических) ошибок (более 15), нарушивших понимание.</p>

Письмо: заполнение анкет (формуляров) документации

Оценка “5”	<p>ставится студенту, который сумел:</p> <ol style="list-style-type: none"> 1. заполнить / составить документы (анкеты, автобиографии и др.); 2. сообщить общие сведения о себе в соответствии с формой, принятой в стране изучаемого языка. <p>Языковые средства были употреблены правильно, отсутствовали ошибки, нарушающие коммуникацию, или они были незначительны (1-4). Используемая лексика соответствовала поставленной коммуникативной задаче. Демонстрировалось умение преодолевать лексические трудности. Содержание документации было понятно носителю языка.</p>
Оценка “4”	<p>ставится студент, который сумел:</p> <ol style="list-style-type: none"> 1. заполнить / составить документы (анкеты, автобиографии и др.); 2. сообщить общие сведения о себе в соответствии с формой, принятой в стране изучаемого языка. <p>Языковые средства были употреблены правильно. Однако наблюдались некоторые языковые ошибки, не нарушившие понимание содержания (допускается 5-8). Используемая лексика соответствовала поставленной коммуникативной задаче. Демонстрировалось умение преодолевать лексические трудности. Содержание документации было понятно носителю языка.</p>
Оценка “3”	<p>ставится студент, который сумел:</p> <ol style="list-style-type: none"> 1. заполнить / составить документы (анкеты, автобиографии и др.); 2. сообщить общие сведения о себе в соответствии с формой, принятой в стране изучаемого языка. <p>Студент сумел в основном решить поставленную речевую задачу, но диапазон языковых средств был ограничен. Были допущены ошибки (9-12), нарушившие понимание составленной документации.</p>
Оценка “2”	<p>ставится студенту, который не сумел:</p> <ol style="list-style-type: none"> 1. заполнить/составить документы;

	<p>2. сообщить общие сведения о себе в соответствии с формой, принятой в стране изучаемого языка.</p> <p>Студент сумел в основном решить поставленную речевую задачу, но диапазон языковых средств был ограничен. Были допущены многочисленные ошибки, нарушившие понимание составленной документации.</p>
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За письменные работы (контрольные работы, самостоятельные работы, словарные диктанты, тестовые работы) оценка вычисляется исходя из процента правильных ответов:

Виды работ	Оценка “3”	Оценка “4”	Оценка “5”
Контрольные работы	От 50% до 69%	От 70% до 90%	От 91% до 100%
Самостоятельные работы, словарные диктанты	От 60% до 74%	От 75% до 94%	От 95% до 100%

Творческие письменные работы (письма, разные виды сочинений, сообщение, реферат) оцениваются по пяти критериям:

а) Содержание (соблюдение объема работы, соответствие теме, отражены ли все указанные в задании аспекты, стилевое оформление речи соответствует типу задания, аргументация на соответствующем уровне, соблюдение норм вежливости).

При неудовлетворительной оценке за содержание остальные критерии не оцениваются и студент получает за работу неудовлетворительную оценку.

б) Организация работы (логичность высказывания, использование средств логической связи на соответствующем уровне, соблюдение формата высказывания и деление текста на абзацы).

в) Лексика (словарный запас соответствует поставленной задаче и требованиям данного года обучения языку).

г) Грамматика (использование разнообразных грамматических конструкций в соответствии с поставленной задачей и требованиям данного года обучения языку).

д) Орфография и пунктуация (отсутствие орфографических ошибок, соблюдение главных правил пунктуации: предложения начинаются с заглавной буквы, в конце предложения стоит точка, вопросительный или восклицательный знак, а также соблюдение основных правил расстановки запятых).

Критерии оценки постера (плаката)

Основные критерии для оценивания плаката

1. Достоверность (научная грамотность используемых понятий)
2. Полнота (наличие всех понятий и определений по теме)
3. Наглядность (цвет, шрифт, способы расположения материала)
4. Аккуратность

Критерии оценивания:

«4-5» выставляется, если плакат выполнен в соответствии с заданной темой, соблюдены все требования к его оформлению;

«3» выставляется, если основные требования к оформлению плаката соблюдены, но при этом допущены недочеты, например: имеются неточности в изложении материала, допущены ошибки при использовании научных понятий; имеются упущения в оформлении;

«2» выставляется, если тема плаката не раскрыта, обнаруживается существенное непонимание проблемы; плакат студентом не представлен.

Практическое занятие № 1

Тема: «Графическое искусство. Изучение лексических единиц по теме. Чтение, перевод, поиск информации в тексте.»

Краткие теоретические положения:

Порядок слов в английском предложении

В английском предложении каждый член предложения, как правило, имеет свое определенное место. Так, в простом распространенном повествовательном предложении на первом месте стоит

- 1) подлежащее, за ним следует
- 2) сказуемое, далее идет
- 3) дополнение (беспредложное, прямое, предложное) и затем
- 4) обстоятельства (образа действия, места, времени).

Например: 1) I 2) gave 3) my brother 3) a book 4) yesterday.

1. Read and remember the following words:

ACTIVE VOCABULARY

skill — мастерство, умение

mass-production — массовое (серийное, поточное) производство

generation — поколение

available — доступный, (при)годный

glazing — глазурирование, полирование

nobility — величие

to decorate — украшать, decoration — украшение, декорирование

ornament, ornamentation — украшение

handcraft — ремесло

craftsman, artisan — ремесленник, мастерской

out of date — устарелый, несовременный

pattern — образец, шаблон, рисунок, узор

promotion — поддержка, продвижение

to overlap — совпадать, перекрывать

to fade away — (постепенно) исчезать, угасать

upheaval — сдвиг, переворот

to manufacture — производить

to supersede — заменять, смещать

to withstand — противостоять

to degrade — деградировать, приходить в упадок

to compete — конкурировать, competition — соперничество, конкуренция

to create — создавать

to reflect — отражать, размышлять

alienation — отчуждение

furniture — мебель, обстановка

shape — форма

colour — цвет

metalwork — художественная работа по металлу, металлообработка

jewellery — ювелирные изделия

textile — текстиль, ткань

to capture — взять обратно, снова захватить

The Industrial Revolution

Up until the Industrial Revolution objects were made by craftsmen, either working on their own, collectively in rural cottage industries or in Guilds or Societies in the towns. The majority worked at a low level of skill and design, producing simple buildings, furniture, plates etc. This resulted in localized designs often produced by generations of one family with no technological or design style changes. It was as if time stood still.

There were a few craftsmen who worked for the nobility and the rich merchants producing objects based on designs and technology taken from other countries. They formed their own design styles, but they still could only make a limited number of objects at a high price. These objects can now be seen in museums.

The dates given for design style movements can only be approximate. Nothing suddenly happens. In many cases two styles overlap, one was fading away and one coming in. The reasons why these new movements occur are a complex mix of historical, political and social facts, but that's history.

The time between 1914 and 1950 was a period of great upheaval, loss of life and world depression. However new technologies still steadily improved and design went through different styles. (First World War 1914—1918, Second World War 1939—1945). The history of Industrial Design really began with the start of the Industrial Revolution that took place during the early part of the 1700's with the invention of mechanical processes of production. Everything changed, for the first time it was possible to produce large quantities of a product cheap enough for most people to own.

The design of the product came out of the technology available at the time. Ceramic manufacturers found it easy to mass-produce plain white plates but still had to paint on the pattern by hand — too expensive. They developed a method of transfer printing but only blue ink would withstand the high temperatures used during the glazing process. This is why all the plates of the early period are blue, the most famous being the Willow Pattern. As ink technology improved, so did the colour and complexity of the patterns.

Design was led by its technology and was of a very low standard with very little thought for the user. Manufacturers spent no money on beautifying their products as they had little competition and were out to make as much money as possible. In those days designers were either architects or artists and manufacturers felt no need to use them. In the early part of the 1800's, people began to realize that there was a problem. The architect, Charles Cockerel said "the attempt to supersede the work of the mind and the hand by mechanical process for the sake of economy will always have the effect of degrading and ultimately ruining art". Many years later, the Bauhaus used technological processes as the basis of their designs. In 1833, a Parliamentary Select Committee was set up to examine the problem of a low standard of product design.

The morality of the country was felt to be reflected through its art. This feeling is still held today by many academics. In 1837, a government School of Art was set up with the aim to train designers for working with industry but it failed. It took the Great Exhibition of 1851 and the Arts and Crafts Movement to change things.

Notes on the text

to come out — появляться

to beautify — украшать, делать красивым

print — оттиск, отпечаток

the Willow Pattern — синий узор в китайском стиле (на фарфоре)

TEXT AND VOCABULARY EXERCISES

2. Match each word on the left with the correct definition on the right:

1. craftsman a. a person who designs (and supervises the construction of) buildings, etc.

2. design b. manner of doing anything
3. style c. drawing or outline from which smth may be made
4. to improve d. change position, move
5. architect e. skilled workman who practises a craft
6. pattern f. ability to do smth expertly and well
7. skill g. excellent example; sb or smth serving as a model
8. to transfer h. make or become better
9. morality i. (standards, principles, of) good behaviour

3. Read the above text once more. In pairs, discuss the statements below. Say what you think and ask your partners if they agree or disagree with you. Use the following phrases to help you:

Agreeing

I agree with you.

Yes, that is what I think too.

You are right!

Disagreeing politely

Yes, but don't you think...?

True, but I think...

I see what you mean, but...

1. Most of the craftsmen worked at a low level of skill and design up until the Industrial Revolution.
2. There were many craftsmen who worked for the nobility and the rich merchants producing objects based on designs and technology taken from other countries.
3. The time between 1914 and 1950 was a period of great upheaval.
4. The history of Industrial Design really began with the start of the Great Exhibition.
5. Manufacturers spent much money on beautifying their products as they had great competition.
6. In 1837, a government School of Art was set up with the aim to train designers for working with industry but it failed.

4. Find in the text words or phrases which mean the same as:

- низкий уровень мастерства
- высокая цена
- приблизительно
- совершенствовать технологическое мастерство
- низкий стандарт
- раскрашивать узор вручную
- переводить оттиск, рисунок

5. Choose the correct word to complete the sentences:

1. Up until the Industrial Revolution objects were made by ____.
a. craftsmen, b. artists, c. industrial workers
2. There were a few rich merchants producing objects based on designs and technology taken from ____.
a. native towns, b. other countries
3. The Industrial Revolution took place during ____.
a. native towns, b. other countries
3. The Industrial Revolution took place during the early part of the 1700's with the invention of ____.
a. a wheel, b. a railway, c. mechanical processes of production
4. All the plates of the early period are ____.
a. white, b. blue, c. red

6. Build the sentences from the words:

- a) Is, best, she, friend, my.
- b) Learn, different, students, our, subjects.
- c) The, is, Russia, the, in, country, largest, world.
- d) In, the, we, city, live, a, flat, in, of, center, the.
- e) Reading, is, my, of, best, son's, fond, friend.

Практическое занятие № 2

Тема: «Графическое искусство. Выполнение упражнений. Говорение. Структура повествовательного предложения»

1. Read out, translate the text:

How the Past Influences the Present

The history of graphic design can serve as an excellent source of inspiration, especially if you study how art and technological developments influenced certain designers. While the entire history of graphic design is way too long, here are some interesting details to note. Advertising existed in ancient times. Egyptians wrote sales messages and designed wall posters on papyrus, while politicians in Pompeii and ancient Arabia created campaign displays. The lines between graphic design, advertising, and fine art often blurred together until the mid-1800s. At that time, Henry Cole explained the importance of graphic design to his government (in Great Britain) in the Journal of Design and Manufactures. Cole went on to become influential in the growth of design education.

You can see an incredibly successful example of a logo as far back as 1885, when Frank Mason Robinson created the classic Coca Cola logotype. Yet the actual term “graphic design” didn’t appear until 1922, when it was coined by the type designer, illustrator, and book designer William Addison Dwiggins.

Throughout the 20th century, new styles and technologies emerged rapidly, each one exerting some influence on graphic design. For instance, the Bauhaus movement embraced mass production and the new machine culture after World War I; after World War II photography began replacing illustrations in most graphic design, and post-modernism brought new materials, bright colours, and humour to design. And of course with computers came the digital revolution.

Hopefully you’ll look further into some of these design movements. After all, who says Art Nouveau can’t be used in a digital format, and computer fonts can certainly recreate ancient calligraphy. Perhaps graphic designs of the past can help enhance your own work in original ways today.

2. Find in the text word combinations beginning with:

excellent ..., technological ..., entire ..., interesting ..., ancient..., fine ..., successful ..., classic ..., actual ..., new ..., mass ..., bright ..., digital ...

3. Identify the following verb forms:

study, influenced, wrote, designed, went on, can see, was coined, exerting, began, embraced, began, brought, came, will look, says, can be used, can recreate.

3. Make the following sentences negative:

- 1. Henry Cole explained the importance of graphic design to his government (in Great Britain).
- 2. Graphic designs of the past can help enhance your own work in original ways today.
- 3. New styles and technologies emerged rapidly.
- 4. Post-modernism brought new materials, bright colours, and humour to design.

Практическое занятие № 3

Тема: «История развития графического дизайна. Изучение лексических единиц по теме. Чтение, перевод, поиск информации в тексте.

1. Read the text below and give a brief summary of it:

The Great Exhibition

1851 was the year of the Great Exhibition: a celebration of the product of the Industrial Revolution in England. Queen Victoria's husband, the Prince Consort was one of the key instigators of the Great Exhibition. In five and a half months over six million people visited the exhibition held in the famous Crystal Palace in Hyde Park, London.

Crystal Palace was a huge building of iron and glass built especially for the occasion, this exhibition was a stylistic anarchy, with most objects displaying ornament for ornaments' sake.



The Great Exhibition

<http://www.vam.ac.uk/page/g/great-exhibition/>

Ornament was seen as exotic, giving an object status, making it look more expensive than it was, and disguising its often-banal function as well as poor construction. However, ornament was often arbitrary, drawn from ornamental pattern books of the period, which were collections of engravings illustrating decorative forms.

The Prince Consort wanted the manufacturers to use good design in their products. Many manufacturers exhibiting spent a lot of effort, for the first time, to use good design to show off their products. The Great Exhibition was a trade promotion show to the rest of the Empire and it became a catalyst for Industrial Design and was the start of the Arts and Crafts Movement.

2. Render the following text into English using the Active Vocabulary of the Unit:

Корни дизайна уходят к началу XIX в., в эпоху появления массового машинного производства и разделения труда. До промышленной революции в труде ремесленника дизайн непосредственно сочетался с изготовлением изделия.

История развития художественного конструирования началась с середины XIX в. Производством бытовых вещей занимались ремесленники. Ремесленник делал одну и ту же вещь из одного и того же материала. Вещи получались индивидуальные, эксклюзивные, дорогие и производились в малом количестве. Применялся ручной труд, орудия труда и технология были примитивными. При изготовлении бытовых вещей учитывались все требования человека к вещи: полезность, функциональное совершенство, удобство, красота, экономическая целесообразность. С приходом века индустриализации дизайнер стал создавать прототипы изделий, которые с помощью машин производили другие люди.

Функциональностью и экономичностью производимой продукции занимались инженеры, а дизайнеры отвечали лишь за ее эстетический вид.

Назначению изделий и простоте обращения с ними придавали столь же большое значение, как и их внешнему виду. В скором времени дизайнерские фирмы стали набирать в штат чертежников, модельщиков, инженеров, архитекторов и специалистов по изучению рынка.

Практическое занятие № 4

Тема: «Графический дизайн. Выполнение упражнений. Говорение. Структура

1. Speak about functional use and ornamentation of mass produced goods in our country in different periods using Active Vocabulary.

2. Read out, translate the text:

It is believed that the design originated in the era of industrial production. Graphic design at first meant artistic editing of text and images on a printed page to form a visual and verbal image for the purpose of informing and entertaining the reader. With the advent of color printing in the late XIX century, graphic design has become a separate art form. In the production of mass printed products and advertising at that time were involved mainly people who usually do not have art education. The situation changed in the first half of the twentieth century. European artists quickly responded to advances in science and technology and were the first to make radical changes.

Today, professionals have several schools that, one way or another, influenced the development of graphic design. The most notable were the American advertising graphics that existed in the thirties-fifties of the last century and the twenties of Russian constructivism, the seventies – the Swiss school of graphics of the sixties – the Polish school of poster, as well as the Japanese school of poster – 60-80 years of the twentieth century Undoubtedly worthy of mention and some other schools of graphics and poster – English, Finnish, German, French, Dutch and others. Nascent schools of Internet design have roots in all countries, and there is a chance to hope that the Russian school of design in this new field will achieve such high results as Western schools. The main directions of the new flow of design were the creation of banners and websites.

Modern times marked the emergence of the world organization of graphic design, which has the abbreviation ICOGRADA. There is also an international Council of graphic design associations, and in our country – the Academy of graphic design.

Краткие теоретические положения:

Основные типы вопросов, используемые в английском языке

1. Общий вопрос

Общий вопрос относится ко всему предложению в целом, и ответом на него будут слова *yes* или *no*:

Do you like ice-cream? — Yes, I do.

Can you speak English? — Yes, I can.

Are you a schoolboy? — No, I am not.

Have you bought a text book? — Yes, I have.

Порядок слов в общем вопросе

1) вспомогательный глагол (модальный, глагол-связка),

2) подлежащее (существительное или местоимение),

3) смысловой глагол (или дополнение).

2. Специальный вопрос

Специальный вопрос относится к какому-нибудь члену предложения или их группе и требует конкретного ответа:

What is your name? — My name is Peter.

Where do you live? — I live in Rostov.

Порядок слов в специальном вопросе

- 1) вопросительное слово (*what, where, who, when, how* и т.д.),
- 2) вспомогательный глагол (модальный, глагол-связка),
- 3) подлежащее,
- 4) смысловой глагол,
- 5) дополнения,
- 6) обстоятельства (места, времени, образа действия и т.д.).

В специальных вопросах, обращенных к **подлежащему** в Present и Past Indefinite, не употребляется вспомогательный глагол **do(did)** и сохраняется прямой порядок слов:

Who wants to go to the cinema? Who lives in this house?

3. Альтернативный вопрос

Альтернативный вопрос предполагает выбор из двух возможностей:

Do you like coffee or tea? — Вы любите кофе или чай?

Альтернативный вопрос начинается как общий вопрос, затем следует разделительный союз *or* и вторая часть вопроса.

4. Разделительный вопрос (Tail Question)

Разделительный вопрос состоит из двух частей. Первая часть — это повествовательное предложение (утвердительное или отрицательное), вторая, отделенная запятой от первой — краткий вопрос (*tail* — «хвостик»):

You are a pupil, aren't you? — Вы ученик, не правда ли?

Если в повествовательной части разделительного вопроса содержится **утверждение**, то во второй — **отрицание**. Если в повествовательной части — **отрицание**, то во второй части, как правило, — **утверждение**:

You are a student, aren't you?

You don't go to school every day, do you?

Exercise 2.11. Put the questions to the following sentences:

1. общие

2. специальные

3. разделительные

1. There is a book on the table. 2. He must work hard today. 3. We are leaving for Moscow next week. 4. We were reading the whole evening. 5. They don't go to work on Sunday. 6. It is not cold today. 7. Ann has already begun to read a new book. 8. We learn English at school. 9. They will show you how to get there. 10. They finished the translation before the end of the lesson. 11. I didn't feel well that evening. 12. It wasn't difficult to do this task.

3. Read and translate the sentences:

1. Our family lives in a three-room flat.

— Does your family live in a three-room flat or in a house?

— It lives in a three-room flat.

2. They went to the same school.

— Did they go to the same school or to different schools?

— They went to the same school.

3. He will read this book tomorrow.

— Will he read this text tomorrow or next week?

— He will read it tomorrow.

4. They are playing chess now.

— Are they playing chess or cards now?

— They are playing chess.

5. Our teacher has told us to write.

— Has our teacher told us to write or to read?

— He has told us to write.

4. Translate the sentences into English:

1. Вам нравится больше английский язык или французский?
2. Он живет в Ростове или в области?
3. Она его младшая или старшая сестра?
4. Студенты уже сдали экзамены или нет?
5. Петровы поедут летом на юг или на север?
6. Ваш друг учится в академии или в университете?
7. Он знает ее лучше или вы?

5. Write down alternative questions to the following sentences:

1. Our teacher knows several foreign languages. 2. He has graduated from our University last year. 3. We shall go to Samara next week. 4. They are working in our garden. 5. I have just read this book. 6. I took this book from my friend. 7. He likes reading books. 8. She has many relatives abroad. 9. They were in many countries. 10. Russia is the largest country in the world.

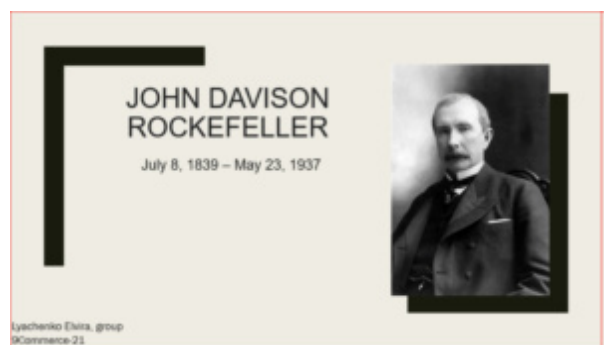



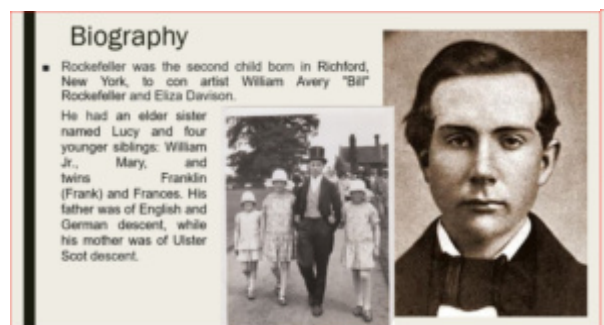




Практическое занятие № 5

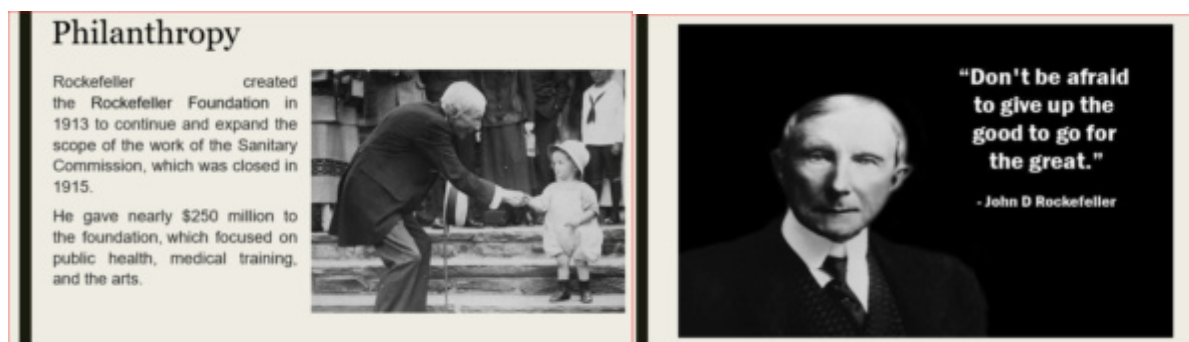
Тема: «Профессия дизайнер, её особенности. Изучение лексических единиц по теме. Чтение, перевод, поиск информации в тексте».

Защита проекта по теме “Famous Designer”

Порядок проведения: студенты выступают с предварительно подготовленными презентациями по теме. Используется проектор, компьютер, аудиосистема и экран. Аудитория задаёт наводящие вопросы, поддерживается интерактивность занятия. Длительность выступления: 5-6 минут.

Вариант проекта:

 <p>JOHN DAVISON ROCKEFELLER July 8, 1839 – May 23, 1937</p>  <p>kyachenko Ekira, group ©Commerce-21</p>	 <p>Standard Oil 90% of the US market</p>  <p>On January 10, 1870, Rockefeller abolished the partnership of Rockefeller, Andrews & Flagler, forming Standard Oil of Ohio.</p>
 <p>Biography</p> <ul style="list-style-type: none">Rockefeller was the second child born in Richford, New York, to con artist William Avery "Big" Rockefeller and Eliza Davison.He had an elder sister named Lucy and four younger siblings: William Jr., Mary, and twins Franklin (Frank) and Frances. His father was of English and German descent, while his mother was of Ulster Scot descent.  	 <p>Personal life</p> <p>The name Rockefeller refers to the now-abandoned village of <u>Rockenfeld</u> in the district of Neuwied.</p> <p>He said later after the marriage, "Her judgment was always better than mine. Without her keen advice, I would be a poor man."</p> 



Критерии оценки проектной работы

Студент _____				
Тема проектной работы _____				
Баллы: 0 – позиция отсутствует 1 – слабо 2 – хорошо 3 – отлично	Самооценка студента	Оценка группы	Оценка преподавателя	Итоговая оценка
Требования				
Структура (до 9 баллов)				
- количество слайдов соответствует содержанию и продолжительности выступления (5-6 минут)				
- наличие титульного листа				
- оформлены ссылки на все использованные источники				
Текст на слайдах (до 6 баллов)				
- тест на слайде представляет собой опорный конспект (ключевые слова, маркированный или нумерованный список), без полных предложений				
- наиболее важная информация выделяется с помощью цвета, размера, эффектов анимации и т.д.				
Наглядность (до 9 баллов)				
- иллюстрации помогают наиболее полно раскрыть тему, не отвлекают от содержания				
- иллюстрации хорошего качества, с чётким изображением				
- используются средства наглядности информации (таблицы, схемы, графики и т.д.)				
Дизайн и настройка (до 12 баллов)				
- оформление слайдов соответствует теме, не препятствует восприятию содержания				
- для всех слайдов презентации				

используется один и тот же шаблон оформления				
- текст легко читается				
- презентация не перегружена эффектами				
Содержание (до 9 баллов)				
- презентация отражает основные этапы исследования (проблема, цель, гипотеза, ход работы, выводы, ресурсы)				
- содержит ценную, полную, понятную информацию по теме проекта				
- ошибки и опечатки отсутствуют				
Требования к выступлению (до 15 баллов)				
- выступающий свободно владеет содержанием, ясно излагает идеи				
- выступающий свободно и корректно отвечает на вопросы и замечания аудитории				
- электронная презентация служит иллюстрацией к выступлению, но не заменяет его				
- при необходимости выступающий может легко перейти к любому слайду своей презентации				
- выступающий обращается к аудитории, поддерживает контакт с ней				
Общее количество баллов				
Оценка				

Границы выставления отметок:

48– 60 баллов – оценка «5»

33 – 47 баллов – оценка «4»

18 – 34 балла – оценка «3»

менее 17 баллов – оценка «2»

Практическое занятие № 6

Тема: «Профессия дизайнер. Выполнение упражнений. Письмо. Множественное и единственное число им. существительных».

1. Read out, translate the text:

At all times, people sought to improve the beauty of their homes, clothes and even the environment to be able to stay in harmony with nature and yourself. Someone made masterpieces with their own hands, and someone asked for help from professionals who can create incredible views. In today's world, the specialization of such people is known as the profession of designer.

Who is the designer? Despite the fact that the designer profession has become really popular and in demand only in the twentieth century, the name itself has a long history. Its origins date back to the era of the Italian Renaissance, when the word "disegno" meant drawings and projects that were the basis of the idea. Depending on the type of activity of a design specialist, there are several main branches of this profession: industrial (design and creation of household appliances, transport, tools, furniture);

Environment design (creation of interiors, design of buildings, plots); graphic (creation of trademarks and signs, commercials using computer graphics); 3D-design (creating animations, presentations, layouts using special computer programs); landscape (works related to the design of land, parks, gardens);

Design of clothes, shoes and accessories. Design objects are present everywhere and in everything that surrounds us. In addition to the now popular specialists in the creation of clothing and interior, in the modern world are widely in demand developers of jewelry, accessories, utensils, furniture, etc. In a word, the object of design can be anything – from a needle to an airplane, every talented artist can become a designer. To become a specialist in this field and have a stable financial income, it is necessary to possess such qualities and skills as:

Observation;

Creative thinking;

Developed imagination;

Sociability;

Ability to work with a large amount of information;

Patience;

Ability to work in a team;

a sense of tact in dealing with customers.

2. Ask five questions to the text.

3. Translate into English:

Преимущества и недостатки профессии

В отличие от многих других профессий, представленных на рынке труда, дизайнерское ремесло может приносить не только удовольствие, но и хорошую финансовую прибыль. Специалист работает на заказ, поэтому, в отличие от художника, он всегда может быть уверен в том, что его труды будут оплачены.

Однако, с другой стороны, оформитель не может позволить себе творить только тогда, когда есть вдохновение. Порою заказ необходимо выполнить в кратчайшие сроки, ведь клиент не готов ждать. Хорошо, если творчество, как говорится, в крови у художника-оформителя. Но, если креативное мышление требует чрезмерных усилий, то постоянный поиск новых идей нередко приводит к моральному истощению и депрессии.

Ещё одной проблемой может стать внутренняя дисгармония дизайнера. Далеко не всегда вкусы клиента совпадают со вкусами художника-оформителя, и тогда приходится выполнять работу, которая не по душе.

Безусловно, искусство дизайна – это нелёгкое ремесло, но оно имеет немало преимуществ. Дизайнерская деятельность приносит хороший доход, который увеличивается с ростом профессионализма.

Ещё одним неоспоримым преимуществом труда является возможность работать на дому. Генерировать идеи и создавать проекты можно не только в офисе, но и в своей комнате, поскольку для клиента важен только результат.

Таким образом, профессия дизайнер может стать настоящим призванием для творческих и креативных людей, которые не привыкли к монотонной и рутинной работе, а мечтают творить, делать мир прекраснее и получать хороший финансовый доход.

Краткие теоретические положения:

Множественное число существительных в английском языке.

Исчисляемые существительные могут иметь форму единственного числа, если речь идёт об одном предмете, и множественного числа, если речь идёт о двух или более предметах. Форма множественного числа у большинства исчисляемых существительных образуется с помощью суффикса "-s (-es)", например:

a book - books a table - tables
a bridge - bridges a boy - boys

В английском языке есть небольшое количество существительных, которые образуют форму множественного числа не по общему правилу:

Существительные, оканчивающиеся на "-f/-fe", во множественном числе пишутся с "-ves". Если слово в единственном числе оканчивается на "-o", то к нему во множественном числе прибавляется суффикс "-es". Если же слово оканчивается на "-y" с предшествующим согласным, то во множественном числе к нему прибавляется суффикс "-es", а буква "y" переходит в "i", например:

leaf - leaves life - lives tomato - tomatoes

Negro - Negroes army – armies family - families

Неисчисляемые существительные имеют только форму единственного числа и согласуются только с глаголами в единственном числе:

Her hair is blond. Волосы у неё светлые.

The money is on the table. Деньги лежат на столе.

Имеются существительные, которые напротив употребляются только в форме множественного числа. К ним относятся слова, обозначающие предметы, состоящие из двух частей: trousers - брюки, braces - подтяжки, scissors - ножницы, glasses - очки, или собирательные существительные: troops - войска, goods - товары, clothes - одежда, police - полиция, people - люди. Такие существительные согласуются только с глаголом во множественном числе.

4. Mark the right forms of nouns in plural:

1) roof - rooves, 2) dish - dishes, 3) fish - fish, 4) potato - potatos, 5) half - halves, 6) branch - branches, 7) book - books, 8) book - bookes, 9) dress - dreses, 10) wife - wifes. 11) paper - papers, 12) factory - factorys, 13) day - daies, 14) play - plays, 15) list - listes, 16) safe - saves, 17) text - texts, 18) lamp - lamps, 19) bridge - bridges, 20) city - cities.

5. Mark the wrong forms of nouns in plural:

1) woman - women, 2) woman - womans, 3) foot - foots, 4) mouse - mouses, 5) hour - hours, 6) hero - heroes, 7) mouse - mice, 8) tomato - tomatos, 9) tomato - tomatoes, 10) child - chides, 11) child - childs, 12) kid - kids, 13) child - children, 14) tooth - toothes, 15) tooth - teeth, 16) people - peoples, 17) new - news, 18) boy - boys, 19) way - waies, 20) man - men, 21) Englishman - Englishmans, 22) Englishman - Englishmen, 23) news - news, 24) sheep - sheep, 25) deer - deeress, 26) deer - deers, 27) deer - deer, 28) leaf - leaves, 29) German - Germen, 30) German - Germans. 31) life - lifes, 32) wife - wives, 33) shelf - shelves, 34) knife - knives, 35) house - housess, 36) pause - pausess, 37) size - sizez, 38) day - days, 39) roof - rooves.

Практическое занятие № 7

Тема: «Основные направления в искусстве и дизайне. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Study the vocabulary.

Art Vocabulary

№	Слово	Транскрипция	Перевод
1	Architecture	['ɑ:kitektʃə]	Архитектура

2	Classicalart	['klæsɪkələ:t]	Классическое искусство
3	Ballet	['bæleɪ]	Балет
4	Mosaic	[məʊ'zeɪk]	Мозаика
5	Choreography	[kɒrɪ'ɒgrəfi]	Хореография
6	Theatre	['θiətə]	Театр
7	Stainedglass	[steɪndglɑ:s]	Витраж
8	Music	['mju:zɪk]	Музыка
9	Folkart	[fəʊkɑ:t]	Народное искусство
10	Painting	['peɪntɪŋ]	Живопись
11	Artisticcasting	[ɑ:'tɪstɪk 'kɑ:stɪŋ]	Художественное литье
12	Acting	['æktɪŋ]	Актерская игра
13	Photo	['fəʊtəʊ]	Фотография
14	The Art ofgraphics	[ði: ɑ:tɒv 'græfɪks]	Искусство графики
15	Poetry	['pəʊɪtrɪ]	Поэзия
16	Sculpture	['skʌlptʃə]	Скульптура
17	Academy of Arts	[ə'kædəmɪnva:ts]	Академия художеств
18	Author	['ɔ:θə]	Автор
19	Opera	['ɒpərə]	Опера
20	Carving	['kɑ:vɪŋ]	Резьба
21	Popart	[pɒpɑ:t]	Поп-арт
22	The play	[ði: pleɪ]	Пьеса
23	Embroidery	[ɪm'brɔɪdərɪ]	Вышивка, рукоделие
24	Performance	[pə'fɔ:məns]	Спектакль
25	Performance	[pə'fɔ:məns]	Выступление

26	Appliedart	[ə'plaɪdɑ:t]	Прикладное искусство
27	Portraitpainter	['pɔ:trɪt 'peɪntə]	Портретист
28	Creative evening	[kri'eɪtɪv 'i:vniŋ]	Творческий вечер
29	Contemporaryart	[kən'tempərəriɑ:t]	Современное искусство
30	A masterpiece	[ə 'mɑ:stəpi:s]	Шедевр
31	Ballet School	['bæleɪsku:l]	Балетная школа
32	Art exhibition	[ɑ:teksɪ'bɪʃn]	Художественная выставка
33	A workofart	[ə wɜ:kɒvɑ:t]	Произведение искусства

2.Работа с презентацией по теме.

Практическое занятие № 8

Тема: «Искусство. Выполнение упражнений. Письмо».

1.Read out, translate the text:

Art

Art is a way to show one's emotions or communicate one's thoughts. Art is an important part of society. Painting

Painting is a practice of applying paint or color to a surface. There are a lot of genres and styles.

There are a lot of famous artists, such as Leonardo da Vinci with his Mona Lisa and Raphael with his Sistine Madonna.

Sculpture

Sculpture is the branch of the visual arts that operates in three dimensions.

Sculptors originally used carving (the removal of material) and modelling (the addition of material) in stone, metal, ceramics, wood and other materials but, since Modernism, there has been an almost complete freedom of materials and process.

Theatre

Theatre is a form of art where a group of people performs in front of a live audience. The performance is usually based on a real or imagined event.

The performers communicate this experience to the public through gestures, songs and words.

Music

Music has always been an important part of society.

Music is performed with a vast range of instruments and vocal techniques ranging from singing to rapping.

Architecture

Architecture is the art that provides us with the physical environment we live in.

Architecture is both the process and the product of planning, designing, and constructing buildings or any other structures.

2.Give definition to each kind of art according to the text.

3.Make up a sentence with any of the new words, word combinations on the topic.

4. Write a short composition (10-12 sentences) on the topic “My favourite kind of art”.

Практическое занятие № 9

Тема: «Искусство. Перевод с русского языка».

1. Read out, translate the text:

It is human to admire beauty around us. We often feel amazed when we see a beautiful painting, read an exciting poem or listen to a charming melody. Art is everywhere in lots of forms and it is of great importance in our life. It is quite difficult to describe art in words, but in general it is understood as a form to express your feelings through any medium like music, colours, photographs and so on. An image can be realistic, abstract, naturalistic, idealistic or conceptual.

Art has a lot of forms. Visual arts can be seen in museums and picture galleries: photography, painting, sculptures, etc. In performing arts people use their voices and bodies to convey a message. This form of art includes things like music, dance, movies, theatre, circus. Art has a great impact on our mood. Music, movies or theatre can make us feel relaxed or joyful. They can be inspirational as well. They move us through time and plunge into the atmosphere of freedom. Art helps us to understand people who lived many years ago and learn the history of the humankind. Art explains the meaning of beauty and harmony.

We can define art as communication between an artist and the audience. When an author writes a story, he invites us to visit new places, meet new characters or learn new ideas. Books help us to form our moral values and our attitude to the life. Art develops our good qualities. It has a great educational significance.

We are surrounded by art. When we enter somebody's house, we can't help admiring the way the rooms are decorated. And you don't have to be a painter for that. Everyone expresses himself using his creativity and the power of imagination to decorate the surrounding. Art reflects and enriches our inner world.

2. Ask five questions to the text.

3. Render the article above into English The phrases below can help you in your rendering:

To rack one's brain (over smth); many a thousand years; the essence of art; to do without smth; to wither away (*fig.*); to be indispensable to smb; positive/negative influence (on smb); human heart and mind; a form of social consciousness/existence; figurative thinking; a link between; inaccurate question; interaction; to stimulate/encourage one's actions; realization of one's ideals; to satisfy one's spiritual needs; historical/art development; art renaissance/decadence; masterpiece; to increase the value of smth in smb's eyes; to set one's hopes on; to be full of beauty.

ЧТО ТАКОЕ ИСКУССТВО?

Существуют вопросы, над которыми человек ломает голову не одно тысячелетие. Взять, хотя бы, искусство. Что это такое? В чём его суть? Можно ли прожить без него?

С одной стороны, конечно, можно. Живут же некоторые, не читая стихов, не слушая симфоний, не посещая картинных галерей. Нельзя обойтись без труда – зачахнет жизнь, нельзя обойтись без науки – зачахнет труд. Но так ли необходимо, так ли обязательно искусство? Не преувеличиваем ли мы влияние искусства, силу его положительного или отрицательного воздействия на человеческий ум и сердце?

Нет, не преувеличиваем. Это форма общественного сознания, это образное мышление. Искусство является связующим звеном между теорией и практикой, между мыслями и деяниями, между сознанием и трудом. Нет практики для практики, теории для теории, искусство для искусства. Всё это существует для человека.

Что же чему предшествовало: труд искусству или искусство труду? Вопрос этот не правомерен, недиалектичен, как и вопрос о том, предшествовал ли труд сознанию или наоборот: они возникли одновременно. И только благодаря их взаимодействию труд получил право называться трудом, сознание – сознанием, искусство – искусством, а человек – человеком. Роль художественного творчества заключается в том, что оно является стимулом деяний, воплощением идеалов, удовлетворения духовных потребностей.

К сожалению, не все ещё понимают, что искусство – не простое приятное и полезное дополнение к тому, что совершенно необходимо людям, оно само есть нечто необходимое им. Историческое развитие не могло бы совершаться без развития художественного, и наступающие время от времени периоды художественного расцвета или упадка столь же закономерны, как и аналогичные периоды в развитии экономическом или научно-техническом.

Но к искусству чаще несправедливы современники, а к науке – потомки. В искусстве, подлинном искусстве, ничто не поглощается более поздними открытиями. Напротив, чем дальше отодвигаются от нас во времени художественные шедевры, тем больше они вырастают в наших глазах.

Искусство ещё не занимает того места в жизни, которое оно может и должно занять. Мечтая о продолжении человеческой жизни, мы возлагаем главные надежды на медицину. А разве это абсолютно верно? Если речь идёт не о продлении старости, а о продлении жизни, то этого можно достичь, лишь делая её более интересной и богатой красотой.

4. Using the content of the article, speak on the following:

1. What reasons are given in the article to show that art is indispensable to man?
2. If you are of the same opinion, try to give more proof to show the importance of art in people's life. If you are not, give your arguments.
3. What is the role of art in man's life as is stipulated in the article? What do you think about it?
4. "While posterity is apt to find fault with science, contemporaries are often unfair to art." Do you agree with the statement? Give your reasons.
5. Comment on the following statement from the article: "Art has not yet occupied the proper place in people's life, the place it can and must occupy."

Практическое занятие № 10

Тема: «Искусство. Аудирование. Выполнение интерактивных заданий».

1. Просмотр видео, прослушивание текста Art.

<https://www.youtube.com/watch?v=QZQyV9BB50E>

2. Разбор незнакомой лексики. Обсуждение содержания просмотренного видео.

3. Выполнение интерактивных заданий по теме занятия:

3.1. Представление проекта (презентации) по темам «The greatest masterpieces of modern art», «World art exhibitions» и др.

3.2. Рассказ об известном деятеле искусства (не называя его имени), наглядное представление его произведений (фото картин, прослушивание музыкальных произведений и т.п.) Угадывание автора произведений.

3.3. Экскурсия по картинной галерее (музею) в роли экскурсовода.

3.4. Составление ребуса по теме "Kindsofart" и др.

Практическое занятие № 11

Тема: «Современные дизайнеры. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

Some famous graphic designers that everyone should know

Here are certain famous graphic designers that have shaped, and continue to shape, modern design. From pioneers of the discipline to maverick contemporary designers forging new ground, these famous designers have changed the way graphic design is seen and can provide inspiration for others.

Of course, there are many more great designers who have made big contributions, but these are the famous graphic designers everyone should know for their fresh take on the field. Once you've taken in this inspiration, if you want to update your own toolkit, don't miss our pick of the best graphic design software.

Based in New York City, **Chip Kidd** is best known for his stunning book jackets – most notably for seminal publishing house Alfred A. Knopf. Kidd has worked for writers such as James Elroy, Michael Crichton and Neil Gaiman (among many others).

Jurassic Park logo, which he originally designed for the cover of Crichton's novel. In his 2005 monograph, Kidd explained the thinking behind his design: "When trying to recreate one of these creatures, all anyone has to go on is bones, right? So that was the starting point..."

Rob Janoff designed the Apple logo. Janoff masterminded possibly the most famous mark in the world today while at ad agency Regis McKenna back in 1977. And although it's been tweaked, the basic form has remained the same ever since – a testament to its simplicity and longevity (and it was created in only two weeks). Back in 2013, Janoff told us that the idea of an apple with a bite taken out of it was "really a no-brainer". He continued: "If you have a computer named after a piece of fruit, maybe the image should look like the fruit? So I sat for a couple of weeks and drew silhouettes of apples."

"Bite is also a computer term. Wow, that was a happy accident. At that point I thought 'this is going to have a wink and a nod with it, and give it personality'."

A designer and educator **Michael Bieruth** has been a partner for 27 years now and has won hundreds of design awards (he's also got permanent work in MoMA). Before Pentagram, Bieruth worked for 10 years at Vignelli Associates. This famous graphic designer's projects at Pentagram include identity and branding for Benetton, the New York Jets, Walt Disney, design work on Billboard magazine and Hillary Clinton's 2016 campaign logo. This is of course, just a small slice of his sprawling portfolio. Bieruth is also a senior critic in graphic design at the Yale School of Art. Check out his Monograph – How To (opens in new tab) – published in 2015 and his collection of essays, Now You See It (opens in new tab), published in 2017.

Massimo Vignelli died in 2014, but leaves behind a legacy of some of the most iconic design work of the past 50 years. Having counted IBM, Ford, Bloomingdale's (his 'Brown Bag' designs are still in use today), Saks, American Airlines and many more as clients, and Michael Bieruth among his protégés, Vignelli's influence can still be felt. It lives on perhaps most prominently in the subway map and signage he designed for New York City in 1972. Vignelli's legacy is of fundamental importance to all designers. "The web emerged too late in his career to allow him to make a direct contribution to the medium, but the design principles that guided his work have had a profound impact upon the processes and aesthetics of both traditional and digital design."

Aries Moross (previously known as Kate Moross) is creative director of Studio Moross (opens in new tab). They are an art director and designer from London who came onto the scene in 2008 with their trademark typography and energetic, fluid drawing style.

Moross has since become one of the UK's most sought-after and successful designers, creating a myriad of album covers, magazine covers, branding and video. Moross even created live visuals for One Direction and for the Spice Girls' 2019 tour.

Some famous graphic designers have created icons that become known the world over. There aren't many logos that are more recognised internationally than Nike's iconic swoosh. It's often the

simplest ideas that are the best, and the Nike mark (which we rate as one of the best logos of all time, proves it. Graphic designer **Carolyn Davidson** designed the logo as a student at Portland State University in 1971 – and was paid \$35 for it by Nike founder Phil Knight (Knight met Davidson in an accounting class he was teaching). The tick-like logo was seen as a symbol of positivity, but it's actually the outline of the wing of the Greek goddess of victory whom the brand was named after. In 2011, Davidson told OreganLive.com that “it was a challenge to come up with a logo that conveyed motion” and that Philip Knight was very impressed with the stripes of rival company Adidas – it was increasingly hard to come up with something original.

In terms of magazine design, **George Lois** (opens in new tab) was perhaps the original maverick. From 1962 to 1972 he enjoyed an incredible 10 years at US Esquire magazine, designing some of the most iconic, and perhaps controversial, covers in history – including April 1968's Muhammed Ali cover. He had big ideas, presented in a simple way.

It sounds like hyperbole, but **Bass** was probably the most famous graphic designer of the 20th century. His work transcended graphic design, poster design, film titles, logos and more – with perhaps his most iconic work being opening sequences for Hitchcock. In fact, his opening credit work spanned five decades – right up to his death in 1996. Some of his last work was for Martin Scorsese on Goodfellas and Casino. In a 2011 article for the Telegraph, Scorsese reflected on Bass' genius: “I had an idea of what I wanted for the [Goodfellas] titles, but couldn't quite get it.

For over 30 years, **Morag Myerscough** has been creating stunning supergraphic installations – grand scale installations, pop-ups and wayfinding graphics that bring spaces to life through her trademark bright colours. Her clients – through her studio, Studio Myerscough – include London's Barbican, Royal London Hospital and the Stockholm Kulturfestival. Later in 2021 will see a super-colourful installation project for the City of Paris, which builds an 'after' to Covid.

<https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211>

Практическое занятие № 12

Тема: «Современные дизайнеры. Выполнение упражнений. Письмо».

1. Read the text.

Christopher Dresser, who was born in Glasgow in 1834, and who died in 1904, is the first industrial designer. Significantly, however, Dresser is associated solely with domestic items, not with the products of heavy industry. Whereas the designers who had preceded him fell into three categories – they were architects, amateurs who made their designs *ad hoc*, or artisans and engineers turned designers as a result of practical experience in the workshop – Dresser received a much more academic training, of a kind then just becoming available. He studied at the Government School of Design at Somerset House, London, from 1847 to 1854.

There were other significant aspects of Dresser's education. He had a strongly scientific bent, and studied as a botanist, writing books and papers on this subject.

His scientific studies led to an interest in the relationship between natural forms and ornament – this was the subject of his first important series of articles, published in the “Art Journal” of 1857. In a more general sense, they clearly pointed him towards a rational and logical approach to practical problems of design.

Where ornament was concerned, Dresser opposed the then-flourishing 'naturalistic' school. For him, plant forms had to be conventionalized in order to be useful to the designer. But botany, where Dresser was concerned, was more than simply a source of shapes and patterns. In his own phrase, plants demonstrated 'fitness for purpose', or 'adaptation'. He was thus linked, from an intellectual point of view, with early nineteenth-century utilitarianism. Darwin was Dresser's contemporary, and announced his theory of natural selection in 1859, when Dresser was beginning his career. Though the latter apparently stopped short of embracing ideas when they were first announced, they certainly influenced him in the long run.

From 1862 onwards Dresser's practice as a freelance designer started to blossom. It was in this year that he published his first book on design, "The Art of Decorative Design". His business interests eventually expanded beyond this. In 1876 and 1877 he paid an extensive visit to Japan, and made a large collection of Japanese objects, some of which were later sold through the firm of Tiffany in New York. In 1879 he entered into partnership with Charles Holmes of Bradford, later the founder of the "Studio" magazine. They had a wholesale warehouse that imported oriental goods. When this partnership came to an end, Dresser was already involved in a new venture – the Art Furnishers' Alliance, founded in 1880 'for the purpose of supplying all kinds of artistic house-furnishing material, including furniture, carpets, wall-decorations, hangings, pottery, table-glass, silversmiths' wares, hardware and whatever is necessary to our household requirements'. The venture was not a financial success, but it was recognized at the time as something pioneering because it tried to reach a popular audience in a way which had not been attempted before. The one self-imposed restriction, and this was a significant one, was that implied by the repeated use of words such as 'artistic' and 'art-manufacture'. The cultivated middle class was attempting to find a practical way of instructing those less fortunate than itself, but still with a determination not to modify its own standards.

Dresser's own surviving designs cover a wide range of materials, styles and techniques. He worked, for instance, for the Coalbrookdale Company, making designs for domestic items in cast iron. Dresser also made designs for glass, and a large number for ceramics. He worked briefly for Wedgwood, and did a much larger series of designs for Minton. A big collection of his water-colour designs can be found in the Minton archives, and a number of Minton pieces decorated with these survive.

He had better luck with the Linthorpe Art Pottery, founded in 1879 chiefly as a vehicle for Dresser's ideas. At Linthorpe, factory production methods were used – the pottery was inexpensive, and was manufactured on a large scale. The emphasis was on original shapes, rather than elaborate surface decoration. Dresser turned for inspiration to all kinds of historical sources – Pre-Columbian pottery, as well as Chinese and Japanese ceramics. Some pieces even look as if they were inspired by the Minoan civilization that was then still undiscovered, and may indeed be based on Helladic and Mycenaean wares.

Dresser's most original work was in metal, and was produced for various leading firms of Birmingham silversmiths, prominent among them J. W. Hukin and J. T. Heath, and Messrs Elkington & Co. These designs are notable for their simplicity and their direct use of materials. In addition, they often show great originality of form, with strong emphasis on a kind of stripped-down geometric purity. Dresser was one of the first to analyse the relationships between form and function in a rational way. In his "Principles of Decorative Design" (1873) he provided diagrams demonstrating the laws that governed the efficient functioning of handles and spouts on jugs and other vessels, such as teapots. His own teapots are often extremely distinctive in shape, with emphatic slanted handles. The ergonomic and the metaphorical aspects are skillfully combined.

Dresser's metalwork also shows his concern with economical use of materials. A plain oval sugar bowl has its edges rolled inward to strengthen the metal at the rim, so that a thinner gauge can be used. Very often, and indeed almost invariably in larger pieces such as soup tureens. Dresser used electro-plate rather than silver. This was not a reluctant compromise, as it became with other designers, but a deliberate choice, meant to put his wares within the financial reach of as many customers as possible. His liking for economy expressed itself visually in a famous toast-rack in which the slices of toast are held in place by simple uprights which pass through a metal plate to serve as legs. In these designs Dresser seems to anticipate the Bauhaus. He anticipates it, but he is not a direct ancestor. It is Dresser's surprising success in building relationships with industry as it then existed which seems in some ways to isolate him from the mainstream of orthodox design history.

Vocabulary and Grammar Tasks

1. Find in the text the English for:

- склонность к науке, практический опыт, теория естественного отбора, восточные товары, изменять стандарты, прямое использование материалов, прямой предок, эффективное функционирование, технология производства, иметь финансовый успех, тяжелая промышленность. Dresser is associated solely with domestic, not with the products of heavy industry.

2. Use one of the nouns in appropriate form to fill in each gap:

- His scientific studies led to an interest in the relationship between natural forms and Dresser's own surviving designs cover a wide range of materials, styles and
- In 1879 Dresser entered into with Charles Holmes of Bradford, later the founder of the Studio magazine.
- When this partnership came to an end, Dresser was already involved in a new
- They had a wholesale that imported oriental goods.
- Dresser also made designs for glass, and a large number for
- A big collection of his watercolour designs can be found in the Minton, and a number of Minton pieces decorated with these survive.
- A plain oval sugar bowl has its edges rolled inward to strengthen the metal at the rim, so that a thinner gauge can be used.

*item venture
technique
ceramics
mainstream
gauge*

*warehouse
archive
ornament
partnership*

3. Choose the correct variant:

- These sweets are very tasty. Could you give _____ to me, please?
It them they
- Where is the cooler? – You are standing next to _____.
It Him He
- On holiday I'm going to stay in _____ house.
They their them
- Jack, Are you listening to _____.
I Me My
- This is his "Jaguar", and this "Harley Davidson" is also _____.
He Him His
- They seem to be good guys. What do you have against _____?
They Their Them

4. Complete what Brenda says about herself. Use *am, is or are*.

My name (1) _____ Brenda Foster. I (2) _____ on the left in the picture. I (3) _____ ten years old and I (4) _____ in the fifth form. My birthday (5) _____ on the first of January. I (6) _____ from Santa Monica, California, USA. I (7) _____ American. My phone number (8) _____ 235-456-789. I live at 16 Park Street. My post code (9) _____ LA 30 SM. I've got a sister and a brother. Their names (10) _____ Gina and Paul. Gina (11) _____ 16 years old and Paul (12) _____ only three. I've also got a dog. His name (13) _____ Spot. He (14) _____ on the right in the picture. My Mum (15) _____ a doctor. She works at a hospital. My Dad (16) _____ a driver. He works in Los Angeles. We (17) _____ all friendly in our family.

Упражнение 5. Write in *was / were*

The third day _____ Wednesday. The boys _____ in the swimming-pool. Steve _____ the fastest swimmer! On Thursday we _____ circus! The bears _____ funny! The fifth day _____ Friday. In the morning we _____ in the zoo.

5. Choose the correct variant:

How many students _____ there in your class?

A *is* B *are* C *have*

1. Where _____ Sue from?

A *is* B *do* C *are*

2. Hello, Ann. _____ you today?

A Who are B How are C How is

3. There's a bottle on the table. _____ it?

A Who is B Who's C Whose is

4. Where _____ my jeans?

A *are* B *have* C *is*

5. "What color is your new house?"

"_____ blue."

A *it's* B *he's* C *they's*

6. _____ trousers are dirty.

A *this* B *these* C *that*

7. _____ is this film about?

A *How* B *Where* C *What*

8. She _____ a dentist.

A *am* B *is* C *are*

9. _____ vegetables fresh?

A *These are* B *Is this* C *Are these*

10. _____ a post office near here?

A *Are there* B *Is there* C *There is*

11. _____ it cold in this room?

A *Are* B *Is* C *Am*

12. _____ are you angry?

A *What* B *Why* C *Who*

13. _____ those man and woman your parents?

A *Are* B *Is* C *Am*

14. 'Are they tired?' 'Yes, _____.'

A *they are* B *we are* C *we aren't*

Вариант № 1

1.Translate into Russian:

Classification and design of walls are divided into two categories: external and internal construction. They possess different functions. The function of external walls is to support the upper floors and roof. The units employed for construction of walls are brick, timber, or stone masonry. As to interior walls they are mostly self-supporting. Their main function is dividing the space of the construction.

2.Answer the question: What is the function of external walls?

3.Make up a sentence from the words:

The, materials, framing, be, or, may, studs, steel, wood.

Вариант № 2

1.Translate into Russian:

The separate parts of the building are footing and foundation. The extra thickness where the wall rests on the ground is called a footing. The method of forming footings is to step the foundation wall out of the bottom on both sides. The footing must support the load of walls. The size of footings depends upon the load of wall and floors, as well the weight of the materials of which the floors and walls are composed. We must protect the foundation from dampness.

2.Answer the question: What is a footing?

3.Make up a sentence from the words:

Height, of, first, affect, floor, and, ceilings, heights, the, design.

Практическое занятие № 13

Тема: «Профессиональное обучение и среда в профессии дизайнер. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

Pre-readingTasks

1. What do you know about modern design?

2. Practice the pronunciation of the words from the text. When in doubt use a dictionary.

Design, avant-garde, Art Nouveau, Rococo, Jugendstil, Munich, Arts and Crafts, Vienna, Art Deco, France, Belgium, Austrian, Britain, Europe, Germany.

During the second half of the nineteenth century, a number of forces transformed the avant-garde design scene. Two in particular played an important role: a reaction against the prevalent taste for academic historicism; and the rediscovery of the arts of Asia. Machine-produced pastiches of historical styles were increasingly shunned in favor of new designs that derived forms and decorative motifs from nature. Designers also began to reject superfluous surface ornament, often applied simply for the novelty of its effect, and focused instead on the total integration of form and decoration, recalling Asian prototypes.

By the turn of the twentieth century, a new stylistic vocabulary with distinct regional characteristics had been firmly established with exploration of new design influences.

Art Nouveau flourished in France and Belgium. Organic forms inspired by nature, frequently accentuated with asymmetrical curves or elaborate flourishes, characterize its decorative

vocabulary. Its elegant forms often evoke the Rococo style of mid-eighteenth-century France. The term Art Nouveau derives from the name of Siegfried Bing's Parisian shop L'Art Nouveau ("The New Art"), which opened in 1895 and sold exceptional works by many of the best-known designers working in this mode. In response to popular demand, however, poor-quality mass-production hastened the demise of this original style in the years after 1900.

Austrian and German Jugendstil, or "youth-style," took its name from the popular illustrated magazine "Jugend" that was published in Munich. Contemporaneous with and related to Art Nouveau, the most innovative Jugendstil designers replaced the exuberance and naturalism of French and Belgian design with a comparatively restrained and abstracted aesthetic. Forms and decorative motifs often were treated in a linear or geometric manner that rendered them almost unrecognizably derived from nature.

Originating in Britain the Arts and Crafts movement had considerable influence into the twentieth century. Primarily through publications, the movement quickly spread across Europe (it was notably influential in Austria and Germany) and to America. Reacting against the perceived dehumanizing effects of industrialization, nineteenth-century British design reformers such as William Morris advocated a return to handcraftsmanship. The necessary handiwork, however, proved to be time-consuming and expensive, and designs could only be produced in limited numbers. Making well-designed objects accessible to a wide public required the assistance of machines, and in the years around 1900, designers began to reevaluate the importance of mass production as they attempted to make a new and positive alliance of art and industry.

A number of Viennese avant-garde designers made a switch from the flowing organic lines of Jugendstil and Art Nouveau to a strict yet vigorous geometry. In 1903, these designers banded together to form the "Vienna Workshops" – a designers' cooperative under the direction of the noted architect/designer Josef Hoffmann. They provided a wide range of well-designed, often handmade products for a sophisticated audience, and indeed could supply everything from an architectural setting to the smallest decorative accessory.

Disillusioned by the failure of Art Nouveau and competing with advances in design and manufacturing in Austria and Germany in the early years of the century, French designers felt the need to reestablish their role as leaders in the luxury trade. The Société des Artistes Décorateurs, founded in 1900, encouraged new standards for French design and production through its annual exhibitions at the Salon d'Automne. In 1912, the French government voted to sponsor an international exhibition of decorative arts. The exhibition, scheduled for 1915, was postponed on account of World War I and did not take place until 1925. It was this fair, the Exposition des Arts Décoratifs et Industriels Modernes, that gave its name to the style now commonly known as Art Deco.

Vocabulary and Grammar Tasks

1. Find in the text the English for:

важная роль, декоративные мотивы, отличительная характеристика, органические формы, популярный спрос, ускорить смерть, огромное влияние, выступать против, выступать за возвращение, ограниченное количество, использование машин, союз искусства и промышленности, декоративные аксессуары, отложить по причине.

2. Use one of the nouns in appropriate form to fill each gap.

Force, pastiche, name, magazine, reformer, designer, production, account, movement, ornament.

1. During the second half of the nineteenth century, a number of ... transformed the avant-garde design scene.
2. A number of Viennese avant-garde ... made a switch from the flowing organic lines to a strict yet vigorous geometry.
3. The Société des Artistes Décorateurs, founded in 1900, encouraged new standards for French design and
4. Austrian and German Jugendstil, or “youth-style,” took its name from the popular illustrated ... “Jugend” that was published in Munich.
5. The exhibition, scheduled for 1915, was postponed on ... of World War I.
6. Machine-produced ... of historical styles were increasingly shunned in favor of new designs.

Практическое занятие № 13

Тема: «Профессиональное обучение и среда в профессии дизайнер. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Read the text.

It is believed that the design originated in the era of industrial production. Graphic design at first meant artistic editing of text and images on a printed page to form a visual and verbal image for the purpose of informing and entertaining the reader. With the advent of color printing in the late XIX century, graphic design has become a separate art form. In the production of mass printed products and advertising at that time were involved mainly people who usually do not have art education. The situation changed in the first half of the twentieth century. European artists quickly responded to advances in science and technology and were the first to make radical changes.

Today, professionals have several schools that, one way or another, influenced the development of graphic design. The most notable were the American advertising graphics that existed in the thirties-fifties of the last century and the twenties of Russian constructivism, the seventies – the Swiss school of graphics of the sixties - the Polish school of poster, as well as the Japanese school of poster – 60-80 years of the twentieth century Undoubtedly worthy of mention and some other schools of graphics and poster – English, Finnish, German, French, Dutch and others. Nascent schools of Internet design have roots in all countries, and there is a chance to hope that the Russian school of design in this new field will achieve such high results as Western schools. The main directions of the new flow of design were the creation of banners and websites.

Modern times marked the emergence of the world organization of graphic design, which has the abbreviation ICOGRADA. There is also an international Council of graphic design associations, and in our country – the Academy of graphic design.

2. Put the verbs in brackets in the correct form:

1. A graphic designer (create) visual solutions to communications problems.
2. Sorry, but a designer (review) catalogue and (order) samples now.
3. An increasing number of graphic designers also (to be) involved in developing material for Internet Web pages, interactive media, and multimedia projects.
4. Graphic designers (take) into consideration cognitive, cultural, physical, and social factors in planning and executing designs for the target audience.
5. Identifying the needs of clients (become) increasingly important for graphic designers at present.
6. Graphic designers (use) a computer to illustrate their vision for the design.
7. Designers also may (devote) a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks.
8. The need for up-to-date computer and communications equipment (to be) necessary for graphic designers.

9. They may (create) graphs and charts from data for use in publications.
10. Designers also (select) the size and arrangement of the different elements on the page or screen.

3. Define true or false:

1. Graphic designers sometimes supervise 1st year students who follow instructions to complete parts of the design process.
2. Graphic designers prepare sketches by hand only to illustrate their vision for the design.
3. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.
4. Designers then present the completed design to the constructor for approval.
5. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design.

Практическое занятие № 14

Тема: «Профессия дизайнер. Выполнение упражнений. Письмо. Словообразование».

1. Read the text.

Graphic design is an extensive field of activity and an integral part of the modern world, the creation of a visual language. Graphic design may use different means, be digital or printed, may include photographs, illustrations or other types of graphics. The design can attract attention for just a minute, and can flash before your eyes. If you look around you will see many examples: product labels, packaging, book covers, TV screensavers, magazines and billboards — all created by a graphic designer. The scale of the project, on which the graphic designer is working, can be quite small — a postage stamp, and global — navigation design for the whole state. Graphic designers help organize visual information so that it reaches the consumer. Road signs, textbook design, letterhead — it is the graphic designer who solves the problem of accurate and timely communication of information. Proper design of the text helps to make it easy to understand. The first works in the genre of graphic design — posters, billboards and other types of printed information — entered the lives of people for a long time. But now in the Arsenal of this professional should be the latest technology to create video graphics, 3d and animation. For successful work in the field of graphic designer professional skills are important, as well as features of personal development. It is necessary not only to think creatively, but to be able to work with a large array of information, organize your own time, prioritize, focus on customer requirements and know the trends in the profession.

2. Translate into English:

Вопреки убеждению многих дизайнеров-самоучек, это искусство требует специального образования. Чтобы стать настоящим профессионалом, необходимо не только иметь хороший вкус, развитое воображение и навыки рисования, но и уметь работать в современных программах для проектирования интерьеров, ландшафтов и т.д. Искусство дизайна не стоит на месте. С каждым годом появляются новые материалы, приёмы и методы создания шедевров. Поэтому, чтобы оставаться на гребне волны, и новичок, и дизайнер-профессионал должны постоянно учиться, совершенствовать свои навыки и быть в курсе всех трендов. Сегодня существует множество специализированных школ и учебных заведений, где обучают искусству данной деятельности. Однако, как показывает практика, частные курсы не всегда бывают эффективны.

3. Give the definition:

- a) The business of making known to people what is for sale or for rent, what is needed by someone =
- b) A time or date by which something must be done =

- c) The programs, data, routines, etc. for a digital computer =
- d) A case for carrying important papers, drawings, etc =
- e) To make smaller in number, price, degree etc =
- f) Having the stated knowledge, skill or experience =
- g) A general direction, tendency =
- h) A legal written agreement =

4. Choose the proper tense form:

1. Working conditions and places of employment (vary; will be varied; are varied).
2. A small number of designers (produced; were produced; are being produced).
3. The abilities to work independently and under pressure (are; is; had) equally important traits.
4. They also must (have; had; has) an eye for details.
5. People in this field (need; are needed; needs) self-discipline to start projects on their own.
6. Most graphic designers (is working; work; had work) in specialized design services.
7. Demand for graphic designers also (increased; will increase; are increased) in the future.
8. Graphic designers must (keep up; are kept; will keep) with new and updated computer graphics and design software.
9. Growth in Internet advertising, in particular, (expects; is expected; are expected) to increase the number of designers.
10. A small number of designers (produce; produced; is produced) computer graphics for computer systems design firms.

5. Answer the questions:

1. Who can graphic designers are employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?
5. Why do designers need to be well-read, open to new ideas and influences?
6. Why will graphic designers with Web site design and animation be especially needed?
7. What skills are important for designers?

6. Say: true or false.

1. Beginning graphic designers usually need 3 to 5 years of working experience before they can advance to higher positions.
2. Most graphic designers work in shopping malls and supermarkets.
3. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.
4. Demand increases for design projects for interactive media Web sites, mobile phones, and other technology.
5. Some designers do freelance work - full time or part time.

7. Добавьте один из суффиксов (-er, -r, -ian, -ist, -man) к словам, чтобы образовалось название профессии. Переведите образовавшиеся слова.

Example: police (полиция) – policeman (полицейский)

1. music (музыка)
2. journal (журнал)
3. post (почта)
4. drive (водить машину)
5. photograph (фотография)
6. electric (электрический)

7. politics (политика)
8. art (искусство)
9. sports (спорт)
10. manage (управляться)

Практическое занятие № 15

Тема: «Профессия дизайнер. Фразовые глаголы в профессиональной тематике. Говорение».

1. Represent the text:

Graphic designers

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using colour, type, illustration, photography, animation, and various print and layout techniques.

Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for business and government. An increasing number of graphic designers also develop material for Internet Web pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies. The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts. Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design.

Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. Designers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to date computer and communications equipment is an ongoing consideration for graphic designers.

2. Define:

- a) Synonyms to the following words: to produce, to determine, To consider, to gather, to perform, to identify, to continue, to develop, to prepare, to consult, to present, to assist, to review, To supervise, to complete, to devote;
- b) Antonyms to the following words: effective, increasing, new, relevant, important, different, completed and considerable.

3. Find in a dictionary phrases with the following words:

Size, equipment, business, error, arrangement, sound, artwork, target, strategy, way, layout, approval, research.

4. Answer the questions:

1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?
6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

Практическое занятие № 16

Тема: «Цифровая печать. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Read out, translate the text:

Digital printing.

Non-impact printing technologies (NIP technologies) are technologies that do not require a solid printing plate with a fixed image and that can basically produce successive pages with different printed images.

A laser sends information to an intermediate carrier, a drum with a photoconductive coating, without impact (non-impact) in the traditional sense. The latent (nonvisible), charged image stored on this drum is inked with toner and then transferred to the paper. There is, of course, contact between the inked (toned) information carrier and the paper during printing, but the information is not transferred by impact. This process is considered as non-impact printing.

In NIP technologies there is no printing plate carrying permanent information. This has given rise to new, efficient ways of producing printed media, such as print on demand, personalization, book on demand, and so forth.

Market segments: short-run jobs, proofing applications, personalization, office and DTP applications.

There is a number of non-impact printing technologies. They are named after physical or chemical principle they are based upon (electrophotography, ionography, Magnetography, ink jet, Thermography, electrophotography, Photography, «X»-Graphy).«X»-Graphy:«Direct imaging/inductive printing», «TonerJet», «Elcography», «Zurography».

Toners: powder or liquid.

NIP technologies can be sheet-fed or web-fed printing.

Magnetography.

Magnetography is a variant of the non-impact printing technologies. The magnetic fields attract ferrous magnetic powder toner particles via a special inking unit. In principle the magnetography imaging drum is capable of storing a magnetic pattern generated on the surface.

Disadvantage: circumference of the imaging cylinder is generally smaller than the image-length; magnetic pattern is not sufficiently stable to ensure constant print quality.

The magnetographical imaging occurs via an imaging system with micro-magnet heads. Then the magnetic toner is applied, which is fused in order to attain a permanent image.

The materials on the imaging cylinder surface and the fused toner have to be conditioned so that they are suitable for offset printing. The image is transferred via the blanket cylinder onto the paper using dampening solution and inking up with offset inks.

2.Paraphraseusing objective case:

2.1.Hanpumep: The son of our manager — our manager's son

- 1) the house of Mr. Smith;
- 2) a doll of the girls;
- 3) the works of Rembrandt;
- 4) a toy of the baby;
- 5) a meeting of the employees;
- 6) the bags of those women;
- 7) the orders of our boss;
- 8) the books of the children;
- 9) the cottage of my parents;
- 10) a garage of her cousin.

2.2.Hanpumep: I must sleep 9 hours a day to feel well. — I must have nine-hours' sleep to feel well.

- 1) Every day at noon we have a break, which lasts fifteen minutes.
- 2) The distance he covered is a mile only.
- 3) The walk to the station was short. It took us ten minutes.
- 4) Last year we spent two weeks in Greece.
- 5) If you want to get there, a trip will take you only five hours.
- 6) Don't take a training course that lasts a week. It won't do you good.

2.3.

- 1.The meeting tomorrow has been cancelled.
- 2.The storm last week caused a lot of damage.
- 3.Tourism is the main industryin the region.

3.Finish the sentences:

1. I'm going on holiday on the 12th. I have to be back at work on the 26th. So I've got _____ holiday.
2. I went to sleep at 3 o'clock this morning and woke up an hour later at 4 o'clock. So I only had _____ sleep.
3. If I leave my house at 8.50 and walk to work, I get to work at 9 o'clock. So it's only _____ walk from my house to work.

Prepare and give an oral presentation on one of the topics listed. Organize your presentation and do library research to gather information.

1. Fashion design (Russian, Swedish, American, British, French, Italian, Swiss, Japanese, etc.).
2. Fashion design. Its past, present and future.
3. The influence of fashion designers on today's youth.

4. Fill in a, the или or (-):

- 1) I have two children, ___ girl and ___ boy. ___ girl is six and ___ boy is for.
- 2) She goes to ___ school by ___ bus.
- 3) This is ___ pen. ___ pen's black.
- 4) My brother's ___ pilot.
- 5) This is ___ book. It's my ___ book.
- 6) Is this your ___ pencil? – No, it isn't my ___ pencil, it's my sister's ___ pencil.
- 7) My sister's ___ husband is ___ doctor.
- 8) Give me ___ chair standing at the window.
- 9) Which is ___ longest river in Russia?
- 10) He usually has ___ cup of coffee with ___ milk for ___ breakfast.
- 11) Grammy often tells us ___ long stories. Today her story was still ___ longer. It was ___ longest story. She began telling it after ___ dinner and finishes only before supper. But ___ story was very interesting.
- 12) ___ Paris is ___ capital of ___ France.
- 13) ___ Ganges is a river which runs through ___ India.
- 14) She went to ___ France by ___ plane.
- 15) I always get to ___ college on ___ foot.
- 16) She stayed out in ___ sun too long.
- 17) We always eat ___ dinner at seven o'clock.
- 18) Is there ___ post office near here?
- 19) What ___ interesting book!
- 20) Who is ___ tallest boy in your class?
- 21) He never eats ___ meat, but likes ___ fish.

5. Поставьте артикль перед именами собственными, где он необходим:

- 1) ... Russia occupies ... eastern half of ... Europe and ... northern third of ... Asia.
- 2) ... climate of ... northern part of ... Russia is severd
- 3) It is warm in ...Crimea and ... Caucasus.
- 4) Washington is ... capital of ... United States of America.
- 5) I want to go to ... New York some day.
- 6) Is ... Australia ... island or ... continent?
- 7) ... Red Sea is between ... Africa and ... Asia.
- 8) ... France is to ... north of ... Italy.

Практическое занятие № 17

Тема: «Цифровая печать. Выполнение упражнений. Письмо. Временные формы глагола. Группа Simple».

Таблица временных форм глагола

TENSE ВРЕМЯ	Indefinite (Simple) Простое	Continuous Длительное	Perfect Завершенное
Present Настоящее	I write Я пишу (вообще, обычно)	I am writing Я пишу (сейчас)	I have written Я (уже) написал
Past Прошедшее	I wrote Я(на)писал (вчера)	I was writing Я писал (в тот момент)	I had written Я написал (уже к тому)
Future Будущее	I shall/will write Я напишу, буду писать	I shall/will be writing Я буду писать (в тот)	I shall/will have written Я напишу (уже к тому)

Глаголы в формах **Indefinite (Simple)** описывают обычные, повторяющиеся действия как *факт* — безотносительно к **их** длительности или к результату действия:

I go to school every day. — Я хожу в школу каждый день. В этом высказывании интересует не время, потраченное на дорогу, не процесс движения, не результат походов, а сам факт: я хожу в школу, а не на работу.

То же самое относится к прошедшему времени и к будущему:

I went to school when I was a boy. — Я ходил в школу, когда был мальчиком.

I shall go to school when I grow up. — Я буду ходить в школу, когда вырасту.

Отрицательная и вопросительная формы в Indefinite образуются при помощи вспомогательных глаголов **do, does, did** с частицей **not**, краткая форма: **don't, doesn't, didn't**. Порядок слов прямой. Вопросительные предложения образуются, как правило, простой перестановкой подлежащего и вспомогательного глагола. Вопросительные местоимения при этом стоят всегда впереди.

He is a student. — *Is he a student?*

We do not write much. — *Do we write much?*

You have a computer. — *What do you have?*

She does not live in Moscow. — *Does she live in Moscow?*

He didn't like the film. — *Did he like the film?*

Особую группу составляют разъединительные вопросы, которые переводятся как утверждения плюс «не так ли?» Они применимы к любому времени. Например:

You speak English, don't you? Вы говорите по-английски, не так ли?

Но: *Let us speak English, shall we?* Давайте говорить по-английски, хорошо?

Правильные и неправильные глаголы.

По способу образования прошедшего времени все глаголы в английском языке можно разделить на две группы: правильные и неправильные. У правильных глаголов вторая и третья формы (**Past Indefinite Tense** и **Past Participle** — простое прошедшее время и причастие прошедшего времени) совпадают между собой и образуются путем прибавления к основе глагола окончания **-ed (-d)**:

to ask — asked, to change — changed, to receive — received, to work — worked

При этом существует ряд особенностей:

а) если глагол оканчивается на **-y** с предшествующей согласной, то буква **y** меняется на **i** и добавляется окончание **-ed**

to supply — supplied, to apply — applied

если глагол оканчивается на **-y** с предшествующей гласной, то буква **y** не меняется и добавляется окончание **-ed**

to stay — stayed to play — played

б) если глагол оканчивается на согласную с предшествующим кратким гласным звуком, то согласная на конце удваивается:

to stop — stopped

После звонких согласных и гласных звуков окончание **-ed** или **-d** произносится как [d] *loved, said*, а после глухих согласных как [t] *looked*.

После звуков [d] и [t] на конце слова окончание **-ed (-d)** произносится как [ɪd] *landed, started*.

Неправильные глаголы образуют вторую и третью формы различными способами, без четких правил. Это наиболее часто употребляемые глаголы.

Глаголы в формах **Continuous** описывают действие как *процесс*, как *длительность* — в соотнесенности с определенным моментом в прошлом, настоящем или будущем:

I am reading a book now. — Я читаю книгу (сейчас, в настоящий момент).

I was reading a book yesterday at 5 o'clock. — Я читал книгу вчера в 5 часов.

I will be reading a book tomorrow at 7 o'clock. — Я буду читать книгу завтра в семь часов.

Помимо этой функции, глаголы в *PresentContinuousTense* выражают действие, отнесенное в ближайшее будущее:

We are leaving for Moscow in July. — Мы едем в Москву в июле.

Глаголы в формах **Perfect** выражают действие **законченное**, приведшее к определенному **результату** (или к отсутствию результата). Можно сказать, что с помощью форм **Perfect** мы **подводим итогу** определенному периоду времени, определенных действий. Время подведения итогов — либо настоящий момент **PresentPerfect**, либо момент в прошлом **PastPerfect**, либо — в будущем **FuturePerfect**.

I have written the letter. (PresentPerfect) — Я (только что) написал письмо (передо мной письмо как результат).

I had written the letter when he came. (PastPerfect) — Я написал письмо, когда он пришел. (2 действия, одно завершилось раньше другого)

I will have written the letter by 10 o'clock tomorrow. (FuturePerfect) — Я напишу письмо к 10 часам завтра. (действие завершится к определенному моменту времени в будущем).

2. Open the brackets:

1. He (know) several foreign languages.
2. I (learn) English at school.
3. Usually the train (leave) at 10 o'clock.
4. Our grandparents (live) now in Moscow.
5. He (visit) them regularly last year.
6. As a rule I (go) to my Academy by bus.
7. She (work) abroad next year.
8. She (not like) poems.
9. Your children usually (ask) many questions.
10. At present he (work) at school.
11. My brother (like) music.
12. What you (do) yesterday?
13. His sister (go) to the seaside next July.
14. Soon we (leave) the school.
15. Who (take) his book yesterday?

3. Put the verb to write in the appropriate form:

1. We often ... letters to our parents.
2. What ... you ... now?
3. Yesterday they ... tests from 10 till 12 o'clock.
4. Who ... this letter tomorrow?
5. I ... some letters last week.
6. What ... you ... tomorrow at 10?
7. When I came in she ... a letter.
8. Do you often ... letters to your parents?
9. I ... not ... this article now. I ... it in some days.
10. ... he ... his report at the moment?
11. What ... she ... in the evening yesterday?
12. As a rule he ... tests well.

4. Put the verbs in brackets in the right form:

1. Peter and Ann (go) away five minutes ago.
2. I (write) the letter but I (not send) it.
3. He just (go) away.
4. She already (answer) the letter.
5. She (answer) it on Tuesday.
6. I just (tell) you the answer.
7. I (read) that book in my summer holidays.
8. The greengrocer (sell) now all his vegetables.
9. He

(sell) all of them half an hour ago. 10. I (not see) him for three years. I (be) glad to see him again some time. 11. What you (do)? I (copy) the text from the text-book now. 12. He (go) to Moscow next week? 13. He (not smoke) for a month. He is trying to give it up. 14. When he (arrive)? — He (arrive) at 2:00. 15. You (switch off) the light before you left the house? 16. I (read) these books when I was at school. I (like) them very much. 17. I can't go out because I (not finish) my work. 18. I already (tell) you the answer yesterday. 19. What you (do) tomorrow in the morning? 20. I (not meet) him last week. 21. I usually (leave) home at seven and (get) here at twelve. 22. Here is your watch. I just (find) it. 23. You (not have) your breakfast yet?

Практическое занятие № 18

Тема: «Цифровая печать. Перевод с русского языка на английский язык».

1.Translate into English:

Цифровые печатные машины обладают уникальной способностью выполнять операции, которые невозможно воспроизвести в рамках традиционной технологии. В цифровом печатном устройстве при репродуцировании изображение формируется многократно – по количеству необходимых копий. Печатающая поверхность формируется каждый раз для каждой отпечатываемой копии. Это полностью отличает его от традиционного печатного процесса, при котором изображение на печатающей поверхности создается один раз, а копии производятся с данной печатной поверхности. Именно по этой причине цифровая печать обладает меньшей производительностью. Однако уникальность данной технологии заключается в том, что она дает новую возможность: формировать изображение для каждой новой копии. Любая копия на печатной поверхности может подвергаться изменениям. Это открывает новый мир печатных возможностей – печать переменных данных.

2.Make up sentences:

1. Digital, is, printing, combination, a, digital, of, imaging, and, press, digital.
2. Most, printers, plate less, can be, to accept, adapted, digital, files, and, computer-to-print, become, system, printing, digital.
3. The, systems, ink-jet, use, jets, of, ink, driven, droplets, by, digital, signals, to print, the, variable, or same, information.

3.Translate into English. Pay attention to the Tense used:

1. Я никогда об этом не слышал. 2. Мальчику только четыре года, но он уже научился читать.
3. Вы уже переехали на новую квартиру? 4. Вы сделали много ошибок в диктанте. 5. Вы когда-нибудь видели этого писателя? 6. В этом месяце я прочитал две новых книги. 7. Мой приятель уехал в Киев неделю назад и еще не писал мне. 8. Я не видел своего брата за последнее время. 9. Вы читали сегодня в газете статью о нашем новом театре? 10. Вы были когда-нибудь в Лондоне? — Нет, я поеду туда в этом году. 11. Вы уже прочитали эту книгу? — Как она вам понравилась? 12. Я хотел посмотреть этот фильм на прошлой неделе, но смог посмотреть его только вчера. 13. В этом году я собираюсь поступать в институт. 14. Ваш сын уже окончил институт? 15. Его дочь окончила школу в прошлом году.

1. Он писал письмо, когда я пришел к нему. 2. Он делал свою работу, пока его братья играли в футбол. 3. Я упал, когда бежал за автобусом. 4. Мы делали уроки, когда пошел дождь. 5. Когда учитель давал урок, новая ученица вошла в класс. 6. Когда зазвонил телефон, я работал в саду. 7. Я увидел своих одноклассников, когда я шел по улице. 8. Начался дождь, когда мы наблюдали за игрой.

4. Put the verbs in brackets in the right form. Use Past Tenses:

1. When I (arrive) the lecture already (start). 2. Peter (sit) in a dark room with a book. I told him that he (read) in very bad light. 3. Mother (make) a cake when the light (go) out. She had to finish it in the dark. 4. When I arrived Jenny (leave), so we only had time for a few words. 5. John (have) a bath when the phone rang. He (get) out of the bath and (go) to answer it. 6. When we (come) to the airport, the plane already (land). 7. He suddenly (realize) that he (travel) in the wrong direction. 8. You looked very busy when I saw you last night. What you (do)? 9. I (call) Paul at 7.00 but it wasn't necessary because he already (get) up. 10. When I (see) him he (cross) the street. 11. While he (water) the flowers it (begin) to rain. 12. Ann said that she (be) on holiday. I (say) that I (hope) that she (enjoy) herself. 13. When I (look) through your books I (notice) that you (have) a copy of Jack London. 14. She said that she (not like) her present flat and (try) to find another. 15. When Ann (finish) her homework she (turn) on TV.

5. Define the Tense and translate into English:

1. Вчера в 9 часов вечера я смотрел телевизор. 2. Она сказала, что еще не выполнила домашнее Exercise. 3. Когда пришел мой друг, я еще не закончил завтракать. 4. Когда я встретил ее впервые, она работала в школе. 5. Все студенты выполнили Exercise правильно после того, как преподаватель рассказал им, как его делать. 6. Когда мы вышли на улицу, ярко светило солнце. 7. Мой друг сказал, что его брат уже приехал. 8. Я читал книгу, когда услышал телефонный звонок. 9. После того, как врач осмотрел больного, он поговорил с его родственниками. 10. Когда мы пришли на остановку, автобус уже ушел. 11. Он смотрел телевизор, когда пришел его друг. 12. Почтальон обычно приходит в девять часов утра. Сейчас уже половина десятого, а он все еще не пришел. 13. Каждый вечер я смотрю телевизор. 14. Служащие заканчивают работу в шесть часов вечера. 15. Разве она не знала об этом? 16. Разве вы не видели этот фильм? 17. Она еще не брала своего маленького сына в театр, но уже водила его в кино в первый раз несколько дней назад. 18. Он обычно очень внимательно слушает учителя, но сейчас он не слушает, у него болит голова. 19. Я не играл в футбол с прошлого года. 20. Маленькая девочка часто помогает своей матери. 21. Автор еще молодой человек. Он написал свою первую книгу в 1989 году. 22. Сейчас 8 часов утра и ребенок уже проснулся. Вчера утром он проснулся раньше. 23. В школе он играл в футбол.

6. Put in the appropriate words from the list:

1. ... I go to the Institute by bus.
2. I do my morning exercises ...
3. We shall have invited you ...
4. Who has seen him ...?
5. He had worked here ...
6. ... the plant was producing new machines.
7. We have ... done our work.
8. What are you doing ...?
9. He was going home ...
10. Will you have read the book ...?
11. Did you see them ...?
12. We translated this text...

- 1) before the Institute
- 2) by Tuesday
- 3) during October
- 4) every day

- 5) just
- 6) last week
- 7) now
- 8) recently
- 9) usually
- 10) when we met
- 11) when he comes home
- 12) already

7. Change the sentences into questions as in the example. Answer the questions.

Example: *He can play chess. — Can't he play chess? — Yes, he can. / No, he can't.*

1. They left for Moscow.
2. He has finished his work.
3. She will visit us on Monday.
4. She has many relatives.
5. His father works here.
6. You know his address.
7. We shall go home together.
8. They are at home.
9. I am listening to you.
10. His friends were working in the garden.
11. You have done the task.

Практическое занятие № 19

Тема: «Основные виды печатной продукции. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте.»

1. Readout, translate the text:

Printings comprise an essential part of the company corporate image. Designers use only state-of-the-art technologies and consider all internal and external factors in order to reach the effect clients are aspiring to in their concept implementation.

Promotional leaflets are one of the most popular and effective methods to advertise the products to customers. **Booklets.** Combining all cost-effective advantages and high information value, booklets are one of the most efficient and wide-used types of advertising printings. Graphic designers create booklets that combine clear informational content with beautiful layout and design.

Prospects, menus and catalogues. Well-designed multi illustration prospect, menu or catalogue will work for the company image for a very long time, making it stand out among other peers and attracting new clients. Designers can create colourful printings that exceed all client's expectations.

Posters and show bills. Hundreds or even thousands of people can see them, that is why investments in design and development of posters and show bills are so profitable. Graphic designers create high quality products that will help you become popular.

Calendars are the most popular type of advertising printings. There is no better practical business gift than a calendar. Designers can create a calendar with a company logo, which clients and partners will remember for a long time.

Invitation and greeting cards. Designers create cards that will satisfy all your needs.

Book and magazine layouts. Qualitative print and informative texts are not enough for the modern reader. Creative design, illustrations and pictures are also important for the consumer, they to attract a huge audience of readers.

Covers for books, magazines, audio and video. Cover must attract consumer's attention and have an informative content. Designers help to make the products attractive for clients.

Diplomas, certificates and muniments. Your clients are aware that diplomas, certificates and muniments suggest qualitative competitive abilities of any company or enterprise.

Folders, blanks, envelopes. High quality printing products with your logo deliver a corresponding image for you. They will attract numerous clients, who will recognize your company at one glance at a folder, blank or envelope.

Business cards are a necessary attribute for a business person. Creative and unique design for your business card is the best solution to differentiate your company.

2.Active vocabulary:

Verbs: comprise, consider, reach, advertise, aspire, combine, stand out, attract, exceed, satisfy, to be aware, suggest, deliver, recognize, differentiate.

Nouns: printings, implementation, customer, content, layout, peer, expectations, investments, gift, enterprise, solution.

Adjectives: essential, internal, external, efficient, clear, profitable, qualitative, huge, competitive.

3.Lexical exercises:

3.1. Make up expressions with the given new words. Model: to satisfy expectations, a profitable enterprise etc.

3.2.Name in one word:

- a) a small sheet of printed matter =
- b) the paper wrapper of a letter =
- c) something that protects by covering =
- d) to consist of =
- e) a sheet of paper showing a list of the days and months of the year =
- f) an official paper showing that a person has successfully completed a course of study =
- g) using money to buy shares, property, or other things that will increase in value to make more money =
- h) a large notice with pictures, posted in a public place =

Практическое занятие № 20

Тема: «Основные виды печатной продукции. Говорение. Монологическая речь».

1.Translate into Russian:

Available in current printed materials are very diverse in appearance, specific assignment, date of publication, technical execution.

- | | |
|-----------------------|------------------|
| 1. Form | 5. Brochure |
| 2. Self-copying forms | 6. Calendar |
| 3. Leaflet | 7. Business card |
| 4. Booklet | 8. Folder |

- | | |
|------------------------|---------------------|
| 9. Notepad | • Брошюра |
| 10. Envelope | • Календарь |
| 11. Kubarik | • Визитная карточка |
| 12. Label | • Папка |
| • Бланк | • Блокнот |
| • Бланкисамокопирующие | • Конверт |
| • Листовка | • Кубарик |
| • Буклет | • Этикетка, ярлык |

2. Give definitions:

Form, self-copying, calendar, business card, notepad, kubarik, forms, leaflet, booklet, brochure, folder, envelope, label, label.

1. Paper sheet, usually A4 or less, containing elements of corporate identity or information of a permanent nature (invoices, acts, etc.), is intended for subsequent filling.
2. Several sheets of special self-copying paper fastened on one side with special glue that allows you to easily separate the sheets.
3. A paper sheet, usually A4 size, sealed on one or both sides, in one or more colors, advertising or informational content. Suggests a slightly higher quality of printing performance than the form.
4. Non-periodic sheet edition in the form of a single sheet of printed material rigged (folded) in 2 or more folds.
5. Non-recurrent text book edition with a volume of over 4 pages, interconnected with glue, springs, sewing, clip, or thread.
6. Print edition, necessarily has in its composition a calendar grid. Calendars are: pocket, quarterly, rocker calendars on the crossbar, calendars "house" and "house rocker".
7. A sheet of thick paper or cardboard, usually 50x90 mm (sometimes other formats), containing information about the person or company.
8. A product made of thick paper, cardboard or polymer, designed to store a small number of sheets of paper. It is mainly used as an element of corporate identity. There are several types: one-piece (made from a sheet of material), with glued pockets (pocket valve is made from a separate sheet of material and then glued to the "crust"), with a lock clip (the folder can be decomposed into a plane, and then reassemble without tearing it), with an adhesive bond.
9. Sewn or glued from the end of a stack of paper, clean or with applied elements of corporate identity, with the cover.
10. One of the types of carrier corporate identity. There is a wide variety of types of envelopes.
11. A small stack of paper, taped on one side for easy separation. Used for operational records. As a rule, carries elements of corporate identity.
12. A sheet of special (label) paper of small size, containing information about the product or products. Involves adhesive attachment method.
13. A small cardboard sheet containing information about the product or products and accompanying it, suggesting a hinged method of fastening.

Задание №22. Назовите, одним словом

- a) A small sheet of printed matter =
- b) The paper wrapper of a letter =
- c) Something that protects by covering =
- d) To consist of =
- e) A sheet of folder showing a list of the days and months of the year =
- f) An official paper showing that a person has successfully completed a course of study =
- g) Using money to buy shares, property, or other things that will increase in value to make more money =
- h) A large notice with pictures, posted in a public place =

3. Choose the proper tense form:

1. They will attract numerous clients, who (recognized; will recognize; are recognized) your company at one glance at a folder, blank or envelope.
2. Your clients are aware that diplomas, certificates and muniments (suggest; have suggested, are suggested) qualitative competitive abilities of any company or enterprise.
3. High quality printing products with your logo (are delivering; were delivered; deliver) a corresponding image for you.
4. Graphic designers (create; has created; creates) high quality products that will help you become popular.
5. Printings (comprises; will comprise; comprise) an essential part of the company corporate image.
6. Booklets (be; is; are) one of the most efficient and wide used types of advertising printings.
7. Hundreds or even thousands of people can (saw; to see; see) Posters and show bills.
8. Designers (creates; create; are creating) a calendar with a company logo.
9. Diplomas, certificates and muniments (suggest; will be sugesting; had suggested) qualitative competitive abilities of any company or enterprise.

Практическое занятие № 21

Тема: «Основные виды печатной продукции. Прилагательные. Образование степеней сравнения».

1. Answer the questions:

1. What is a necessary attribute for a business person?
2. What are the most popular and effective methods to advertise the products to customers?
3. Why are printings so important for big companies?
4. What are the ways to attract numerous clients?
5. What role do prospects, catalogues and menus play for companies?
6. What technologies do graphic designers use to satisfy their clients?

Краткие теоретические положения:

Степени сравнения прилагательных и наречий

1. Односложные (и некоторые двусложные) прилагательные и наречия образуют сравнительную степень путем прибавления суффикса -er, превосходную — путем прибавления суффикса -est:

high — higher — the highest (высокий — выше — самый высокий),
big — bigger — the biggest (большой — больше — самый большой).

Прилагательные и наречия, оканчивающиеся на -y, меняют окончание на -ier и -iest.

Конечная согласная у односложных прилагательных и наречий удваивается.

Например: happy — happier — the happiest. hot — hotter — the hottest

2. Многосложные прилагательные и наречия, оканчивающиеся на -ly, образуют сравнительную степень путем прибавления слов more (less), превосходную — путем прибавления слов most (least)
interesting — more (less) interesting — most (least) interesting,
easily — more (less) easily — most (least) easily.

3. Ряд прилагательных и наречий являются исключениями:

good, well (хороший, хорошо) — better (лучше) — the best (самый хороший),

bad (плохой) — worse (хуже) — the worst (самый плохой)

little (маленький, мало) — less (меньше) — the least (наименьший)

many (much) — more — the most
far — farther (further) — the farthest (furthest)

Существительное, определяемое прилагательным в превосходной степени, всегда имеет определенный артикль: the largest building.

2. Make up comparative and superlative forms of the listed below adjectives (прилагательные) and adverbs (наречия):

1. large, tall, long, easy, hot, big, cold, nice, bad, strong, short, wide, good, happy, high, low, busy, well, little, many, far.
2. wonderful, necessary, quickly, interesting, comfortable, popular, active, famous, pleasant, beautiful, slowly, clearly.

3. Open the brackets using the right form of adjectives:

1. Winter is (cold) season of the year.
2. Moscow is (large) than St. Petersburg.
3. Which is (long) day of the year?
4. The Alps are (high) mountains in Europe.
5. Even (long) day has an end.
6. It is one of (important) questions of our conference.
7. Your English is (good) now.
8. Who knows him (well) than you?
9. We have (little) interest in this work than you.
10. Health is (good) than wealth.
11. Your son worked (well) of all.
12. Today you worked (slowly) than usually.

Практическое занятие № 22

Тема: «Оформление книг. Профессия иллюстратор. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Read out, translate the text:

Working as a Book Designer

Working in book design can mean several things. For some, it may be creating elaborate book covers and jacket designs from scratch. For others, it may mean hours of detailed- oriented layout work. Designing a book cover means first understanding the nature of the book, and then the audience, and in today's market, creating something that sells. This work may be done as a freelancer or inhouse for a book publisher. When working in book design one can expect to: Design covers; Design book jackets; Work in page layout; Learn the rules of typography; Work with deadlines. Depending on the project, book design and layout can call for all types of graphic design software. Covers that incorporate photography will most likely be brought into Photoshop at some point. Others that need original artwork and clever typography will likely be done in a program like Illustrator. For layout of full books, In Design and Quark are used throughout the industry. Book designers must pay close attention to the legal issues to protect their work. A fair contract will enable the designer to make additional money for a second printing or paperback printing that goes beyond the original run of a book. This allows the designer to share in the success of the product and not give unlimited use of the design. Designers should also look to get their credit on books they design, which will help to promote their business.

2. Find in the text word combinations beginning with:

creative ..., advertising ..., original ..., different ..., impressive
..., additional ..., colourful ..., bright ..., interactive ..., architectural ..., unique ..., exclusive

Grammar exercises

1. Identify the following verb forms:

can mean, means, creating, may be done, incorporate, will be done, are used, will enable, goes, allows, should look, are hired, have to start out, are producing, will find, comes, need, envisioned, have, will be working, feature, developing, are presented.

2. Make the following sentences negative:

1. You need familiarity with graphic design software programs and the basics of design.
2. Designers will help you improve the picture by means of creating a unique presentation of your product via photo.
3. Designers can create impressive caricatures of any individuals or characters you require.
4. The exact pay varies wildly depending on the kinds of labels and artist you work with.
5. Designers bring a touch of magic to book, newspaper and magazine pages.
6. A colourful bright card will leave an unforgettable impression about your company.

3. Insert prepositions:

hours ... detailed-oriented layout work; depending ... the project; can call ... all types of graphic design software; book designers must pay close attention ... the legal issues; to make additional money ... a second printing; the success ... the product; to get their credit ... books they design; work ... a freelance basis; people are pleased ... what you're producing; have graphic designers ... staff; you should be able to listen ... music; to boost promotion and recognition ... your business ... clients and partners; to remind ... your company; will leave an unforgettable impression ... your company; improve the picture ... means of creating a unique presentation ... your product via photo.

Практическое занятие № 23

Тема: «Оформление книг. Профессия иллюстратор. Выполнение упражнений. Письмо. Степени сравнения имен прилагательных».

1. Read out, translate the text:

Who is an Illustrator? First of all, an Illustrator is an artist. And in the broadest sense of the word. Cartoons, commercials, drawings in books, graphics in computer games, movies, Wallpapers, website designs, postcards – it's all the work of the Illustrator. Although the profession is one, it is divided into many branches.

The profession of Illustrator is in great demand in book publishing houses and editorial offices, design studios and advertising companies.

Career growth of the Illustrator is very diverse. The artist can lead a creative group, open his own advertising company, become the head of an art Agency and even achieve worldwide fame. It all depends on the talent, aspirations and ability to do business, as in any other profession.

The pros and cons of the profession like any other activity, the profession of Illustrator has pros and cons.

The first can be attributed to the following:

- No binding to the workplace. The Illustrator does not need to go to the office every day, and not only can he work at home, but also travel without violating the deadlines of the project.
- Opportunity to be creative. Any artist paints pictures with love, having pleasure.
- Vacation at any time of the year. There is no schedule, only the deadline for delivery of the order and discussion on the course of implementation.
- You can start at any time. If you are not 20 – this is not a reason to say goodbye to your career as an Illustrator.

Cons:

- Criticism. Not all creative people are able to tolerate criticism, even if it is constructive.
- Last minute terms. If inspiration has not visited the artist, there are times when you have to finish something in a panic. The same applies to those who find it difficult to organize their time.
- High competition. Despite the rarity of the profession, talented and just know how to draw well people very much.

- Self-promotion. Finding customers, advertising it is also the responsibility of the artist.

2.Translate the sentences:

1. This book is not so interesting as that one. 2. The Baltic Sea is not so warm as the Black Sea. 3. The more you read, the more you know. 4. My brother is not as tall as you are. 5. The earlier you get up, the more you can do. 6. Today the wind is as strong as it was yesterday. 7. Your room is as light as mine. 8. John knows Russian as well as English. 9. Mary is not so lazy as her brother. 10. The longer the night is, the shorter the day. 11. The less people think, the more they talk.

3.Translate the sentences:

1. Лев Толстой — один из самых популярных писателей в мире.
2. Этот роман интереснее, чем тот.
3. Ваш дом выше нашего? Нет, он такой же высокий, как и ваш.
4. Это — самая прекрасная картина во всей коллекции.
5. Население Российской Федерации больше населения Великобритании.
6. Он выполнил работу быстрее, чем вы.
7. Австралия — одна из наименее населенных стран.
8. Его работа лучше вашей, но работа Анны — самая лучшая.
9. Россия — самая большая страна в мире.
10. Я живу не так далеко от института, как мой друг.
11. В июле столько же дней, сколько и в августе.
12. Самолет быстрее, чем поезд.

Практическое занятие № 24

Тема: «Оформление книг. Профессия иллюстратор. Говорение».

1.Translate into English:

Современные иллюстраторы книг из зарубежных современных иллюстраторов на слуху имя Криса Риддела, которого вы сможете узнать по книгам Нила Геймана («Дева и веретено», «Коралина») или его собственным («Юная леди Гот» и другие). Также русскоязычная публика знает таких художников: Кей Аседера («Лайзл и По»), Р. В. Элли («Медвежонок Паддингтон»), Арт Шпигельман («Маус») и много других талантливых имен. Русские иллюстраторы тоже не отстают от своих зарубежных коллег. Игорь Юльевич Олейников работает не только с книгами, но и с фильмами. Это очень популярный художник, как у нас, так и за рубежом. Известен по книгам «Хоббит, или туда и Обратно», «Питер Пэн» и «Приключения барона Мюнхгаузена». Евгений Антоненков выпустил множество книг совместно с Росмэн. Его можно узнать по иллюстрациям книг Алана Милна, Бориса Заходера и Корнея Чуковского.

2.Use the proper modal verb:

1. Working in book design (can, must, could) mean several things.
2. It (may, might, could) be creating elaborate book covers and jacket designs.
3. It (may, can, have to) mean hours of detailed-oriented layout work.
4. This work (may, can, should) be done as a freelancer.
5. Book design and layout (could, can, might) call for all types of graphic design software.
6. Book designers (must, can, may) pay close attention to the legal issues to protect their work.
7. Designers (must, should, can) also look to get their credit on books they design.
8. You (can, should, may) be able to listen to music.
9. That (must, might, can) be a good thing and a bad thing.
10. Designers (can, could, had to) create impressive caricatures of any individuals or characters you require.

3. Answer the questions:

1. What is the main way in photo design to influence visitors and potential clients?
2. What do comics feature?
3. What is the main function of cards?
4. What will enhance the image of a company and its respectability?
5. What can work in book design mean?
6. What programs are used for layout of full books?
7. What is the usual path in designing album cover art?
8. What is the decisive argument that can help a customer to make the final decision?

4. Make up dialogues:

1. Types of graphic design software.
2. Designing a book cover (nature of the book, the audience, today's market).
3. The use of illustration and photo to enhance the company's image and respectability (cards, calendars, booklets).

Практическое занятие № 25

Тема: «Форма, размер, пространство в графическом дизайне. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Read and learn the following words:

design – 1) замысел, план; Syn: plan, project; 2) чертеж, эскиз, набросок; рисунок, узор; Syn: delineation; 3) модель, шаблон; лежащая в основе схема; композиция; 4) дизайн;

school of design — школа дизайна

to design – 1) проектировать; конструировать *to design a building* — спроектировать здание; 2) делать эскизы, наброски; создавать узоры; Syn: to sketch, to delineate, to draw

to delineate – 1) набрасывать, чертить, намечать; 2) схематически изображать (то, что должно быть создано); делать набросок

to sketch – рисовать эскиз, делать набросок

to draw – чертить, рисовать (карандашом), набрасывать рисунок

to create – 1) порождать, производить, создавать, творить; Syn: to originate, to produce, to design, to make; б) задумывать (создание чего-л.), проектировать, разрабатывать; Syn: design

designer – 1) конструктор, проектировщик; Syn: planner; 2) чертежник; Syn: draftsman, draughtsman 4) рисовальщик; Syn: artist; 5) модельер, дизайнер; *fashion designer* — художник-модельер, *designer clothes* — одежда от известного дизайнера, стильная одежда б) дизайнер; *interior designer* — дизайнер по интерьеру

decorator – 1) дизайнер, оформитель; *an interior decorator* — дизайнер по интерьеру 2) мастер по внутренней отделке помещений (штукатур, маляр, обойщик и т. п.)

to decorate – украшать, отделывать

decorated – декорированный, украшенный Syn: embellished

decoration – 1) украшение; убранство; 2) наружная и внутренняя отделка, украшение дома

décor – 1) театральные декорации, художественное оформление (спектакля); 2) а) проектирование интерьеров помещений, дизайн б) оформление выставок

decorative – декоративный; Syn: ornamental

ornamental – декоративный, служащий украшением, орнаментальный

decorative art – декоративное искусство

artist – художник; Syn: creator, designer, painter, stylist

painter – 1) живописец, художник; *landscape painter* — пейзажист; Syn: artist 2) маляр; Syn: decorator, paper-hanger

stylist – 1) стилист (о писателе, музыканте); 2) модельер (создающий одежду, прически); 3) дизайнер, специалист по интерьеру

masterofstyle – стилист

creator – 1) творец, создатель; автор; 2) дизайнер, создатель костюмов

draughtsman, draftsman – чертежник; рисовальщик

architect– 1) архитектор, зодчий; 2) создатель, автор, творец

architectural – архитектурный

architectonic – 1) архитектурный; 2) конструктивный

2.Read out, translate the text:

Form and space.

All graphic design, all processes of creation of images regardless of the purposes and means, are based on manipulations with the form. "Shape" is the material: shapes, lines, textures, words and pictures. Our brain uses shapes to identify objects; form is a semantic message. An attempt to create the most beautiful form for a particular message and distinguishes the design from a simple dumping of a pile of assorted material in front of the audience with the promise of "let them understand themselves." Depending on the context, the word "beautiful" has many meanings. The aggressive, sharp collage-style illustration is beautiful; the thick clumsy font is also beautiful; all the rough, non-emasculated images can be called beautiful. "Beautiful" in a descriptive sense can rather be replaced by the term "decisive", i. e. each form is confident, intentional and used in this design for a specific purpose. A form is considered a positive element or object. Space is considered negative - this is the "background" on which the form becomes a "figure". The relationship between form and space, or background and shape, can be described as interdependent and complementary; it is impossible to change one thing without changing another at the same time. The confrontation between the figure and the background creates visual activity and the illusion of three-dimensionality, which are perceived by the viewer.

3.Use the verbs in brackets in the proper tense form.

1. They are figures and forms that (will make up; make up; had make) logos, illustrations and countless other elements in all types of designs.
2. Architecture (is being composed; is composed; are composed) of geometric forms.
3. The shading (indicating; indicates; was indicated) depth by creating shadows.
4. Our perception of shape and form (are affected; is affected; were being affected) by several factors.
5. Artists (use; are used; uses) shading to create the illusion of form.
6. The effective placement of objects in relation to the surrounding negative space (is; are; was) essential for success in composition.
7. Colors, patterns, opacity and other characteristics of shapes (will can; can be altered; can alter).
8. The object (looking; were looked; looks) as if it has height, width and depth.
9. The "white space" left between shapes (will impact; were impact; impacted) a design.
10. Form and shape (cannot exist; will exist; existed) without space.

4.Answer the questions:

1. Why are shapes at the root of graphic design?
2. What is the key to successful graphic design?
3. How will negative space impact a design?
4. What is the most useful tool for shape creation?
5. What do form and space imply?
6. What forms are called two dimensional?
7. What forms are called three dimensional?

8. What can lead to the desired result?

5.Say if it is true or false:

1. The character and source of light also changes the perceived character of the object.
2. Gradations of value, or shading, cannot create the illusion of contour and volume.
3. Many designed forms have irregular contours.
4. Using shapes properly is one of the keys to successful graphic design.
5. Snowflakes and soap bubbles are among many geometric forms found in nature.

5.Make up dialogues:

1. Shapes are at the root of graphic design.
2. The ways to categorize form and shape.
3. Current graphic software.

6.Fill in the missing words.

1. Organic shapes are found in nature-seashells, flower petals, insects and animals!
2. ... in a photographic portrait, for example, can make the subject look older, younger, dramatic, or rather abstract.
3. The ... or negative space left between shapes will also significantly impact a design.
4. Adobe Illustrator is the most useful ... for shape creation and manipulation.
5. Three ... shape has depth as well as width and height.

Практическое занятие № 26

Тема: «Графический дизайн. Выполнение упражнений. Письмо. Притяжательные местоимения».

1.Work on the vocabulary

1. Match the translation:

- | | |
|-----------------|--------------------------|
| 1) to design | a) рисовать (карандашом) |
| 2) to delineate | b) проектировать |
| 3) to sketch | c) создавать |
| 4) to draw | d) украшать |
| 5) to create | e) чертить, набрасывать |
| 6) to decorate | f) рисовать эскиз |

2. Fill in the gaps with the verbs in the appropriate form. Some of the verbs can be used twice: to design, to delineate, to sketch, to draw, to create, to decorate. Then make up your own sentences with these verbs.

- 1) Some people believe that God ... the world.
- 2) Who ... the Sydney Opera House?
- 3) It took him a few days to ... the design drawing of the shopping centre.
- 4) This building ... by a famous architect.
- 5) At Christmas we ... the living rooms with coloured paper and lights.
- 6) The assignment at the lesson was to ... a horse in motion.
- 7) He decided not to draw the picture but to ... that landscape.
- 8) That outstanding artist managed to ... a real masterpiece of art.
- 9) We made up our mind to ... the bedroom with blue paint and a gold paper.

3. Match the verbs with their definitions:

- | | |
|-----------------|--|
| 1) to design | a) to make a picture of something with a pen or pencil |
| 2) to delineate | b) to make a quickly-made simple drawing |
| 3) to sketch | c) to work out the structure or form of something |
| 4) to draw | d) to make more attractive by adding some ornament |
| 5) to create | e) to produce something new |
| 6) to decorate | f) to show by drawing |

II.

1. Match the translation:

- | | |
|--------------|-------------------------------|
| 1) designer | a) создатель |
| 2) decorator | b) живописец |
| 3) artist | c) стилист |
| 4) painter | d) проектировщик, конструктор |
| 5) stylist | e) художник |
| 6) creator | f) архитектор |
| 7) draftsman | g) оформитель |
| 8) architect | h) чертежник |

2. Match the nouns with their definitions:

- | | |
|-----------------------|---|
| 1) designer | a) he is qualified to design and supervise the construction of buildings |
| 2) interior decorator | b) he plans and chooses the colours, furnishing for the inside of a room or a house |
| 3) artist | c) he makes drawings of equipment, machinery, or buildings |
| 4) painter | d) he makes plans or patterns from which things are made |
| 5) stylist | e) he produces works of art such as paintings or sculpture |
| 6) creator | f) he produces something new, originates |
| 7) draftsman | g) he acts with great attention to the particular style |
| 8) architect | h) he paints pictures |

3. Make up your own sentences with these nouns.

III.

1. Match the translation:

- | | |
|------------------|---|
| 1) design | a) создание. творение |
| 2) decoration | b) украшение, орнамент |
| 3) décor | c) рисунок, сделанный ручкой, карандашом или мелком |
| 4) drawing | d) стиль, манера |
| 5) painting | e) чертеж, набросок |
| 6) sketch | f) убранство, украшение дома |
| 7) creation | g) живопись, картина |
| 8) ornament | h) замысел, план; дизайн |
| 9) style | i) эскиз |
| 10) architecture | j) проектирование интерьеров помещений; оформление |
| 11) delineation | k) архитектура |

2. Match the nouns with their definitions:

- | | |
|-----------------|--|
| 1) architecture | a) something brought into existence |
| 2) decoration | b) a quick rough drawing |
| 3) décor | c) the style in which a building is designed and built |
| 4) drawing | d) the way in which something is done |

- | | |
|-------------|---|
| 5) painting | e) a picture produced by using paint |
| 6) sketch | f) an addition that makes something more attractive |
| 7) creation | g) a picture or plan made by means of lines on a surface |
| 8) style | h) a style of interior decoration and furnishings in a room or house. |

3. Fill in the gaps with the following nouns: *sketches, paintings, drawings, architecture, design, style, décor, decoration, creation.*

- 1) In St. Petersburg tourists always admire the classical style of
- 2) The success of this car shows the importance of good ... in helping to sell product.
- 3) It's very pleasant to make Christmas ... of your apartments.
- 4) It's a good restaurant but I don't like the ... there.
- 5) The experts presented the paintings in the ... of Picasso.
- 6) The artist made a few ... of the landscape.
- 7) The teacher showed us Rembrandt's ... for his paintings.
- 8) The ... of this writer produced a great impression on the public.
- 9) I've always admired Monet's early

4. Make up your own sentences with the nouns from ex.1.

IV.

1. Match the adjectives with their synonyms:

- | | |
|------------------|---------------------------|
| 1) architectonic | a) ornamental |
| 2) creative | b) fashionable, smart |
| 3) stylish | c) constructive |
| 4) decorative | d) tasteful, aesthetic |
| 5) artistic | e) imaginative, ingenious |
| 6) decorated | f) embellished |

2. Fill in the gaps with the following adjectives: *creative, inventive, constructive, decorated, decorative, ornamental, stylish.* **In some of the sentences two variants are possible.**

- 1) This ... interior designer realizes interesting ideas in his design projects.
- 2) The ... streets looked wonderfully and everybody felt New Years' Day was coming.
- 3) They were not able to accept his ... criticism towards their architectural plans.
- 4) The last collection of that ... fashion designer left an unforgettable impression with the public.
- 5) The young man is considered to be a very ... musician.
- 6) My mother is fond of ... art very much.
- 7) His ... designs for the new college building impressed the customers greatly.
- 8) The photograph of her grandparents in a(n) ... frame stood on the dressing table.

3. Make up your own sentences with the adjectives from ex.1.

V.

A) Выберите соответствующее притяжательное местоимение:

- 1) The bookcase is in the room, ... (its, his) shelves are wide.
- 2) They will build a new road, ... (her, its) length will be about fifty kilometers.
- 3) My sister has a new dress. ... (its, her) dress is brown.
- 4) The story of ... (its, her) love was very beautiful.
- 5) Look at this machine. The story of ... (her, its) invention is very interesting.

В) Употребите в данных предложениях притяжательные местоимения в абсолютной форме:

- 1) His composition is much more interesting than (your) or (my).
- 2) You can very well do without my help, but not without (their).
- 3) The pleasure was (my).
- 4) (Our) was the last turn.
- 5) This radio-set of (his) is always out of order.

С) Измените местоимение, выбрав правильную притяжательную форму:

- 1) We can do (we) shopping before lunch.
- 2) She makes all (she) clothes herself.
- 3) This book is (I). There is (I) name on it.
- 4) There is a very interesting article of (he) in this evening's paper.
- 5) She took off (she) coat and hat and sat down to wait for (she) friend.
- 6) He asked me what (I) name was and wrote it down in (he) notebook.

4.Translate into English:

Принципы графического дизайна во многом строятся на использовании пространства и его балансировке. Плохая балансировка способна разрушить весь дизайн, особенно это касается типографии. Вам нужно рассмотреть, как каждый элемент / буква относится друг к другу, дать им пространство, в котором они нуждаются, это обычно называют отрицательным пространством (положительное пространство — это сами составляющие текста буквы, слова и абзацы). Вы должны принять отрицательное пространство как часть дизайна и уметь использовать его, так пространство может помочь вашему будущему посетителю перемещаться по вашему дизайну. Главное найти баланс: слишком много места, и ваш дизайн будет выглядеть незавершенным, слишком мало места, и ваш дизайн будет казаться переполненным.

Практическое занятие № 27

Тема: «Графический дизайн. Повторение изученных грамматических тем».

1. Do you know the history of design?

art deco – арт деко (декоративный стиль, популярный в 1930-е годы; отличается яркими красками и геометрическими формами)

refined European cuisine – изысканная европейская кухня

to a change of scenery – зд. для смены обстановки (scenery – 1) декорации сцены; 2) вид, пейзаж; ландшафт)

in truncated form – в усеченной форме

to engage – зд. нанимать (Syn. to hire)

abundance – изобилие, богатство

genuine – истинный, подлинный

2. Read the text

Architect Yuri Andreev says he likes simple things and simple, ordinary food; but VILLA, the restaurant he has designed on Moscow's Myasnitskaya street, offers only refined European cuisine. He also says he does not like to travel doing so only when absolutely necessary and preferring a little evening reading, especially of architectural albums, to a change of scenery. But since the disappearance of the Soviet Union, he has spent his life travelling between two countries: Russia and Latvia. Yuri is convinced that an interior decorator is simply an architect in truncated form, and for this reason never engages decorators to take part in his projects. He designed and decorated VILLA, his latest creation, from start to finish entirely on his own in the best traditions of Art Deco. The simple, but elegant furniture combined with the exotic decor; the abundance of sculpture in the interior; the beauty of line; the expressiveness of the materials; the blue, red, brown,

and gold: all this is evidence of style. Add the genuine smell of money in the air and what you get is Art Deco, a style "whose main goal was the creation of prosperity and luxury in the years of the lost generation," as Soviet art critics used to write. They, of course, hated Art Deco as a class enemy — but we love it.

3. Choose the most suitable title to the text:

- 1) The life of the architect Yury Andreev.
- 2) The style of architecture in Moscow.
- 3) The best traditions of Art Deco in modern architecture.
- 4) The style of restaurants in Moscow.

4. True or false?

- 1) Yury Andreev thinks that an interior decorator and an architect are the same.
- 2) He designed and decorated the restaurant "Villa" without assistance.
- 3) The restaurant he has designed is famous for its simple, ordinary food.
- 4) Art Deco is remarkable for its rich decoration.
- 5) Yury Andreev is fond of traveling very much.
- 6) He used the ideas of Art Deco in that project.

5. Find the English equivalents in the text:

предлагает
архитектурный
дизайнер интерьера
архитектор
последнее творение
изысканная мебель
изобилие скульптуры
выразительность
признак стиля.

6. Find the synonyms in the text:

to originate
landscape
a designer
indication of style
an aim

7. Translate the sentences into English.

- 1) Ресторан «Вилла» в Москве спроектирован архитектором Юрием Андреевым.
- 2) Дизайн интерьера выполнен в лучших традициях стиля арт деко.
- 3) Декораторы никогда не принимают участия в его дизайнерских проектах.
- 4) Интерьер ресторана поражает изобилием скульптуры, красотой линий, выразительностью материала и цвета.
- 5) Идея автора заключается в создании атмосферы процветания и богатства.

8. Read the text once again and give the main idea

Критерии оценивания

Студент получает 1 балл за каждый правильный ответ

Оценка

Количество баллов

«5»

31-29

«4»

29-25

«3»

24-16

«2»

< 16

Keys

2. 3

4.

1. – true

2. – true

3. – false

4. – true

5. – false

6. – true

5.

1.Предлагает – **offers**

2.Архитектурный – **architectural**

3.дизайнер интерьера – **an interior decorator**

4.архитектор – **an architect**

5.последнее творение – **latest creation**

6.изысканная мебель – **elegant furniture**

7.изобилие скульптуры – **the abundance of sculpture**

8.выразительность – **the expressiveness**

9.признак стиля – **evidence of style**

6.

1.to originate – **to design**

2.landscape – **scenery**

3.a designer – **a decorator**

4.indication of style - **evidence of style**

5.an aim- **a goal**

Grammar exercises

1.Поставьте данные существительные во множественное число

Ball, tax, talk, discover, touch, sketch, flash, blush, hall, guy, play, tray, try, mix, enemy, ferry, method, bus, orange, statesman, watch, key, tomato, box, wife, chief, loaf, grief, spy, passer-by, fisherman, text-book.

2.Выпишите существительные, которые употребляются только в форме множественного числа (около 25 слов):

Athletics, cattle, scissors, taxes, pajamas, economics, police, news, means, goods, pants, subjects, billiards, darts, outskirts, premises, mechanics, spectacles, clothes, stairs, maths, shorts, tights, gymnastics, congratulations, crossroads, patience, scales, lodgings, foundations, equipment, research, authorities, soap, contents, looks, countryside, traffic-lights, tongs, toothpaste, headphones, delays, binoculars, electronics, eyes, trousers.

3. Найдите лишнее слово в цепочке имен существительных во множественном числе и запишите его:

Например: tea — butter — onions — meat. Остальные существительные — неисчисляемые, употребляются в форме единственного числа (без суффикса -s)

- 1) trousers — spectacles — scales — news
- 2) advice — knowledge — contents — progress
- 3) mice — men — goats — geese
- 4) police — work — weather — furniture
- 5) water — potato — milk — bread
- 6) time — business — stone — bird
- 7) means — species — crossroads — wolves
- 8) thanks — barracks — congratulations — authorities

4. Перефразируйте словосочетания, используя притяжательный падеж:

Например: The son of our manager — our manager's son

- 1) the house of Mr. Smith;
- 2) a doll of the girls;
- 3) the works of Rembrandt;
- 4) a toy of the baby;
- 5) a meeting of the employees;
- 6) the bags of those women;
- 7) the orders of our boss;
- 8) the books of the children;
- 9) the cottage of my parents;
- 10) a garage of her cousin.

5. Составьте предложения, используя выделенные слова:

- 1) Jane is more beautiful than Mary.
As Mary is Jane.
- 2) I've never eaten such a hot curry.
The It's I've ever eaten.
- 3) Last night I felt more tired than ever.
As I feel I did last night.
- 4) Joe's got the same number of suits as Ted.
Many Ted has got Joe.
- 5) No one in the class is as good at languages as Mary.
Than Mary is ... else in the class.
- 6) I've never seen a more exciting performance.
The It's ... I've ever seen.

6. Поставьте вопросы к следующим предложениям (вопросительное слово дано в скобках):

- 1) He studies English in London / Where? /
- 2) I hate loud and noisy music / Why? /
- 3) Usually Ann helps her little brother with mathematics / How? /
- 4) The Browns always go to the seaside in summer / Where? /

7. Исправьте ошибки:

- 1) How much sugar you bought?

- 2) Steve didn't liked the film.
- 3) Did they went to Greece?
- 4) She not lived in Canada.
- 5) Did you found your money?
- 6) I didn't had breakfast this morning.

Практическое занятие № 28

Тема: «Дизайн торговой марки компании, разработка, продвижение. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Readout, translate the texts:

Brand design, development and promotion

Professional branding is a complicated and multilevel process of a brand or a trade mark creation and promotion including target market analysis, advertising actions, brand positioning means, naming, visual brand images, brand strategy, analysis of marketing efficiency.

Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brand", which means "fire, to burn". *Brand* is a complex of information about a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it among multiple competitors, creates its image and reputation at the market of goods and services. From the legal side *brand* is a trade mark, defining a producer and belonging to him. Some authors consider a brand to be a complex of copyright objects, such as a trade mark and a corporate name.

A brand includes the following components:

trade mark name (naming),
logotype, symbolising some goods, service or company,
corporate style – colours and fonts.

Brand can be a sell and buy object. "Business week" regularly publishes the prices of the leading brands, where the first ten is Coca-Cola, Google and Microsoft. Each of them costs more than fifty billions of dollars.

The idea of branding as a way of product definition was greatly developed in the late XXth century when there appeared high competition and lots of similar products and services. And nowadays the modern market is constant fighting of brands. The more original and individual the brand is the more competitive the product. Now branding is a strong marketing tool, allowing to form a customer's certain emotional perception of a product, which influences its image, its reputation and of course, the demand for it.

Corporate identity

Corporate identity is one of the main promotional and marketing instruments of any modern company. If selected in a proper way, corporate identity sometimes becomes the most important factor for success. Your corporate ID, designed by professionals, will multiply the effectiveness of your promotional campaigns, will enhance the reputation and popularity of your business in the market, and will win the trust of clients and partners.

Here is a full range of services in corporate identity design: Trademarks, Logos, Corporate colour scheme, Type set, Business cards, Stationary, letterhead, Bill and fax forms, Envelopes (European standard, A4, A5), Folders, Website design, adding corporate elements to the existing website, Multimedia presentations, Promotional gifts (pens, notepads, ash-trays, etc.).

Corporate identity may also include upon customer's request:

Press release. Press releases will concisely inform on events, promotional campaigns, and competitions held by the company, and are crucial for the company image.

Advertising article. Rememberable advertising articles will enhance the level of your business.

Slogan. Slogan is a nameable short message, carrying advertising information about the company, product or service. Advertising slogan is used to promote a product or service to the market. Image slogan aims to raise the recognizability of the company or its brand.

Naming (name of the company, site, and trademark). Naming is extremely important for the company, project or trademark since it greatly influences company's image. **Promotional printings** (booklets, catalogues, calendars, etc).

Trademarks and logos

Logo and trademark are considered the most important elements of your company image-building. They convey the essence, character and purpose of your business in a visual form. The main purpose of a logo is to make a nameable and recognizable impression on your potential clients and customers. For the client to recognize your product easily among other counterparts, it must contain a special detail. We call it a trademark layout that represents your company in a symbolic way.

Logo and trademark design is a complex process. Designers can offer a vast number of structured techniques in logo and trademark development. Designers offer professional insight into creation of a unique logo and trademark – so that your company and your product were the best among others and nameable for your clients. They help you to be in the foreground!

2. Give the right pairs of synonyms:

complicated, efficiency, technique, productivity, complex, consumer, reputation, producer, essential, manufacturer, appear, customer, nowadays, goods, at present, extremely, characteristics, increasingly, important, products, slogan, short message, competitor, emerge, counterpart, strategy

2. Make the following sentences negative:

1. Marketing terms "brand" and "branding" derive from English "brand" which throws back to Norse "brandr", which means "fire, to burn".
2. Brand creates company image and reputation at the market of goods and services.
3. Some authors consider a brand to be a complex of copyright objects.
4. Brand can be a sell and buy object.
5. "Business week" regularly publishes the prices of the leading brands.
6. The idea of branding as a way of product definition was greatly developed in the late XXth century.
7. Your corporate ID, designed by professionals, will multiply the effectiveness of your promotional campaigns.
8. Advertising slogan is used to promote a product or service to the market.
9. Image slogan aims to raise the recognizability of the company or its brand.
10. Graphic designers offer professional insight into creation of a unique logo and trademark.

Практическое занятие № 29

Тема: «Дизайн торговой марки. Выполнение упражнений. Письмо. Артикли».

1. Study the vocabulary:

advertisement (сокр. ad) – объявление, реклама
branding – продвижение торговой марки
packaging – упаковка
to formalize – оформлять, придавать форму
strip cartoon = comic cartoon – комикс
hoarding – щит для наклейки плакатов, объявлений
to inject – впрыскивать, вводить, впускать
brashness – нахальство **disposable** – доступный, наличный

2. Read out, translate the text:

Design in business and advertisement means much. The story of style in the applied arts since the mid-to late fifties has been dominated by various new forces, including social and economic factors and certain aspects of technical and scientific progress. Now we have computer design, web design, advertisement design (for example consumer-product branding design) and the whole fashion of different types of ad, colors and so on.

The late fifties saw the birth of advertising as we know it today, a high-powered business dedicated to the development effective marketing techniques; it involved new design concepts and a whole new professional jargon of product packaging, market research, corporate images and house style.

The Pop Art movement embraced the work of a new generation of artists of late fifties and early sixties of both sides of the Atlantic. In Britain, in addition to the Independent Group, there were Peter Blake, Allen Jones. In USA Jasper Johns, Tom Wesselman, Claes Oldenburg and other formalized the language of product packaging, from beer cans to Campbell's Soup tins of strip cartoons, fast food, advertising hoardings and pin-ups.

Pop Art at once reflected and glorified mass-market culture and injected a new vigour into the applied arts. Pop Art suggested a new palette of colours and gave a fresh, ironical edge to the imagery of popular culture. Pop Art positively encouraged designers to exploit vulgarity, brashness and bright colour, and to use synthetic or disposable materials in contexts in which they would formerly have been unacceptable. Pop Art has had a lasting effect on design in a wide variety of media, including interiors, graphics and fashion.

3. Insert necessary prepositions:

1. Marketing terms "brand" and "branding" derive ... English "brand" which throws ... to Norse "brandr", which means "fire, to burn".
2. *Brand* is a complex of information ... a company, goods, service, including a name, a logotype, corporate style allowing consumers to define it ... multiple competitors, create its image and reputation at the market ... goods and services.

4. In what meaning are the underlined words used in the sentences? In what meaning are the words used in the text?

to dominate – 1) господствовать, властвовать; 2) доминировать, преобладать 3) возвышаться, господствовать над чем-л.

- a) It's one of the biggest buildings in this area, and it really dominates this whole place.
- b) Powerful nations usually dominate over small weak countries.

- c) The team has dominated international football for years.
 d) The great cathedral dominates the centre of the city.
 e) The construction committee worked well together although sometimes the leading architect tended to dominate.

toembrace– 1) обнимать(ся); 2) воспользоваться; 3) принимать; 4) охватывать; 6) включать, заключать в себе, содержать.

- a) He embraced the opportunity to study further.
 b) The course embraces elements of chemistry, physics, and engineering.
 c) His suggestion will not be eagerly embraced by all.
 d) Two brothers embraced as they met at the airport.

toreflect – 1) отражать (какое-л. волновое излучение, напр., свет, тепло, звук); 2) отражать(ся); давать отражение (о зеркале и т. п.); 3) навлекать (позор и т. п.), бросать тень; 4) раздумывать, размышлять.

- a) He reflected that he had no right to do this.
 b) Her unfounded accusations reflected on her credibility.
 c) The sea reflected back the bright sunlight.
 d) I wish you to pause, reflect, and judge before you decide.
 e) White walls reflect more light than dark walls.
 f) The clouds were reflected in the water.
 g) As you get older you begin to reflect on the uncertainty of life.

5. Find the English equivalents in the text:

прикладное искусство, различные силы, рекламный дизайн, дизайн торговой марки продукта, эффективные технологии, общие образы, движение, культура массового рынка, предложил новую палитру, ранее, продолжительный эффект, широкий выбор

6. Find the synonyms in the text:

energetic (vigorous), to devote, idea, to make famous, power (energy), offer, to inspire, to use, available, inadmissible, inside of the house, vogue

7. True or false?

- 1) Pop Art appeared in the middle of the twentieth century.
- 2) Pop Art is a style in the applied arts.
- 3) A high-powered business had no intention to invest money into advertising.
- 4) The appearance of Pop Art is connected with the development of advertising.
- 5) The concept of Pop Art is against mass-media culture.
- 6) The Pop Art movement left an insignificant trace in the sphere of design.

8. Answer the questions to the text;

- 1) Is design important in business and advertisement? Why?
- 2) What factors influenced the applied arts in the middle of the 20th century?
- 3) When did advertising appear? Why did it start developing rapidly?
- 4) What types of design are there nowadays?
- 5) When and where did the Pop Art movement come into being?
- 6) What is Pop Art? What does it deal with?
- 7) What are the features of the Pop Art style?

Grammar exercises:

1. Поставьте a, then или ничего(-) в каждый пробел:

- 1) I have two children, ___ girl and ___ boy. ___ girl is six and ___ boy is for.
- 2) She goes to ___ school by ___ bus.
- 3) This is ___ pen. ___ pen's black.
- 4) My brother's ___ pilot.
- 5) This is ___ book. It's my ___ book.
- 6) Is this your ___ pencil? – No, it isn't my ___ pencil, it's my sister's ___ pencil.
- 7) My sister's ___ husband is ___ doctor.
- 8) Give me ___ chair standing at the window.
- 9) Which is ___ longest river in Russia?
- 10) He usually has ___ cup of coffee with ___ milk for ___ breakfast.
- 11) Grammy often tells us ___ long stories. Today her story was still ___ longer. It was ___ longest story. She began telling it after ___ dinner and finishes only before supper. But ___ story was very interesting.
- 12) ___ Paris is ___ capital of ___ France.
- 13) ___ Ganges is a river which runs through ___ India.
- 14) She went to ___ France by ___ plane.
- 15) I always get to ___ college on ___ foot.
- 16) She stayed out in ___ sun too long.
- 17) We always eat ___ dinner at seven o'clock.
- 18) Is there ___ post office near here?
- 19) What ___ interesting book!
- 20) Who is ___ tallest boy in your class?
- 21) He never eats ___ meat, but likes ___ fish.

2.Поставьте артикль перед именами собственными, где он необходим:

- 1) ... Russia occupies ... eastern half of ... Europe and ... northern third of ... Asia.
- 2) ... climate of ... northern part of ... Russia is severd
- 3) It is warm in ...Crimea and ... Caucasus.
- 4) Washington is ... capital of ... United States of America.
- 5) I want to go to ... New York some day.
- 6) Is ... Australia ... island or ... continent?
- 7) ... Red Sea is between ... Africa and ... Asia.
- 8) ... France is to ... north of ... Italy.

Практическое занятие № 30

Тема: «Активизация навыка говорения по изученной теме с использованием профессиональной терминологии».

1.Speak about the Pop Art style. Make up a dialogue “An interview with a representative of Pop Art”.

2.TranslateintoEnglish:

- 1) Рекламный дизайн является одним из важных аспектов эффективной маркетинговой технологии.
- 2) Поп-арт привнес новую силу в сферу прикладного искусства.
- 3) Представители направления поп-арт использовали новую палитру цветов.
- 4) Поп-арт вдохновил декораторов использовать яркую и дерзкую палитру цветов для дизайна интерьера.

3. Project "An advertising agency". Work in small groups and create an advertising design of a product.

Практическое занятие № 31

Тема: «Реклама. Особенности рекламной продукции. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Study the vocabulary:

Verbs: persuade, consume, necessitate, require, generate, embed, deliver, rely on, include, identify, own, engrave, feature, relate, insert, exert, focus upon, involve, employ, educate, reach.

Nouns: service, pattern, consumption, turn, homogenization, taste, reinvention, purpose, persuasion, announcements, item, charge, airtime, glasses, breakthrough, content, objective, celebrity, truck, issues, deforestation.

Adjectives: particular, contemporary, marginal, persuasive, actual, definite, recent, exclusive, expensive, substantial, dependent, digital.

Adverbs: typically, recently, frequently, strictly, clearly, similarly, notably, skilfully, immediately, commonly, rapidly, relatively, directly, specially, continuously, periodically.

2. Read out, translate the texts:

Advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. While now central to the contemporary global economy and the reproduction of global production networks, it is only quite recently that advertising has been more than a marginal influence on patterns of sales and production. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including *television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards*. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include *political parties, interest groups, religious organizations, and military recruiters*. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Types of advertising Media

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web pop ups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, inflight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Similarly, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*.

Television commercials

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. In a TV commercial the advertiser is trying to persuade you to go out and buy something. He wants to make you feel that you really must have it. He can use a number of different effects to do this:

- **The snob effect.** This tells you that the product is most exclusive and of course rather expensive. Only the very best people use it.
- **The scientific effect.** A serious-looking man with glasses and a white coat, possibly a doctor or a professor, tells you about the advantages of the product.
- **The words-and-music effect.** The name of the product is repeated over and over again, put into a rhyme and sung several times in the hope that you won't forget it. The song rhyme is called a "jingle".
- **The ha-ha effect.** The advertiser tries to make you laugh by showing people or cartoon figures in funny situations.
- **The VIP (Very important person) effect.** Well-known people, like actors or football players, are shown using the product.
- **The supermodern effect.** The advertiser tries to persuade you that this product is a new, sensational breakthrough.
- **the go-go effect.** This is suitable for teenage market. It shows young people having a party, singing, laughing, having a wonderful time, and, of course, using the product. By skilfully using advertising baits, representatives of business are quite able to exert a substantial influence on the content of TV and radio programs.

Infomercials

Infomercials are also known as direct response television (DRTV) commercials or direct response marketing. The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Celebrities

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

Media and advertising approaches

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website

receives. *E-mail advertising* is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam". As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000.

A new form of advertising that is growing rapidly is *social network advertising*. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site. Friendertising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network service.

Mobile billboard advertising

Mobile billboards are truck- or blimp-mounted billboards or digital screens. These can be dedicated vehicles built solely for carrying advertisements along routes preselected by clients, or they can be specially-equipped cargo trucks. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: *target advertising, one-day, and long-term campaigns, conventions, sporting events, store openings and similar promotional events, big advertisements from smaller companies.*

Public service advertising

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as *AIDS, political ideology, energy conservation, religious recruitment, and deforestation*. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences.

Практическое занятие № 32

Тема: «Реклама. Особенности рекламной продукции. Выполнение упражнений. Письмо. Временные формы глагола. Группа Continuous».

Цель: закрепление лексического материала по теме, развитие навыков чтения, перевода, письма, работы со словарями.

1. Answer the questions:

1. Why aren't non-profit organizations typical advertising clients?
2. What is the main purpose of designing advertisements?
3. What are the major types of advertising?
4. What is the most effective mass-market advertising format?
5. What effects can an advertiser use to persuade you to go out and buy something?
6. What is a new format of advertising that is growing rapidly?
7. Can we confirm that advertising is a powerful educational tool capable of reaching and motivating large audiences?
8. What is public service advertising?

Lexical exercises

1. Make up expressions with the given new words.

Model: to deliver factual information, to generate original ideas etc.

2. Match the word and its definition:

1	billboard	A	a well-known person
2	advertisement	B	a large strip of cloth, hung between two poles, bearing a slogan

3	celebrity	C	to convince smb to do smth by reasoning, arguing, begging
4	persuade	D	a large, high, flat surface on which advertisements are placed
5	banner	E	a notice of something for sale, for rent, etc., given in a newspaper, on TV, or pasted on a wall

3. Identify the following verb forms: attempts, has been, necessitated, required, are designed, is used, is placed, spend, sells, include, may rely, can include, pays, is embedded, owns, are featured, is considered, is reflected, feature, relate, may be inserted, is trying, wants, is repeated, are shown, shows, are known, sees, buys, demonstrate, advertise, are involved, became, appeared, launched, is growing, has provided, can be dedicated, are lighted, are used.

4. Make the following sentences negative:

- Advertising attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.
- Advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
- The billboards are often lighted.
- Social network advertising is growing rapidly.
- The mobile phone became a new mass media in 1998.
- Unsolicited bulk E-mail advertising is known as "spam".
- Virtual advertisements may be inserted into regular television programming through computer graphics.

5. Fill in the prepositions:

- It is only quite recently that advertising has been more than a marginal influence ... patterns of sales and production.
- Many advertisements are designed to generate increased consumption of products and services ... the creation and reinvention of the "brand image".
- Advertisements sometimes embed their persuasive message ... factual information.
- Advertising is often placed ... an advertising agency ... behalf of a company or other organization.
- Virtual advertisements may be inserted ... regular television programming ... computer graphics.
- This type of advertising focuses ... using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products.
- In a TV commercial the advertiser is trying to persuade you to go ... and buy something.
- The name of the product is put into a rhyme and sung several times ... the hope that you won't forget it.

6. Make up dialogues:

- Advertising – a powerful educational tool capable of motivating large audiences.
- Social network advertising.

Времена английского глагола.
Таблица временных форм глагола

TENSE ВРЕМЯ	Indefinite (Simple) Простое	Continuous Длительное	Perfect Завершенное
Present Настоящее	I write Я пишу (вообще, обычно)	I am writing Я пишу (сейчас)	I have written Я (уже) написал

Past	I wrote	I was writing	I had written
Future Будущее	I shall/will write Я напишу, буду писать (завтра)	I shall/will be writing Я буду писать (в тот момент)	I shall/will have written Я напишу (уже к тому моменту)

Сравнение Present Continuous Tense и Present Simple Tense

Выберите правильный вариант:

- 1) Kate _____ in London.
a) is living b) live c) lives
- 2) She _____ English.
a) are b) am c) is
- 3) She _____ English.
a) speak b) speaks c) speaking
- 4) She _____ English now.
a) are speaking b) is speaking c) speaks
- 5) You _____ Russian.
a) speaks b) speak c) is speaking
- 6) You _____ to speak English now.
a) earning b) are learning c) is learning
- 7) You _____ English now.
a) are speaking b) speak c) is speaking
- 8) I _____ in Moscow.
a) am living b) live c) lives
- 9) I _____ Russian.
a) speaks b) speak c) is speaking
- 10) I _____ English now.
a) am speaking b) speak c) is speaking

Практическое занятие № 33

Тема: «Реклама. Особенности рекламной продукции. Аудирование».

Прослушивание аудиотекстов. Выполнение упражнений на понимание содержания текста, усвоение лексики по теме.

<http://fastlearn.edu.vn/2019/02/14/advertising-ielts-listening/>

Практическое занятие № 34

Тема: «Дизайн упаковочной продукции. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Readout, translate the texts:

Packaging

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging *contains, protects, pre-serves,*

transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Package labelling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging or on a separate but associated label.

The first packages used the natural materials available at the time: baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fibreboard boxes were first introduced in the late 19th century. As additional materials such as aluminium and several types of plastic were developed, they were incorporated into packages to improve performance and functionality.

The purposes of packaging and package labels

Packaging and package labelling have several objectives:

Physical protection - The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature etc.

Barrier protection - A barrier from oxygen, water vapour, dust, etc., is often required. Permeation is a critical factor in design. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.

Containment or agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granular materials need containment.

Information transmission - Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments.

Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package.

Security - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: some package constructions are more resistant to pilferage and some have pilfer indicating seals.

Convenience - Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.

Portion control - Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.

Symbols used on packages and labels

Many types of symbols for package labelling are nationally and internationally standardized. For consumer packaging, symbols exist for product certifications, trademarks, proof of purchase, etc. Some requirements and symbols exist to communicate aspects of consumer use and safety. Examples of environmental and recycling symbols include the recycling symbol, the resin identification code and the "Green Dot".

Technologies related to shipping containers are identification codes, bar codes, and electronic data interchange (EDI). These three core technologies serve to enable the business functions in the process of shipping containers throughout the distribution channel.

Package development considerations

Package design and development are often thought of as an integral part of the new product development process. Alternatively, development of a package (or component) can be a separate process, but must be linked closely with the product to be packaged. Package design starts with the

identification of all the requirements: *structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end- use, environmental, etc.*

With some types of products, the design process involves detailed regulatory requirements for the package. For example with packaging foods, any package components that may contact the food are food contact materials. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations. Packaging engineers need to verify that the completed package will keep the product safe for its intended shelf life with normal usage. Packaging processes, labelling, distribution, and sale need to be validated to comply with regulations and have the well being of the consumer in mind.

Package design may take place within a company or with various degrees of external packaging engineering: independent contractors, consultants, vendor evaluations, independent laboratories, contract packagers, total outsourcing, etc.

Environmental considerations

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, waste management, etc. The traditional “three R’s” of **reduce, reuse, and recycle** are part of a waste hierarchy which may be considered in product and package development.

2.Complete the questions: (tag-questions)

1. The design process involves detailed regulatory requirements for the package?
2. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations?
3. In many countries packaging is fully integrated into government, business, institutional, industrial and personal use?
4. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use?
5. Package labeling (en-GB) or labeling (en-US) is any written, electronic, or graphic communications on the packaging?
6. Some requirements and symbols exist to communicate aspects of consumer use and safety, ...
7. Additional materials were incorporated into packages to improve performance and functionality, ...
8. Liquids, powders, and granular materials need containment?
9. Some types of information are required by governments?
10. Iron and tin-plated steel were used to make cans in the early 19th century?

3.Open the brackets, put the words in the proper form:

1. Packaging can be described as a (coordination) system of preparing goods for transport, warehousing.
2. In many countries packaging is fully (integration) into government, business, institutional, industrial, and personal use.
3. Paperboard cartons and corrugated fiberboard boxes were first (introduction) in the late 19th century.
4. Keeping the contents clean, fresh, sterile and (safety) for the intended shelf life is a primary function.
5. Packages and labels (communication) how to use, transport, recycle, or dispose of the package or product.
6. Package design may take place within a company or with (variety) degrees of external packaging engineering.

7. Examples of environmental and recycling (symbolize) include the recycling symbol, the resin identification code and the "Green Dot".
8. Package (develop) involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations.
9. Packages can have features that add (convenient) in distribution, handling, stacking, display, sale, opening, reclosing, use, dispensing, and reuse.
10. Package design starts with the (identify) of all the requirements.

Практическое занятие № 35

Тема: «Дизайн упаковочной продукции. Выполнение упражнений. Говорение».

1. Make up expressions with the given new words. Model: to protect goods, to increase the resistance, etc.

Word-building

Verb	Noun	Adjective	Adverb
reduce			
	performance		
		applicable	
			alternatively
require			

2. Match the word and its definition:

1	pilfer	A	free from all germs and bacteria
2	recycle	B	to treat a used substance so that further use is possible
3	sterile	C	never stopping; never changing
4	protect	D	to steal small items or in small quantities
5	constantly	E	to keep safe; to guard or defend from danger

3. Translate the text from Russian into English:

Упаковка – элемент бренда, который играет важную маркетинговую роль. Грамотно разработанная упаковка, решает несколько важнейших задач. Во-первых, упаковка – носитель символики бренда - логотипа. Во-вторых, дизайн упаковки – инструмент выделения бренда из конкурентного окружения. В-третьих, упаковка – носитель идеологии бренда. В-четвёртых, дизайн упаковки – важный информационный носитель, который может «рассказать» о продукте. Одного лишь креатива недостаточно, чтобы создать эффективный дизайн упаковки, разработка дизайна упаковки должна вестись в строгом соответствии с идеологией бренда, только тогда упаковка будет «работать» на конечную цель – увеличение объёмов продаж. Важно помнить, что разработка дизайна упаковки – длительный, сложный и трудоёмкий процесс, именно поэтому дизайн упаковки нужно доверять профессионалам в области packaging design. Но разработка упаковки не ограничивается только созданием дизайна, огромную роль в борьбе за внимание потребителя играет также и форма упаковки. Разработка упаковки оригинальной формы – это процесс, который непосредственно связан с техническими аспектами производства, следовательно, требует от агентства наличия специалистов в области индустриального дизайна.

1. Identify the following verb forms:

refers to, can be described, transports, is integrated, used, were used, to make, were introduced, were developed, have, may require, is required, are grouped, need, communicate, can be used, have been, are applied, can play, can be engineered, can be divided, are standardized, exist, are thought, involves, may be considered.

2. Make up the tag-questions:

1. The design process involves detailed regulatory requirements for the package, ... ?
2. Toxicologists and food scientists need to verify that the packaging materials are allowed by applicable regulations, ... ?
3. In many countries packaging is fully integrated into govern- ment, business, institutional, industrial, and personal use, ... ?
4. Packaging can be described as a coordinated system of pre- paring goods for transport, warehousing, logistics, sale, and end use, ... ?
5. Package labelling (en-GB) or labeling (en-US) is any writ- ten, electronic, or graphic communications on the packaging,... ?
6. Some requirements and symbols exist to communicate as- pects of consumer use and safety,... ?
7. Additional materials were incorporated into packages to im- prove performance and functionality,... ?
8. Liquids, powders, and granular materials need containment,... ?
9. Some types of information are required by governments, ... ?
10. Iron and tin plated steel were used to make cans in the early 19th century, ... ?

4. Make up dialogues:

1. Packaging – the science, art and technology.
2. Package design techniques.
3. Materials used in package industry.

Практическое занятие № 36

Тема: «Дизайн упаковочной продукции. Аудирование «Разработка упаковки».

Listening

	Packaging As well as maintaining freshness and hygiene, packaging is used to provide 6 _____					
	Distribution Transportation and energy play a big part.					
	Product use We should avoid products intended for 7 _____ only.					

Disposal Even in a landfill site, a product has a 8 _____		Reuse and recycle Paper can be recycled into 9 _____ The recycling of newspapers can save 10 _____ tree s.	
--	--	---	--

Complete the sentences below. Write NO MORE THAN TWO WORDS OR A NUMBER for each answer.

Recycling is principally the responsibility of **1** _____.

The second stage in the cycle relates to acquiring **2** _____ in general.

Harvesting includes cutting down trees and **3** _____.

Chemical processes create **4** _____.

A significant proportion of the **5** _____ stage is unnecessary.

Complete the flowchart. Write NO MORE THAN TWO WORDS OR A NUMBER for each answer.

1. Read the following text and decide which answer (a, b, c or d) best fits each gap.

Enough Small Change?

There were two main problems attending the ...(1)... of the euro in 2002. One was to decide how many coins would be needed. The other was concerned with distribution. While the new notes posed a much greater security ...(2)... and various features had to be ...(3)... into the design to prevent forgery, providing the right amount of hard ...(4)... was a greater worry.

The distribution problem ...(5)... from the fact that people would obtain notes from banks but coins would usually be handed over as change by retailers. Apart from that, no one had any idea how many coins were in ...(6)... because of the number lying around people's homes that suddenly needed to be exchanged.

1	A injection	B insertion	C innovation	D introduction
2	A risk	B danger	C hazard	D chance
3	A included	B incorporated	C joined	D united
4	A cash	B coin	C money	D metal
5	A branched	B departed	C led	D stemmed
6	A dissemination	B circulation	C publication	D communication

2. Complete the sentences with the words from the box.

aggregate • constant • continuous • discrete • incidence • magnitude • tally • variables

1. In the experiment we varied the amount of water in the beaker but kept the amount of salt added _____.

2. Write down the numbers in order of _____, beginning with the smallest.
3. In investigating living standards you must take key _____ such as social provision and cost of living into account.
4. The average mark achieved in the exam is calculated by taking the _____ of all the marks and dividing it by the number of exam entries.
5. My figures do not seem to _____ with yours.
6. The _____ of twins in the population is growing.
7. A bag of apples can be considered as consisting of _____ items whereas apple sauce could be considered as _____.

The potato chip maker Pringles has improved its packaging. Pringles is well known for its large, round, stacked crisps as well as for its cylindrical container. However, the container has been criticised for being bad for the environment. A lot of the criticism was because the tube was almost impossible to recycle. The BBC news agency said the container was "a recycler's nightmare". It might have looked simple but it was made up of multiple materials. It had a plastic cap, a metal base, an aluminium tear-off cover and a foil-lined cardboard tube. This all made it nearly impossible for people to separate and recycle the container. The Recycling Association called it one of the "villains" of the recycling world.

Chiefs at Pringles went back to the drawing board to make the packaging easier to recycle. They spent 12 months designing a new tube. This move was part of the company's promise to switch to 100 per cent reusable, recyclable or compostable packaging by the year 2025. A company spokesman said: "We are eager to play our part and reduce our impact on the planet. And Pringles fans expect that of us too. So we've worked hard to come up with this new can, which is widely recyclable and keeps our chips fresh and tasty and protects them from breaking up – which helps to reduce food waste." However, the new design still has a plastic lid. The Recycling Association said this would just add to plastic pollution.

1. POTATO CHIPS: Students walk around the class and talk to other students about potato chips. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

potato chip / recycling / packaging / container / environment / materials / plastic /
drawing board / tube / promise / planet / fresh / tasty / fans / food waste / pollution

Have a chat about the topics you liked. Change topics and partners frequently.

3. ILLEGAL: Students A **strongly** believe packaging that is not recyclable should be made illegal; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

4. PACKAGING: How essential is this packaging? What could we use instead of it Complete this table with your partner(s). Change partners often and share what you wrote.

	How Essential Is This	What Could We Use Instead?
Plastic bags		
Wrapped fruit		
Plastic yoghurt cartons		
Wrapped chopsticks		
Plastic coffee cups		
Cardboard boxes		

5. TUBE: Spend one minute writing down all of the different words you associate with the word "tube". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. SNACKS: Rank these with your partner. Put the best snacks at the top. Change partners often and share your rankings.

- potatochips
- nuts
- chocolatebiscuits
- cerealbars
- raisins
- popcorn
- cheese
- candybar

1. TRUE / FALSE: Read the headline. Guess if 1-8 below are true (T) or false (F).

1. The maker of Pringles has improved the taste of its potato chips. T / F
2. Pringles potato chips come in containers that are cylindrical in shape. T / F
3. The BBC said many people have nightmares after eating Pringles. T / F
4. A recycling association called the Pringles container a "villain". T / F
5. Chefs at Pringles went to a drawing board to design a tubular chip. T / F
6. Pringles wants to use 100% recyclable packaging by 2025. T / F
7. The Pringles container helps to avoid food waste. T / F
8. The new Pringles container has a recyclable paper lid. T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|--------------------|-----------------|
| 1. maker | a. top |
| 2. recycle | b. bottom |
| 3. base | c. action |
| 4. separate | d. change |
| 5. villains | e. manufacturer |
| 6. move | f. divide |
| 7. switch | g. delicious |
| 8. eager | h. wrongdoers |
| 9. tasty | i. keen |
| 10. lid | j. reuse |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|-------------------------|
| 1. The potato chip maker Pringles has | a. designing a newtube |
| 2. cylindrical | b. multiplematerials |
| 3. thetubewasalmostimpossible | c. waste |
| 4. itwasmadeupof | d. recyclethecontainer |
| 5. impossible for people to separate and | e. ontheplanet |
| 6. ChiefsatPringleswentback | f. improveditspackaging |
| 7. Theyspent 12 months | g. compostablepackaging |
| 8. reusable, recyclableor | h. container |
| 9. reduceourimpact | i. tothedrawingboard |
| 10. helpstoreducefood | j. torecycle |

Gap fill

Put these words into the spaces in the paragraph below.

bad

cylindrical

known

metal

villains

almost

nightmare

separate

The potato chip maker Pringles has improved its packaging. Pringles is well (1)
 _____ for its large, round, stacked crisps as well as for its (2)
 _____ container. However, the container has been criticised for being (3)
 _____ for the environment. A lot of the criticism was because the tube was (4)

_____ impossible to recycle. The BBC news agency said the container was "a recycler's (5) _____. It might have looked simple but it was made up of multiple materials. It had a plastic cap, a (6) _____ base, an aluminium tear-off cover and a foil-lined cardboard tube. This all made it nearly impossible for people to (7) _____ and recycle the container. The Recycling Association called it one of the "(8) _____" of the recycling world.

Put these words into the spaces in the paragraph below.

come
switch
tasty
part

board
add
waste
impact

Chiefs at Pringles went back to the drawing (9) _____ to make the packaging easier to recycle. They spent 12 months designing a new tube. This move was part of the company's promise to (10) _____ to 100 per cent reusable, recyclable or compostable packaging by the year 2025. A company spokesman said: "We are eager to play our (11) _____ and reduce our (12) _____ on the planet. And Pringles fans expect that of us too. So we've worked hard to (13) _____ up with this new can, which is widely recyclable and keeps our chips fresh and (14) _____ and protects them from breaking up – which helps to reduce food (15) _____. However, the new design still has a plastic lid. The Recycling Association said this would just (16) _____ to plastic pollution.

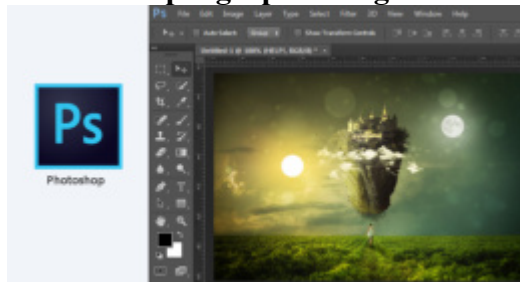
Практическое занятие № 37

Тема: «Программное обеспечение профессиональной деятельности. Изучение лексических единиц по теме».

1. Make a tablet and note pros and cons of each programme. Choose one and describe basic functions.

Graphic design software for graphic designers (Review)

1. Photoshop – graphic design software



The road which led to photo editing was never so interesting. The automatic options infuse life to your images making your work 'the talk of the town' even if you are a newbie. With Photoshop you can easily combine multiple images and even remove unwanted objects from the image. It offers basic features like perspective correction, channel mixing, and clone stamp tool. Photoshop runs on both Windows and Mac. Photoshop is also considered as one of the best graphic design software for beginners as it comes with simplified options like:

- Basic: Cropping, straightening, rotating and flipping.
- Auto-Fix: One touch adjustment.
- Blemish Removal: Ability to remove any spot or dirt from the image.
- Colour: Slide controls to enhance the colors of the image.
- One-Touch filter: 20 eye-catching effects to choose from.
- Image Rendering: Panoramic image option.

- Borders: Add your personal touch.
- RAW photo support: RAW format support.
- Sharing: via sites like Facebook, Revel, Twitter, Tumblr, and more.

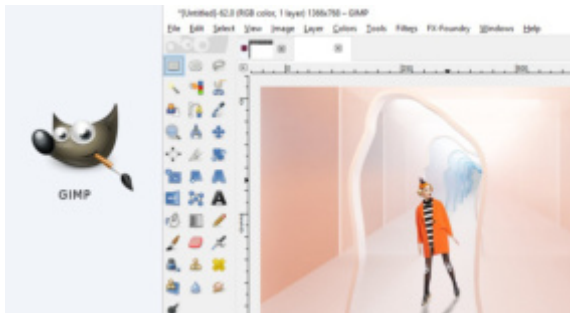
Pros of graphic design software

- Video editing is smooth.
- The crop tool is quite effective.
- Performance is highly improved.

Cons

- No perpetual license.
- The interface is crushing.
- Some tools lack progress bar visibility.

2. GIMP



GIMP or GNU Image Manipulation Program is the perfect alternative to Adobe Photoshop. The professional graphic design tools make it ideal for not just graphic designers but photographers as well. The photo manipulation feature is highly enhanced. The flexibility of the tool allows you to create crystal-clear graphics. Once you begin using GIMP, it will definitely achieve the pedestal of being your main desktop publishing tool. The interface is totally customizable and the full-screen mode allows you to view and edit at the same time. Yes, not all the extensive features are available. Still, there are many features that will provide you a great experience. GIMP runs on GNU/Linux, OS X, Windows and other OS. Being a cross-compatible graphic design software program, it has a strong support community. This is, hands down, one of the prime choices when selecting best graphic design software for beginners. You can check difference GIMP vs Photoshop.

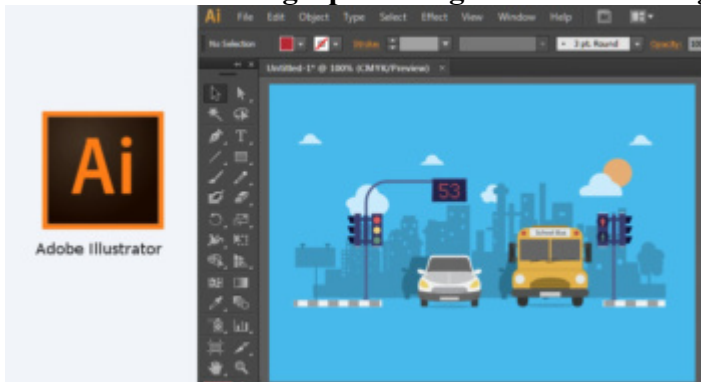
Pros of graphic design tool

- The UI is bright and modern.
- Very easy to use.
- Comes with single windows usage.

Cons

- Have a few bugs.
- Struggles with Cintiq tablets in the initial stage.

3. Illustrator – best graphic design software for beginners



If you want to use vector art to create logos, sketches, typography, icons or even complex illustrations for videos or mobile then Illustrator is the tool for you. You can create artwork with seamless alignment by drawing pixel-perfect shapes. With Illustrator designing could never be faster. Illustrator comes with its own plugins that help in making a blank web page into a brilliant looking web page. Some plugins are made for older versions of Ai and have a zest of new features for new versions like Creative Cloud, making it an ideal and best graphic design software. Being part of Creative Cloud, you get to use the app on both your desktop and Mac. You may read Indesign vs Illustrator, Coreldraw vs Illustrator, Illustrator vs Photoshop, Lightroom vs Photoshop , Affinity designer vs Illustrator and Coreldraw vs Photoshop.

Pros of graphic design software

- Touch-type tool is awesome.
- The Free Transform tool is very simple to use.
- Availability for Windows and Mac.

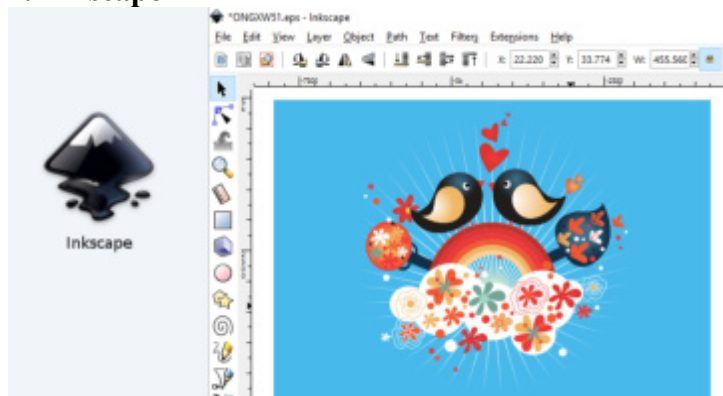
Cons

- The price is high.

Практическое занятие № 38

Тема: «Программное обеспечение профессиональной деятельности. Чтение, перевод, выделение информации в тексте».

4. Inkscape



Inkscape is a professional tool ideal for vector art lovers and graphic designers who use SVG file format. The tool is perfect for Windows, Linux, OS, and Mac as well. It doesn't matter whether you are a professional or just a person who wants to create vector images for a personal blog. In terms of sketching, coloring or making illustrations Inkscape is very easy to use. With the Ghostscript extension .eps files are easily readable. You can check difference between Inkscape vs Illustrator.

Inkscape also comes with awesome features like:

- Ability to directly edit the source code.
- Keys to move screen pixels.
- Edit clones on the canvas.
- Edit gradients.
- Fill paint-bucket with one click.

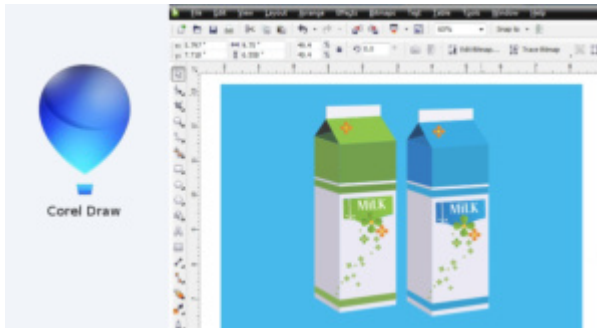
Pros

- Absolutely free.
- Endless Filters.
- New effect tools as a bonus.

Cons

- Extremely slow.

5. CorelDraw



Are you an aspiring web designer and looking for a graphics editor that gives you the ability to create infinite designs without any restrictions while honing your skills at the same time? If so, you might want to check out CorelDraw, a vector graphics editor, that is hands down one of the most popular Industry Standard editors presently. CorelDraw has some cool productive functions and such an ease of use that no other vector editor can match up to.

The tools give you full control so you can get fast and dynamic results. With CorelDraw version X5 and above, you get an inbuilt organizer (Corel CONNECT) also.

With tools like Twirl, Smear, Repel and Attract – vector object editing was never so easy. The Alignment guide enables you to position objects as per your requirement. CorelDraw works smoothly with large files in Corel Photo-Paint, making it a must-have in the graphic design software list. It also supports apps like Barcode wizard, Duplexing wizard, Bitstream Font Navigator, etc. Check out [more about CorelDRAW](#).

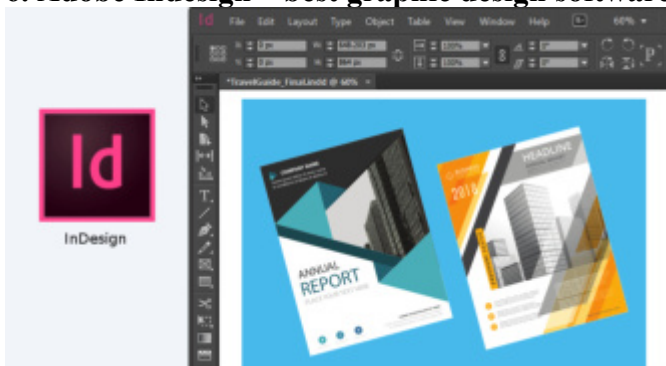
Pros

- The interface customization is ideal.
- The design is very fresh.
- The training videos are very helpful.
- Choose from perpetual license or subscription.
- The right-click gives awesome vectorization.
- Shaping docker gives maximum usage.

Cons

- No Mac version.
- Tools are hard to learn for newbies.
- Navigation is not easy.
- Navigation board is not visible.
- The freehand brush is hard to use.

6. Adobe InDesign – best graphic design software for designers



Backed by the Adobe brand, InDesign is the business leader for creating clean layouts for desktop and mobile devices alike. Adobe InDesign is ideal for layout design usage like online magazines. Whether you want to create layouts for printed books, brochures or digital magazines Adobe InDesign is the tool you need. The flexibility is great as it allows you to easily drag-drop isolated

layers and you can resize images with ease. Being part of Creative Cloud you get easy access to the desktop app for PC and Mac. You also get the comparison app Comp CC available for tablets and Smartphone devices including 29 desktop apps and 10 mobile apps.

You can also use Behance and Typekit services that enable you to connect your workflow between photography, videos, good designing and web or app development. With Adobe Creative Sync you can share or sync all your work between your desktop and mobile apps so you can work efficiently. Once you join as a member you will get the latest updates and new features with installation decision being solely yours.

Pros

- The combining of text and graphics becomes easy.
- The learning curve is very low, ideal for newbies.
- The features that come with InDesign are unbelievable.

Cons

- Limited tools for creating graphics.
- The graphic design tools are not as powerful.
- The adjustment of photos is limited as this is not a photo-editing software.

Подготовьте презентацию. Создайте упаковку, опишите процесс создания от дизайна до печати и послепечатной подготовки. Аргументируйте каждое действие.

Практическое занятие № 39

Тема: «Программное обеспечение профессиональной деятельности. Выполнение упражнений. Письмо. Предлоги времени в английском языке».

1.Studythewords:

design – 1) замысел, план; Syn: plan, project; 2) чертеж, эскиз, набросок; рисунок, узор; Syn: delineation; 3) модель, шаблон; лежащая в основе схема; композиция; 4) дизайн; schoolofdesign — школа дизайна

todesign – 1)проектировать; конструировать todesign a building — спроектировать здание; 2) делать эскизы, наброски; создавать узоры; Syn: tosketch , todelineate, todraw

todelineate – 1) набрасывать, чертить, намечать; 2) схематически изображать (то, что должно быть создано); делать набросок

tosketch – рисовать эскиз, делать набросок

todraw – чертить, рисовать (карандашом), набрасывать рисунок

tocreate – 1) порождать, производить, создавать, творить; Syn: tooriginate, toproduce, todesign, tomake; б) задумывать (создание чего-л.), проектировать, разрабатывать; Syn: design

designer – 1) конструктор, проектировщик; Syn: planner; 2) чертежник; Syn: draftsman, draughtsman 4) рисовальщик; Syn: artist; 5) модельер, дизайнер; fashiondesigner — художник-модельер, designerclothes — одежда от известного дизайнера, стильная одежда б) дизайнер; interiordesigner — дизайнер по интерьеру

decorator – 1) дизайнер, оформитель; aninteriordecorator — дизайнер по интерьеру 2) мастер по внутренней отделке помещений (штукатур, маляр, обойщик и т. п.)

todecorate – украшать, отделывать

decorated – декорированный, украшенный Syn: embellished

decoration – 1) украшение; убранство; 2) наружная и внутренняя отделка, украшение дома

décor – 1) театральные декорации, художественное оформление (спектакля); 2) а) проектирование интерьеров помещений, дизайн б) оформление выставок

decorative – декоративный; Syn: ornamental

ornamental – декоративный, служащий украшением, орнаментальный

decorative art – декоративноискусство

artist – художник; Syn: creator, designer, painter, stylist

painter – 1) живописец, художник; landscape painter — пейзажист; Syn: artist 2) маляр; Syn: decorator, paper-hanger
 stylist – 1) стилист (о писателе, музыканте); 2) модельер (создающий одежду, прически); 3) дизайнер, специалист по интерьеру
 masterofstyle – стилист
 creator – 1) творец, создатель; автор; 2) дизайнер, создатель костюмов
 draughtsman, draftsman – чертежник; рисовальщик
 architect – 1) архитектор, зодчий; 2) создатель, автор, творец
 architectural – архитектурный
 architectonic – 1) архитектурный; 2) конструктивный

2.WORK ON THE VOCABULARY

2.1. Match the translation:

- | | |
|-----------------|--------------------------|
| 1) to design | a) рисовать (карандашом) |
| 2) to delineate | b) проектировать |
| 3) to sketch | c) создавать |
| 4) to draw | d) украшать |
| 5) to create | e) чертить, набрасывать |
| 6) to decorate | f) рисоватьэскиз |

2.2. Fill in the gaps with the verbs in the appropriate form. Some of the verbs can be used twice: to design, to delineate, to sketch, to draw, to create, to decorate. Then make up your own sentences with these verbs.

- 1) Some people believe that God ... the world.
- 2) Who ... the Sydney Opera House?
- 3) It took him a few days to ... the design drawing of the shopping centre.
- 4) This building ... by a famous architect.
- 5) At Christmas we ... the living rooms with coloured paper and lights.
- 6) The assignment at the lesson was to ... a horse in motion.
- 7) He decided not to draw the picture but to ... that landscape.
- 8) That outstanding artist managed to ... a real masterpiece of art.
- 9) We made up our mind to ... the bedroom with blue paint and a gold paper.

2.3. Match the verbs with their definitions:

- | | |
|-----------------|--|
| 1) to design | a) to make a picture of something with a pen or pencil |
| 2) to delineate | b) to make a quickly-made simple drawing |
| 3) to sketch | c) to work out the structure or form of something |
| 4) to draw | d) to make more attractive by adding some ornament |
| 5) to create | e) to produce something new |
| 6) to decorate | f) to show by drawing |

2.4.Match the translation:

- | | |
|--------------|-------------------------------|
| 1) designer | a) создатель |
| 2) decorator | b) живописец |
| 3) artist | c) стилист |
| 4) painter | d) проектировщик, конструктор |
| 5) stylist | e) художник |
| 6) creator | f) архитектор |
| 7) draftsman | g) оформитель |
| 8) architect | h) чертежник |

2.5. Match the nouns with their definitions:

- | | |
|-----------------------|---|
| 1) designer | a) he is qualified to design and supervise the construction of buildings |
| 2) interior decorator | b) he plans and chooses the colours, furnishing for the inside of a room or a house |
| 3) artist | c) he makes drawings of equipment, machinery, or buildings |
| 4) painter | d) he makes plans or patterns from which things are made |
| 5) stylist | e) he produces works of art such as paintings or sculpture |
| 6) creator | f) he produces something new, originates |
| 7) draftsman | g) he acts with great attention to the particular style |
| 8) architect | h) he paints pictures |

2.6. Make up your own sentences with these nouns.

2.7. Match the translation:

- | | |
|------------------|---|
| 1) design | a) создание. творение |
| 2) decoration | b) украшение, орнамент |
| 3) décor | c) рисунок, сделанный ручкой, карандашом или мелком |
| 4) drawing | d) стиль, манера |
| 5) painting | e) чертеж, набросок |
| 6) sketch | f) убранство, украшение дома |
| 7) creation | g) живопись, картина |
| 8) ornament | h) замысел, план; дизайн |
| 9) style | i) эскиз |
| 10) architecture | j) проектирование интерьеров помещений; оформление |
| 11) delineation | k) архитектура |

2.8. Match the nouns with their definitions:

- | | |
|-----------------|---|
| 1) architecture | a) something brought into existence |
| 2) decoration | b) a quick rough drawing |
| 3) décor | c) the style in which a building is designed and built |
| 4) drawing | d) the way in which something is done |
| 5) painting | e) a picture produced by using paint |
| 6) sketch | f) an addition that makes something more attractive |
| 7) creation | g) a picture or plan made by means of lines on a surface |
| 8) style | h) a style of interior decoration and furnishings in a room or house. |

2.9. Fill in the gaps with the following nouns: sketches, paintings, drawings, architecture, design, style, décor, decoration, creation.

- 1) In St. Petersburg tourists always admire the classical style of
- 2) The success of this car shows the importance of good ... in helping to sell product.
- 3) It's very pleasant to make Christmas ... of your apartments.
- 4) It's a good restaurant but I don't like the ... there.
- 5) The experts presented the paintings in the ... of Picasso.
- 6) The artist made a few ... of the landscape.
- 7) The teacher showed us Rembrandt's ... for his paintings.
- 8) The ... of this writer produced a great impression on the public.
- 9) I've always admired Monet's early
4. Make up your own sentences with the nouns from ex.1.

2.10. Match the adjectives with their synonyms:

- | | |
|------------------|---------------------------|
| 1) architectonic | a) ornamental |
| 2) creative | b) fashionable, smart |
| 3) stylish | c) constructive |
| 4) decorative | d) tasteful, aesthetic |
| 5) artistic | e) imaginative, ingenious |
| 6) decorated | f) embellished |

2.11. Fill in the gaps with the following adjectives: creative, inventive, constructive, decorated, decorative, ornamental, stylish. In some of the sentences two variants are possible.

- 1) This ... interior designer realizes interesting ideas in his design projects.
- 2) The ... streets looked wonderfully and everybody felt New Years' Day was coming.
- 3) They were not able to accept his ... criticism towards their architectural plans.
- 4) The last collection of that ... fashion designer left an unforgettable impression with the public.
- 5) The young man is considered to be a very ... musician.
- 6) My mother is fond of ... art very much.
- 7) His ... designs for the new college building impressed the customers greatly.
- 8) The photograph of her grandparents in a(n) ... frame stood on the dressing table.

2.12. Make up your own sentences with the adjectives from ex.2.10.



3.

3.1. Complete the questions. Add *in*, *on* or *at*.

1. Do you sometimes watch TV ____ the mornings?
2. Are you usually at home ____ 7 o'clock ____ the evenings?
3. Do you sometimes work ____ night?
4. What do you usually do ____ weekends?
5. Do you usually go shopping ____ Saturdays?
6. Do you go skiing ____ the winter?
7. Do you have a holiday ____ December?
8. Is there a holiday in your country ____ 6 , January?

3.2. Look at these time expressions.

2 o'clock, Friday, the morning, last Friday, night, Tuesday, March, 1st March, the afternoon, next Tuesday, 1980, Monday morning, this morning, the summer, every summer, my birthday, the weekend, 8.15, tomorrow evening, July, Friday night, 1804, 4th July, the spring, weekends, Christmas, New Year's Day, yesterday afternoon.

Do we use these time expressions with in, on, at or without a preposition? Make four lists:

At: at 2 o'clock, ...

On: on Friday, ...

In: in the morning, ...

Without a preposition: last Friday

3.3. Do we use these time expressions with in, on or at?

1. ____ ten o'clock, ____ 2.15
2. ____ Monday, ____ Tuesday
3. ____ Monday morning, ____ Tuesday afternoon
4. ____ the weekend, ____ weekends
5. ____ Christmas, ____ Easter
6. ____ January, ____ February
7. ____ 1st May, ____ 7th June
8. ____ 1930, ____ 1992, ____ 2001
9. ____ the summer, ____ the winter

3.4. Practice prepositions of time.

1. He's usually at home ____ four o'clock.
2. What do you usually do ____ the evening?
3. When do you come home? ____ half past one.
4. When do you take a shower? ____ the morning.
5. I rarely watch TV ____ the afternoon.

3.5. Translate:

на семь недель, за неделю, через час, за последние три месяца, во время войны, в ходе работы, до работы, после работы, с двух часов, до четырех часов, к трем часам, с 1980-го года, в 1945 году, в августе, в четыре часа, в понедельник, первого мая, утром, в полдень, ночью, в десять минут восьмого, в без десяти семь

3.6. Fill in the prepositions:

1. Does Molly paint eggs ____ Easter?
2. Did your girlfriend play any jokes ____ April 1st?
3. Do Molly and Sally wear funny costumes ____ Halloween?
4. Does Greg send cards ____ Valentine's Day Fred got a lot of funny presents ____ Christmas.
5. School begins ____ September 1st.
6. Do you play jokes ____ April Fool's Day?

3.7. Insert prepositions of time.

1. Was Easter ____ May last year?
2. Is your birthday ____ summer?
3. I'm going to have a party ____ the weekend.
4. I usually come home ____ three o'clock.
5. I usually take a shower ____ the evening.
6. I usually tidy my room ____ Sunday.
7. I usually wash the dishes ____ the afternoon.
8. I usually go to bed ____ 10.30.
9. I play basketball ____ Tuesday and ____ Friday.
10. Who was born ____ March?
11. My friend was born ____ October.
12. My school starts ____ 8.00.
13. He was born ____ the fifth of June.

14. We have Art ____ Monday and ____ Friday.
15. The first lesson ____ Wednesday is Music.
16. I get up ____ 7 o'clock.
17. We have New Year ____ the first of January.
18. ____ end of the year we'll have no exams.
19. I have studied English ____ four years.
20. We are going to meet ____ half past three.
21. The telephone rang ____ midnight.

4. Read out, translate the text. Ask five questions to the text.

3 things a designer should know to design and implement the best possible experiences :

How and what to design?

How to present the design to others?

How are others perceiving his design?

Designers are creators and have to think beyond reality to design the solution. The solution that the designer comes up with does not necessarily have to be a realistic and a working solution. The solution can be as vague and hypothetical as possible. Designers always design for the future. They do not fix a problem but they solve a problem. Fixing a problem is done with implementing knowledge and solving a problem is done with understanding the problem, the scenario, the entities involved, and then thinking beyond the possible to create a better version of an existing system.

The job of the designer is to always come up with new ideas which are different from the existing ones. Now considering that if the designer has developed an idea, the next step is to present it. How is that accomplished? A lot of times designers use various techniques to present and test the idea. A few of the common methods are sketching, mind maps, flowcharts, user journey maps, quick paper prototyping, and many more. In these prototypes, an outsider will definitely understand your idea but cannot experience it.

As it always said one has to experience a certain thing to understand it better. Only a designer, who came up with an idea can experience the idea in his head better than anyone else. It is an important responsibility of the designer to make others experience his design, the way he does. In this case, the designer himself is the perfect person who can prototype the design in the best way possible. even if the designer is not able to code very well he should at least know some basics of coding and the concepts behind it. This will definitely create a lot more opportunities for the designer.

Практическое занятие № 40

Тема: «Защита окружающей среды. Изучение лексических единиц по теме».

1. Answer the questions on the text:

Ответьте на вопросы по тексту:

1. Name in short the consequences of damaging the environment.
2. What leads to forest damage?
3. What is the reason of water shortage?
4. What destroys the ozone layer?
5. What can global warming lead to?
6. What are the most important sources of all chemical pollution of air, soil and water?
7. What destroys fishing industry and leads to a damage of wildlife?
8. What will happen if we don't learn to use the environment carefully?
9. How can pollution be stopped or reduced?

2. Read out, translate the text:

Problems of environment protection

Since ancient times Nature was the source of people's life. For thousands of years people lived in harmony with environment and they thought that natural resources were unlimited. The development of civilisation increased man's harmful interference in nature.

There are many consequences of damaging the environment. The first consequence is destroying the ozone layer of the Earth through pollution from transport, factories and plants. Every year world industry pollutes the atmosphere with about 1000 million tons of dust and other harmful substances. Many cities suffer from smog. Waste gases from power stations cause acid rain, this leads to forest damage. The disappearance of beautiful forests upsets the oxygen balance.

Another one is water shortage, a number of lakes and rivers dry up. It comes from abuse of lands in agriculture.

The third one is damage to water and soils. Some rivers are in danger. They are filled with poison: industrial waste, all kinds of chemical elements and pesticides. Industrial enterprises of large cities waste harmful substances into river and sea's waters, it destroys fishing industry.

The fourth one is damage to wildlife: many species of plants and animals can disappear.

The fifth one is the greenhouse effect and global warming — that is, an increase in the average temperature of the Earth's atmosphere and oceans. Global warming can lead to rises in sea levels, and extreme weather events such as floods, droughts, and hurricanes, and global climate change.

Lastly, the most serious danger is the result of all these consequences. This is the danger for the life and health of the man.

If we cannot learn to use the environment carefully, very soon we'll have no world to live in. Pollution can be stopped or at least reduced by using fuels which are low in pollutants, more complete burning of solid fuels, using such forms of power as wind power, electricity or solar energy and banning the use of nuclear power.

The most important thing common people could do is to change their attitude towards the environment. We should realize that natural resources are not unlimited and destroying them may result in destroying life on the Earth. Public opinion could make governments introduce stricter anti-pollution measures. It could make governments fund scientific research on the development of ecologically safe materials and sources of energy. Secondly, people could behave in the way which is less damaging for the ecology of our planet. For example, they could stop leaving litter in city streets and in the country. Thirdly, they could stop poaching wild animals, damaging forests by cutting down trees for their personal needs or causing forest fires. We must be very active to create a serious system of ecological security.

Практическое занятие № 41

Тема: «Современные эко-проекты в дизайнерской сфере. Чтение, перевод, выделение информации в тексте. Предлогиместа».

1. Read out, translate the text:

The basis of scientific and technical progress of today is new informational technology which is very different from all the previous technologies. Thanks to up-to-date software and robots new informational technologies can make many processes much faster and transmit information more quickly. On one hand technology development gives more access to professional and cultural information and leads to new forms of individual enterprises, but on the other hand there is a danger of total control of private life unless special laws are enforced by the government.

There are other directions of technical and scientific progress of today. One of them is the development of new ecologically clean sources of energy using sun, gravitation, winds or rain. New kind of transports and new agricultural methods that do not harm our nature are being developed today. Breakthroughs in science have led to creation of artificial viruses for new

medicines and products, body organs for transplantation and productive soils for growing vegetables and crops. Many new materials and technologies are being used in our everyday life. All these innovations may have influence on our life, social relations and globally on our Earth. The influence can be very different: from psychological and health problems of children who spend too much time online to an opportunity to prevent genetic diseases for future generations.

But the most difficult problems the humanity faces are global problems. The first and foremost is ecological problem: pollution of air, water and soil, exhaustion of natural resources. Renewable natural resources such as oxygen, forests, flora and fauna do not have enough time to regenerate. This leads to different changes in climate and nature such as depletion of ozone layer and other things that have not been properly studied by scientists yet. The solution of these problems cannot be postponed because otherwise people will have fewer chances to survive on this planet.

2. Answer the questions, translate your answers.

1. What are the possible dangers of wide access to information?
2. What ecologically clean sources of energy do you know?
3. How can scientific innovations influence our everyday life?
4. What are the key problems that humanity faces today?
5. How can these problems be solved?
6. What ecological problems are mentioned in the text?
7. What are the benefits of the scientific and technical progress?
8. What are the drawbacks of the scientific and technical progress?
9. Find in the text synonyms to the words «new», «fast», «important» and «to send».
10. Translate the underlined words and use them in your own sentences.

Краткие теоретические положения:

Предлог - это служебное слово, выражающее отношение существительного или местоимения к другим словам в предложении. Эти отношения бывают: пространственные, временные, причинные, целевые и др.

Формы предлогов:

По своей форме предлоги делятся на следующие группы: 1) Простые предлоги, например: in в, через; to к, в; at за, у, в; by около; with с.

2) Сложные предлоги, образованные путем словосложения, например: into в; inside внутри; before перед; behind за; upon на; throughout через.

3) Составные (или групповые) предлоги, которые представляют собой сочетание существительного, прилагательного, причастия или наречия с простым предлогом или союзом, объединенные единым значением. Например: as far as до; as for что касается; because of из-за; in case of в случае; in front of перед of (кого? чего?) родительный падеж

3. Вставьте пропущенные предлоги в предложения. (in, on, at, for)

1. I live ... Washington.
2. His glasses are ... the table.
3. She took an apple ... her child.
4. The meeting begins ... five.
5. Look ... him!
6. ... the contrary he wanted to come.
7. May I come ...?
8. We're going to visit a theatre ... Saturday.
9. Kate was born ... 1986.

10. He lives ... the second floor.
11. We have done our task ... that moment.
12. My birthday is ... July.
13. She returns ... time.

4. Вставьте пропущенные предлоги в предложения. (to, by, over, into)

1. When we came the game was ...
2. He went ... school.
3. She came ... my room, no resolution.
4. The book was brought ... the girl.
5. The pencil belongs ... me.
6. The document was signed ... the director.
7. The ball fall ... the water.
8. She is going ... the sea.
9. Repeat the texts ... again.
10. He quickly climbed ... the fence.
11. I think ... your propositions.
12. The sunny weather will be all ... the country.

Вариант 1.

1. Translate the words into English: засуха, сбрасывать мусор, быть вредным, землетрясение, глобальное потепление.

2. Match the word and its definition and translate them into Russian:

a) fertilizer	1) is an illness which may cause death
b) cancer	2) means to spread widely in all directions by throwing
c) to scatter	3) usually white, grey or black gas produced by things butning
d) smoke	4) is a natural or chemical substance that is put into the soil to make crops grow better

3. Try to match up the adjectives in column A with the nouns in column B to form meaningful phrases and translate them:

A		B
1.	Various	Ways
2.	Environmental	Problem
3.	Serious	Beauty
4.	Radioactive	Warming
5.	Disastrous	World
6.	Nuclear	Processes
7.	Global	Pollutant
8.	Dangerous	Pollution
9.	beautiful	Weapons
10.	Natural	Substance

4. Put the words in the following sentences in order and translate them into Russian:

1. can, highly, be, radiation, dangerous.
2. should, governments, laws, enforce.

Вариант 2.

1. Translate the words into English: озоновый слой, парниковый эффект, наводнение, голод, катастрофа.

2. Match the word and its definition and translate them into Russian:

a) waste	1) is a chemical substance used to kill small animals or insects that harm the crops
b) illness	2) used, damaged or unwanted substance
c) pesticide	3) unhealthy state of the body or mind
d) noise	4) sound, especially unwanted or meaningless unmusical sound

3. Decide which of the verbs A collocate with the nouns B and translate the phrases:

A	B
1. To pollute	The soil
2. To poison	The vehicle
3. To damage	Pollution
4. To kill	The air
5. To ruin	The water
6. To cause	Crops
7. To grow	The destruction
8. To operate	Fish
9. To provide	Jobs
10. To reduce	The beauty

4. Put the words in the following sentences in order and translate them into Russian:

1. can, gradually, be, pollution, reduced.
2. should, enterprises, activities, polluting, certain, reduce.

Практическое занятие № 42

Тема: «Защита окружающей среды. Современные эко-проекты в дизайнерской сфере. Выполнение упражнений. Письмо».

1. Read out, translate the text:

Green design is the catch-all term for a growing industry trend within the fields of architecture, construction, and interior design. Also referred to as “sustainable design” or “eco-design”, the broad principles of green design are

fairly simple: choose energy efficiency wherever possible; work in harmony with the natural features and resources surrounding the project site; and use materials that are sustainably grown or recycled rather than new materials from non-renewable resources.

Building materials may be sought within a 500-mile radius of the building site to minimize the use of fuel for transportation. The building itself may be oriented a particular direction to take advantage of naturally occurring features such as wind direction and angle of the sun. When possible, building materials may be gleaned from the site itself; for example, if a new structure is being constructed in a wooded area, wood from the trees which were cut to make room for the building would be re-used as part of the building itself. Taking advantage of available natural light reduces dependence on artificial (energy-using) light sources. Well-insulated windows, doors, and walls help reduce energy loss, thereby reducing energy usage.

Low-impact building materials are used wherever feasible: for example, insulation may be made from low VOC (volatile organic compound)-emitting materials such as recycled denim, rather than the fiberglass insulation which is dangerous to breathe. To discourage insect damage, the insulation may be treated with boric acid. Organic or milk-based paints may be used.

Architectural salvage and reclaimed materials are used when appropriate as well. When older buildings are demolished, frequently any good wood is reclaimed, renewed, and sold as flooring. Many other parts are reused as well, such as doors, windows, mantels, and hardware, thus reducing the consumption of new goods. When new materials are employed, green designers look for materials that are rapidly replenished, such as bamboo, which can be harvested for commercial use

after only 6 years of growth, or cork oak, in which only the outer bark is removed for use, thus preserving the tree.

Good green design also reduces waste, of both energy and material. During construction phase, the goal is to reduce the amount of material going to landfills. A sturdily designed building also helps reduce the amount of waste generated by the occupants as well, by providing on-site solutions such as compost bins to reduce matter going to landfills.

To reduce the impact on wells or water treatment plants, several options exist. "Greywater", wastewater from sources such as dishwashing or washing machines, can be used to flush toilets, water lawns, and wash cars. Rainwater collectors are used for similar purposes, and some homes use specially designed rainwater collectors to gather rainwater for all water use, including drinking water.

Vocabulary and Grammar Tasks

1. Find in the text the English for:

эко-дизайн, дизайн интерьера, строительная площадка, воспользоваться преимуществом, направление ветра, рубить деревья, сократить потерю энергии, дышать, сносить старые здания, потребление, выращивать для коммерческой цели, спустить воду в туалете, поливать лужайки, собирать дождевую воду, быстро испаряющийся материал, изоляционный материал, борная кислота, тщательно подбирать, стекловолокно.

2. Complete the blanks with the correct form of the word in brackets.

1. During construction phase, the goal is to... the amount of material going to landfills. (*reduction*)
2. Fiberglass is... to breathe. (*danger*)
3. To discourage insect damage, the insulation may be... with boric acid. (*treatment*)
4. Green design is the catch-all term for a... industry trend. (*growth*)
5. A broad principle of green design is to... energy efficiency wherever possible. (*choice*)
6. Many other parts of older buildings are reused to reduce the... of new goods. (*consume*)
7. When new materials are... green designers look for materials that are rapidly replenished. (*employ*)
8. Taking advantage of available natural light reduces... on artificial light sources. (*depend*)
9. Well-insulated doors reduce energy. (*loss*)
10. The building may be... to take advantage of wind direction and angle of the sun. (*orientation*)

3. Make Second Conditional or Mixed Conditional sentences for each of the following situations. Begin with the words given.

1. We work in harmony with the natural resources. We use recycled materials. *If...*
2. We seek building materials within a 500-milliradius of the building site. We minimize the use of fuel for transportation. *If...*
3. A new structure is being constructed in a wooded area. Building materials may be gleaned from the site itself. *If building materials...*
4. We use wastewater from dishwashing or washing machines. We reduce the impact on wells. *If...*
5. We demolish older buildings. Any good wood is reclaimed, renewed, or sold as flooring. *If...*
6. We don't cut trees to make room for the building. We use them as part of the building itself. *If...*
7. We take advantage of available natural light. We reduce dependence on artificial light sources. *If...*
8. We use well-insulated windows. We reduce energy usage. *If...*
9. We don't use volatile organic compounds emitting materials. It will be dangerous to breathe. *If...*

10. Were use many parts of old buildings. We reduce the consumption of new goods. If...

Практическое занятие № 43

Тема: «Активизация лексики в упражнениях по теме. Проект «Эко-дом»».

1. Put the words in the following sentences in order.

1. reduces/green/of/and/energy/ material/good/design/waste;
2. rainwater/some/use/homes/designed/collectors;
3. VOC-emitting/insulation/may/ made/be/from/ materials;
4. doors/walls/well-insulated/help/windows/loss/reduce/energy;
5. may/organic/be milk-based/or/used/paints;
6. oak/in/cork/the/only/outer/is removed/bark/use/for;
7. toilets/wastewater/dishwashing/machines/flush/be/can/used/from/washing/ to;
8. fiberglass/dangerous/insulation/breathe/to/is;
9. building/ itself/ wood/ the/ trees/ wood/ from/ can/ re-used/ be/ as/ part/ of;
10. growth/bamboo/harvested/can/commercial/after 6/only/be/for/use/years/of.

2. Complete the table

objects of environment damage	reasons	consequences	anti-pollution measures
forests	acid rain, cutting down trees, fires	forest shortage, disappearance of flora and fauna, lack of oxygen	proper personal behavior, preserving the forests
soil		damage to wildlife, disappearance of flora	
water			
air			
wildlife			

2. Represent your project “Eco-house” (the model of a society behavior when nature and environment are protected).

Практическое занятие № 44

Тема: «Эргономические аспекты дизайн-проектирования. Изучение лексических единиц по теме».

1. Read the text

Tricia Foley, author, editor, and product designer loves natural colors and vintage linens. She employs a simple decorating style that is both practical and personal. Showcased in the book, *Designer In Residence*, her house is a study of simplicity and restraint. It was constructed from stock lumber and easily available parts. The room welcomes guests all summer long with an interior in white, beige, tan, and other natural colors and accessories. She notes; *"A classic neutral color scheme creates a soothing background for the life you lead in your home, surrounded by the things that have meaning to you."* If you love the idea of simple vintage decor, you will want to hear what else Tricia has to say about decorating...

Q. *What are some of the common decorating mistakes made by homeowners? What is your advice on how to avoid or correct those mistakes?*

Tricia Foley: "I think that many people try to copy what's trendy rather than trusting their own

personal style in decorating a home and then the look doesn't last. If you're really not sure about making decorating decisions, keep a file of pictures of favorite rooms culled from books and magazines to help narrow it down.

"In terms of color for walls, I always do a test patch and live with it to see how the color responds to the light and with the existing furnishings. It's also important to put it all together and make sure that your color palette is compatible and that you're not acquiring furniture and accessories in bits and pieces that don't work together."

Q. What would be your recommendation for "what to do first" in a decorating project?

Tricia Foley: "It makes sense to follow the architectural style of the space. Determine the function of the room and really think about how you will use it. Then furnish it appropriately for those uses. Finally, layer of your own personal style – not someone else's. Aim for personal comfort as well as visual appeal level."

vintage – 1) старинный, классический; 2) устаревший, старомодный; 3) стиль винтаж

lumber – ненужные громоздкие вещи, брошенная мебель и т. п.; хлам

to lead a life – вести, проводить жизнь

homeowner – владелец дома, домохозяин

to trust - доверять

patch – клочок, лоскут, обрывок; обрывок, отрывок, обломок

to cull – отбирать

to respond – отвечать, реагировать; соответствовать

2. Find the English equivalents in the text

полотна, простота, сдержанность, легкодоступный, желто-коричневый, аксессуары, мягкий фон, вид, совместимый (сочетаемый), пространство, соответствующее, определить назначение, обставлять мебелью, уровень визуальной привлекательности

3. Find the synonyms to the following words:

old-fashioned, useful, individual, was built, to greet (to salute), recommendation, to imitate, stylish, room, convenience

4. True or false?

- 1) Tricia Foley, author, editor and designer, is very fond of vintage décor.
- 2) Tricia thinks that nowadays it is widespread that homeowners imitate someone else's style.
- 3) Tricia usually hangs wallpaper in the room without doing a test patch.
- 4) It is very important for the interior design that furniture and accessories go well together.
- 5) You can get personal comfort even if the space of the room is not appropriately used.

5. Fill in the gaps with the following words: *compatible, accessories, background, visual, space, comfort, to construct, palette, to furnish, furniture.* Then make up your own sentences with the words.

- 1) She was wearing a pastel green costume with white
- 2) The building company ... this magnificent bridge.
- 3) He paints from a ... consisting almost exclusively of grey and mud brown.
- 4) One can live in ... in such alluring interior.
- 5) It cost a fortune for us ... our new flat.
- 6) The ... arts are painting, dancing etc., as opposed to music and literature.
- 7) This design project is not ... with others because of its new approach.
- 8) That old French table is a very valuable piece of
- 9) We'll have to clear some ... to make room for the new sofa.
- 10) This young man is a very ... interior decorator.
- 11) The mountains and the dale form the ... in this picture.

6. Match the words to their definitions:

- | | |
|----------------|--|
| 1) background | a) a flat board used by artists to mix paints |
| 2) accessories | b) cosy, convenient, |
| 3) palette | c) the scenery or space behind the objects in a picture |
| 4) space | d) the large movable articles, such as chairs and tables, that equip a room or house |
| 5) comfortable | e) area, room |
| 6) furniture | f) a supplementary part or object |

7. Translate into English:

- 1) Она предпочитает естественные цвета при оформлении интерьеров.
- 2) Этот дизайнер любит использовать простой стиль, так как он помогает создать мягкий основной фон для декора.
- 3) Обычно владельцы домов копируют то, что модно, а не используют свой индивидуальный стиль при оформлении интерьера.
- 4) Очень важно, чтобы цветовая палитра соответствовала мебелировке и аксессуарам интерьера.

8. Give your own design recommendations using the following phrases from the text:

to employ a ...decorating style

to welcome the guests with an interior in ... colours

to create a ... background for the life you lead

to surround oneself with the things that have meaning

not to copy someone else's style in design

to trust one's own taste (style)

to make decorating decisions

to collect pictures of favourite rooms from books and magazines

to do a test patch on the wall

to respond to the light and with the furnishings

to be compatible with

to follow the architectural style of the space

to furnish appropriately for uses

Практическое занятие № 45

Тема: «Эргономические аспекты дизайн-проектирования. Чтение, перевод, выделение информации в тексте».

1. Read the text

Q. What tips do you have on themes, fabric and color choices, window treatments, furniture, etc. when decorating a long lasting room for a young child?

Tricia Foley: "First I would consider the existing style of the home. When working with a traditional home, I would tend to use a softer color palette that works with the rest of the house or apartment. If the family has a more modern sensibility, a clean bright color palette would be more in keeping with their aesthetic. There are so many wonderful choices available from mail order catalogs these days. You'll find furnishings that are affordable and have classic styling that can be used in children's rooms or family rooms."

Q. What trends do you see in room décor for kids in colors, themes, furnishings, etc.?

Tricia Foley: "I see children's rooms as part of the home, not so much a separate world. I would design the space so that it visually belongs to the rest of the family spaces. It should also be a

comfort zone for children and a place for them to express themselves with their own things — there are lots of great storage units, armoires, bins, etc. that are perfect for kids rooms."

mailordercatalog – каталог для заказов по почте

affordable – возможный; допустимый; по средствам

storageunits – хранящиеся вещи

armoires – зд. арсенал (вещей)

2. Find the English equivalents in the text:

оформление окон, иметь склонность к, восприимчивость, классический дизайн, отдельный мир, спроектировать пространство, выражать себя

3. Choose two synonyms for the words:

- | | | |
|-------------|---------------|-----------------|
| 1) fabric | a) advice | f) material |
| 2) tip | b) cloth | g) contemporary |
| 3) modern | c) cosy | h) detached |
| 4) separate | d) convenient | i) hint |
| 5) comfort | e) up-to-date | j) isolated |

4. Make up sentences with the following phrases:

trend – (курс, направление; общее направление, тенденция)

to create, start a trend — задавать направление

general trend — общее направление

growing trend — развивающаяся тенденция

recent, new trend — недавняя, новая тенденция

5. Fill in the gaps with the following phrases: *fabric and color choice, comfort zones, classic styling, to use a softer color palette, to design the space.*

- 1) The interior decorator tried ... so that there would be ... for work and recreation.
- 2) All the elements of the ornament in the window treatment were of
- 3) This designer tends ... while decorating bedrooms.
- 4) The leading decorator of the firm can give you a tip on ... in any design project.

6. Translate into English:

- 1) При оформлении комнаты для ребенка необходимо использовать определенные цвета, ткани, мебель.
- 2) Обычно естественная цветовая палитра хорошо сочетается с любым декором интерьера.
- 3) Очень важно спроектировать пространство детской комнаты должным образом.

7. Describe the design of a room for a child. Use the following phrases:

to use a softer color palette

a comfort zone

to design the space

zones for studying and recreation

to use a clean bright color palette

trends in room décor

to work with the rest of the room

classic styling

Практическое занятие № 46

Тема: «Эргономические аспекты дизайн-проектирования. Выполнение упражнений. Письмо».

1. Read the text

Q. Many people like the idea of updating their interiors for the seasons. What techniques do you use

to transition your home from winter into spring/summer?

Tricia Foley: "I have a simple shades of white interior in my little country house that is a great backdrop for the changing seasons. In spring a bucket of bright yellow forsythia is usually blooming. Summer brings piles of shells and stones from walks on the beach. I also love to have jugs of roses from my garden all over the house. I roll up the rugs and put away the flannel sheets and comforters. Fall brings out wool throws draped over chairs, a fire in the fireplace, and bittersweet branches to bring a little bit of the outdoors inside. The holiday season is always a white Christmas for me. Amaryllis and paperwhites are potted with moss. Then I use greens and simple white lights on the tree."

Q. What decorating techniques/ideas/projects would you recommend to a homeowner who wants to rev up the look of a bedroom or living room for spring, without spending a fortune?

Tricia Foley: "I find that all my friends are simplifying and just having the things they love around them. I find that clutter is so distracting and high maintenance. When you have a simple backdrop, it is easy to change a look with sheets, flowers, or arranging a collection in a new way. Sometimes, you don't even appreciate what you have, when you have too much around!"

shell – раковина, ракушка

comforter – амер. стеганое ватное одеяло

fall – амер. осень

bringout – вытаскивать

topot – сажать в горшок

moss – мох

torevup – зд. оживлять

clutter – суматоха, неразбериха

2. True or false?

- 1) Homeowners usually change the interiors of their homes during winter.
- 2) Tricia prefers white colours in decorating her country house.
- 3) Tricia tells about decorating of the house during all the seasons of the year.
- 4) Tricia decorates her house with white colours only in winter.
- 5) In Tricia's opinion a simple design background of your home is a perfect base for any stylish change of the interior.

3. Find the English equivalents in the text:

обновление, переход, оттенки, сворачивать ковры, шерстяные покрывала, без особенных денежных трат, упрощать, отвлекающий, поменять вид, ценить

4. Match the words to the definitions, then fill in the gaps with these words in an appropriate form:

- | | |
|-----------------------|---|
| 1) to update | a) to cover or decorate with folds of cloth |
| 2) technique | b) to put into a correct, pleasing order |
| 3) shade | c) in the open air |
| 4) to drape | d) a slight darkness; a degree of variety of colour |
| 5) to spend a fortune | e) a method of doing something |
| 6) to arrange | f) to make more modern |
| 7) outdoors | g) to waste money |

- 1) He seems ... on decorating his flat.
- 2) They tried ... the look of the room before Christmas holidays.
- 3) The walls in this room ... in the finest silk.
- 4) This artist uses light and ... to good effect.
- 5) They want ... furniture in an appropriate way so that there will be a lot of space.

- 6) If you want to learn to paint, I suggest you study Raphael's
- 7) She hates spending weekend ... , that's why she goes camping every chance she gets.
- 8) It was painted in various ... of blue.

5. Translate into English:

- 1) Многие люди любят обновлять интерьер помещений для каждого времени года.
- 2) Дизайнер использует специальные техники для сезонного декора интерьера.
- 3) Если интерьер имеет основной простой фон, то мы можем легко изменить внешний вид интерьера при помощи различных декоративных дополнений (аксессуаров).

6. Work in pairs and discuss season decorating of the interior. Use the following phrases:

to update the interior

to use decorating techniques / ideas

season décor

winter (spring ...etc.) decoration of the house

different shades of ...

to rev up the look

to change a look with ...

to arrange in a new way

7. Project. Work in groups and draw up a design project of decorating the room for a season (winter, spring, summer and autumn), represent your design solutions.

Практическое занятие № 47

Тема: «Эргономические аспекты дизайн-проектирования. Герундий».

1. Read the text

Q. Most of us are always eager to know what are the "latest" color, design, and furnishings trend. Can you comment on what you see in trends and how homeowners might create interiors that are up-to-date but classic?

Tricia Foley: "Again, it's never made sense to me to create a Southwestern style home or a farmhouse look in a high rise apartment building in a city. My main objective is to design a space appropriately so it makes sense. Then everything seems to fall into place visually. A classic neutral color scheme creates a soothing backdrop for the life you lead in your home. Surround yourself with the things that have meaning to you. Although I've seen beautiful red living rooms and soft pink bedrooms that I've loved, I don't think I would want to live in them every day. A bunch of red tulips or bouquet of pale pink peonies in a neutral room does the trick for me!"

Q. Bookshelves are a wonderful place to display everything from collectibles and photographs to books and boxes. However, many homeowners find accessorizing a bookcase somewhat intimidating. Do you have any tips or advice for someone who would like to avoid the straight rows of books?

Tricia Foley: "I don't find anything wrong with rows of books in bookcases. If there are family photos or collections that need a place, I find that keeping them organized in groups makes more of a statement, instead of being scattered around on shelves."

to be eager – страстно желать

fall into place – становиться ясным, понятным; встать на свое место

intimidating – устрашающий, пугающий

to scatter – разбрасывать, раскидывать

2. Find the English equivalents in the text:

обстановка, современный, соответствующе, зрительно, окружить, вводить в заблуждение, снабжение аксессуарами, прямые ряды

3. Find the synonyms to the following words:

multi-storied, my chief aim, calming, to have significance, to demonstrate, collections, in place of

4. True or false?

- 1) Usually people have a lot of interest in the most stylish trends in interior design.
- 2) Tricia thinks that there is no sense in creating a country style décor in a flat situated in a multi-storied house in a city.
- 3) In the designer's opinion, it is necessary to narrow the space of a room.
- 4) Tricia prefers to use a softer colour palette in interior design.
- 5) In her interior design, Tricia tries to avoid straight rows of books on the bookshelves.

5. Answer the questions to the text:

- 1) Are you interested in the "latest" color, design, and furnishings trend?
- 2) Is it difficult to design a space in an appropriate way? Why?
- 3) How can we create a soothing backdrop?
- 4) What do you usually place on the bookshelves at home?

6. Match the words to their definitions, then fill the gaps with the appropriate form of these words. Some of these words can be used twice and some of them are not used at all:

visually, homeowner, shelf, latest, apartment, trend, objective, to comment

- a) ... is a general tendency or direction, fashionable style.
- b) ... means "to remark or express an opinion".
- c) ... means "most recent, modern, or new".
- d) ... means "in appearance".
- e) ... is a person who owns the home in which he or she lives.
- f) ... is any room in a building.
- g) ... is an aim or purpose.
- h) ... is a board fixed horizontally against a wall for holding things.
- 1) He is quick to realize any new ... in fashion.
- 2) This décor in Pop Art style is the ... fashion in interior design.
- 3) The chair is very pleasing ..., but it is rather uncomfortable.
- 4) It was a huge ... with all modern conveniences.
- 5) This painter is considered a creator of a new ... in art.
- 6) The designer's main ... is to decorate the room in the trendiest way.

7. Translate into English:

- 1) Владельцы домов используют самые последние направления в дизайне интерьера.
- 2) Если правильно спроектировать пространство интерьера, то все встанет на свои места.
- 3) Если вы хотите иметь вокруг себя приятную, мягкую атмосферу, вы должны окружить себя вещами, которые имеют для вас значение.
- 4) Вы можете поставить на полки различные коллекции, фотографии, книги.

8. Compare up-to-date and classic styles in interior design.

The classic interior is usually ...

I think...

As a rule, up-to-date interiors tend to be ...

In my opinion...

The latest trends in design are the following: ...

If I'm not mistaken

to combine modern and classic style in

As far as I know...

9. Перепишите следующие предложения. Подчеркните в каждом из них герундий или отглагольное существительное. Переведите предложения на русский язык.

1. On reading the article he made a short summary of it.
2. Without waiting for the answer he turned and left us.
3. He thinks of reading his report at the next conference.
4. The students made a good progress in understanding and speaking English.
5. We discussed different methods of teaching foreign languages.

Практическое занятие № 48

Тема: «Дизайн продукции и услуг. Понятие «промышленный дизайн» и «дизайн систем». Изучение лексических единиц по теме».

1. Read out, translate the text:

Industrial Design is an applied art whereby the aesthetics it improves usability of products. Design aspects specified by the industrial designer may include the overall shape of the object, the location of details with respect to one another, colour, texture, sounds, and aspects concerning the use of the product ergonomics. Additionally, the industrial designer may specify aspects concerning the production process, choice of materials and the presentation of a product to the consumer at the point of sale. Industrial designers make exclusive the visual design of objects. An industrial design consists of the creation of a shape, configuration or composition of pattern or colour, or combination of pattern and colour in three-dimensional form containing aesthetic value.

The use of industrial designers in a product development process improves usability, lowers production costs and leads to the appearance of more appealing products. It is important that in order to be an *Industrial Design* the product has to be produced in an industrial way, for example, an artisan cannot be considered an industrial designer, although he may challenge the same aspects of a product.

Some industrial designs are viewed as classic pieces that can be regarded as much as work of art as works of engineering.

Industrial design has a focus on concepts, products and processes. In addition to aesthetics, usability and ergonomics, it can also include the engineering of objects, usefulness as well as usability, market placement and other concerns.

Product Design and Industrial Design can overlap into the fields of interface design, information design and interaction design. Various schools of Industrial Design and/or Product Design may specialize in one of these aspects, ranging from pure art colleges (product styling) to mixed programmes of Engineering and Design, to related disciplines like exhibit design and interior design.

Definition of Industrial Design. According to the ICSID (International Council of Societies of Industrial Design): "Design is a creative activity whose aim is to establish the multi-faced qualities of objects, processes, services and their systems in whole life-cycles. Therefore, design is the central factor of innovative humanization of technologies and the crucial factor of cultural and economic exchange".

artisan – кустарь, мастеровой, ремесленник

to specify – точно определять, устанавливать

concerning – касательно. Относительно

to challenge – 1) ставить под вопрос, оспаривать; 2) бросать вызов, вызывать; провоцировать

usability – пригодность, применимость

tooverlap – частично совпадать
related – связанный, родственный

2. Find the English equivalents in the text:

Прикладное искусство, форма объекта, расположение, производственный процесс, потребитель, пространственный (трехмерный), рисунок (узор), производственные цены, произведение инженерного искусства, концентрируется на (обращает внимание на), творческая деятельность, жизненные циклы

3. True or false?

- 1) Industrial design can help to improve usability of products.
- 2) Industrial design has no aesthetic value.
- 3) There are not any works of art among industrial designs.
- 4) Industrial design pays much attention to the aesthetic value of products.
- 5) Pure art colleges usually do not have any specialized programme for industrial design.

4. Answer the questions to the text:

- 1) What is industrial design? What does it deal with?
- 2) What does industrial design help to improve?
- 3) What aspects does an industrial designer usually pay attention to?
- 4) What does industrial design have focus on?
- 5) Does industrial design concentrate only on aesthetic, usability and ergonomics?
- 6) In what aspects can industrial design specialize?

Using the answers to the questions retell the text about Industrial Design (7-8 sentences).

5. What word is not a synonym?

- | | |
|------------------|--|
| 1) to improve | a) to perfect
b) to develop
c) to create |
| 2) overall | a) everywhere
b) universal
c) general |
| 3) consumer | a) seller
b) user
c) buyer |
| 4) appealing | a) fascinating
b) appreciative
c) attractive |
| 5) various | a) multi-faced
b) different
c) another |
| 6) crucial | a) important
b) decisive
c) innovative |
| 7) configuration | a) confection
b) form
c) shape |
| 8) composition | a) combination
b) formation
c) component |

6. Match the definitions to the words:

- 1) ... is a frame which supports the painting during its progress.
 - 2) ... is a copy of a work of art.
 - 3) ... is any public announcement designed to sell goods or publicize an event.
 - 4) ... is a large printed picture..
 - 5) ... is a picture or diagram used to explain or decorate a text.
 - 6) ... is the visual arts based on drawing or the use of line.
 - 7) ... is a mental picture of someone or something produced by the imagination or memory.
 - 8) ... is the ideas, customs, and art of a particular society.
 - 9) ... is a state of peaceful agreement and cooperation.
 - 10) ... is the study of the rules and principles of art.
 - 11) ... is a branch of commercial enterprise concerned with the manufacture of a specified product.
 - 12) ... is the study of the relationship between workers and their environment.
 - 13) ... is a person who buys goods or uses services.
 - 14) ... is a distinct feature or element in a problem or situation.
- poster, industry, reproduction, aesthetics, culture, advertisement, aspect, image, ergonomics, harmony, easel, consumer, illustration, graphic arts

7. Fill in the gaps with the following words: form, combination, composition, texture, pattern, colours, colour,

- 1) "What ... is the paint you bought?" "It's red."
- 2) The cloth has a ... of red and white squares.
- 3) This picture is painted in dark
- 4) The ... of the painting is very graceful.
- 5) The rough ... of this material does not let us to use it in our work.
- 6) That was a badly designed ... of the product.
- 7) The amazing ... of these colours in this painting produces a unique effect.

Практическое занятие № 49

Тема: «Дизайн продукции и услуг. Понятие «промышленный дизайн» и «дизайн систем». Чтение, перевод, выделение информации в тексте».

1. Readout, translate the text:

Outlets for communications systems provide the contemporary designer with a great deal of his work. It is so often forgotten that a telephone, or a radio, or a television set are meaningless objects in themselves and meaningful only if we think of them in terms of organizational and technological complexities.

Of the three objects, the telephone has the longest history. It also bridges the gap between objects that have to accommodate themselves to the shape of the human body, and those where ergonomic considerations are only secondary. Early telephone designers thought of speaking and listening as two quite separate activities, and designed accordingly. In addition, automatic exchanges were not yet in use, and they did not have to think of ways to accommodate an additional feature, the dial.

A revolution in telephone design took place in the early 30s, and was pioneered in Scandinavia. The engineers decided to use bakelite, as plastic made it easy to achieve complex curves which were hard to make in metal, but the actual design was the work of a young artist with no engineering background. Jean Heiberg had recently returned from Paris to become Professor at the National Academy of Fine Art in Oslo. The design he came up with had architectural overtones, but the total concept was so successful in gaining acceptance from the public that it was exported all over the world, and in Britain various versions of it have continued

in current use until the present day.

Telephones brought a number of subsidiary design problems. The most complex of these were connected with the public, coin-operated phone. There was first of all the need to devise a coinbox mechanism sturdy enough to resist thieves and vandals and simple and reliable in operation. There was also the question of independent housing for public telephones, when these were not to be installed in buildings that already had a major role of their own. In Britain, telephone kiosks evolved from the early 20s towards the 1935 design which until recently remained standard.

The radio-set gives the consumer a way of linking himself to a different kind of communication system. During the pioneering days of radio in the early 20s, listeners used headphones linked to crystal sets. Listening to the radio was a solitary experience, and set themselves looked like laboratory equipment.

The invention which brought the industrial designer into the picture was the valve-receiver which could be used to power a loudspeaker. This turned listening into a social act – indeed, for a long time people always faced towards the set when they listened, as if it were another person in the room, talking to them. In the late 20s, a radio had come to be regarded as a standard item of home furnishing.

In the 30s the British firm of Ekco began to use distinguished modern architects to design cabinets. Serge Chermayeff did a notably simple design in plywood in 1933, and this was followed the next year by Wells Coates's revolutionary design in bakelite.

The real transformation of radio design came about, not through the efforts of eminent industrial designers, but through technological advances that in turn brought a fresh wave of changes not only in how radio-sets looked, but in how they were used and in purchaser's attitudes towards them. The invention of the transistor made it possible to miniaturize the set to an extent that the designers of the 30s would have found unimaginable. In August 1955, the Japanese firm of Sony introduced the world's first mass-produced all-transistor radio – the TR-55. The innovation swept the world market. The German firm of Braun, for example, produced two notable designs that combined a radio and a record-player in a single unit. A battery-operated pocket-size version was designed in 1959 – the two parts coupled together for carrying, but could be separated in use. This was the predecessor of the combined cassette player and radio designed to be hooked to the belt and listened to through lightweight headphones that has become an emblem of a free, youthfully independent life-style in the short period since it was first introduced. Another notable Braun design dates from 1962, and also combines a radio and a record-player.

During the past 20 years the design of television sets has followed the same general physical and psychological pattern as that of radios. The first all-transistor television set was introduced by Sony in 1959 and started the transformation of television from something used for communal viewing into an object of solitary contemplation. Combining a radio and a television set in the same housing gave the way to another contemporary trend – that of bringing together two or more functions in the same electronic device.

Vocabulary and Grammar Tasks

1. Find in the text the English for:

коммуникационные системы, бесполезный предмет, организационная и технологическая комплексность, “навести мосты”, эргономические со-ображения, дополнительный признак, архитектурный отенок, получить признание, детекторный приемник, отдельный процесс, лабораторное оборудование, технологический прогресс, предшественник чего-либо, независимый образ жизни, физическая и психологическая комбинация, электронное оборудование.

2. Put the words in the right order to make up a sentence.

1. telephone/thought/early/quite/separate/listening/speaking/and/of/as/two/designers/ activities.

2. brought/of/a/number/design/problems/telephones/subsidiary.
3. the/the/a/a/radio-set/communication/kind/consumer/way/system/gives/linking/himself/different/ to/of/of.
4. be/in/20s/item/radio/come/regarded/as/a/the/to/a/standard/of/had/home/late/ furnishing.
5. possible/the/miniaturize/of/the/made/it/to/transistor/the/set/invention.
6. the/radio/firm/of/produced/notable/that/combined/a/two/a/record-player/Braun/in/a/single/German/ unit/designs/ and.
7. television/introduced/the/all-transistor/set/Sony/was/in/1959/by/first.
8. the/pioneering/of/during/listeners/used/crystal/radio/headphones/to/days/ sets/linked.
9. there/the/to/a/coinbox/to/vandals/resist/devise/was/mechanism/thieves/and/need.
10. radio/a/listening/the/was/experience/solitary/to.

3. Write questions for these answers.

1. Outlets for communications systems provide the contemporary designer with a great deal of his work. (What...?)
2. Early telephone designers thought of speaking and listening as two quite separate activities. (Who...?)
3. A revolution in telephone design took place in the early 30s, and was pioneered in Scandinavia. (When...?)
4. The real transformation of radio design came about, not through the efforts of eminent industrial designers, but through technological advances that in turn brought a fresh wave of changes. (How...?)
5. A battery-operated pocket-size version was designed in 1959. (Alternative)
6. Serge Chermayeff did a notably simple design in plywood in 1933. (General)

Практическое занятие № 50

Тема: «Дизайн продукции и услуг. Понятие «промышленный дизайн» и «дизайн систем». Письмо. Страдательный залог».

1. Read out, translate the text:

Business design

The design of office equipment is now quite closely related to the design of the electronic equipment used in the home. In many cases they all belong to the same technological family. The office dictaphone, for example, has undergone the same process of first tidying up, and then miniaturization, as the radio. And one exists to record sound, the other to transmit it. The eponymous Dictaphone Type A, current in 1934, exposes virtually all its work to the public gaze, including the spare cylinders stored beneath the actual mechanics. When it was redesigned the designer did nothing to the way in which it functioned, but a good deal to improve the way it looked. It remained, however, a fairly bulky item of furniture.

What really changed the nature of dictating machines was the coming of the battery-powered recorder. The smallest of these were enough to be slipped in a pocket, and certainly into a briefcase, and did not require an external microphone. The busy executive could take one with him anywhere. Essentially the process whereby the dictaphone evolved was one in which the designer followed rather than led. He tried to find appropriate forms for the possibilities which technologists made available.

The first rotary duplicator was introduced in 1903, and it was manually operated. It has the technical simplicity, directness and functional logic of the best early typewriters. Like them, it kept the working parts exposed so that they were easy to service.

These duplicators look remarkably primitive when compared to the photo-copiers which are now extensively employed. The duplicator with its waxstencil was something whose workings the operator could understand. The photocopying machine remains mysterious, and becomes steadily more so as it becomes ever more sophisticated. An even stranger fate is in the process of overtaking the typewriter. The Underwood No. 1 typewriter of 1897 was a sturdy basic machine designed to stand up to a lot of hard use. This and similar models set a standard which lasted for half a century, and were subject only to the kind of cleaning-up process which overtook design in the 30s. The first radical change was the electrification of the typewriter. It was very little different from a manual model from the user's point of view. There was another hiatus before the electric typewriter was followed in turn by machines which were not only electric but electronic. These models did away with the conventional array of keys, which was replaced by a golf-ball unit carrying the complete alphabet and any other necessary symbols. The final stage of the typewriter's evolution is the word processor. Here a use of computer technology enables the operator to record and store a text, and to recall and correct any part of it at will. Word processors are already undergoing the ritual process of miniaturization.

Computer technology now enables machines to undertake tasks which would have been considered impossible only a short time ago. Some of their functions are so complex that it still seems astonishing that they can be carried out mechanically.

Perhaps it is a reflection of the astonishment felt by the designers themselves that some computer designs carry inexpressiveness to a deliberate extreme. The box with its discreetly ranged set of keys yields its secret only to the thoroughly instructed and initiated. In fact, given the nature of microchips and of computer circuitry in general, it is in any case very difficult for the designer to seek for an expressive form.

Nevertheless, it must also be recognized that the industrial designer's role in creating such things has in fact altered to a remarkably small extent though the actual technology may now be much more advanced.

To accomplish his tasks successfully he has to think of two things—ergonomics in the broad sense (that is, not only the way in which human bodies are constructed but about things such as reaction time); and what the object itself is supposed to accomplish. His aim is to harness the user to the used in the smoothest, simplest and most painless way. This means taking into account mental states as well as physical facts. Office machines, like machines in the home or even in the factory, need less and less physical effort on the part of the user. But a machine will be tiring, or annoying to use if it is not possible to grasp quickly and easily a basic principle of use. Too many designs for office equipment fail because the equipment is efficient once you have mastered it, but impossible to fathom if you are unfamiliar with the way it operates. An important part of modern design work is, therefore, to discover ways of seeing it so that the object educates the user in terms of its own use. This in turn means that the designer is often the traditionalist as well as the innovator in a team which yokes the designer on the one side to the technologist or engineer on the other. The engineer is anxious to create a *tabula rasa*; the designer, perhaps surprisingly, must ask himself what is established in this particular field, and how people use it. It is much easier to teach someone to use a new machine if they can make a connection with a machine they already know how to use.

Vocabulary and Grammar Tasks

1. Find in the text the English for:

офисное оборудование, громоздкий предмет мебели, подходящая форма, управляемый вручную, техническая простота, функциональная логика, легкий в обслуживании, широко применяемый, радикальная перемена, конечная ступень эволюции, компьютерная технология, детально
инструктировать, принимать во расчет, физическое усилие, основной принцип.

2. Look through the text one more time and find the adjectives to each of the following nouns.

_____ family; _____ process;

_____ machine;	_____ effort;
_____ equipment;	_____ principle;
_____ form;	_____ technology;
_____ state;	_____ microphone;
_____ simplicity;	_____ item;
_____ array;	

3. Read the text and open the brackets using the appropriate tense form.

Television (not to be) with us all that long, but we already (begin) to forget what the world (to be) like without it. Before we (to admit) the one-eyed monster into our homes, we never (to find) it difficult to occupy our spare time. We (to use) to enjoy civilized pleasures. Now the monster (to demand) and (to obtain) absolute silence and attention. If any member of the family (to dare) to open his mouth during a programme, he quickly (to silence). Whole generations (to grow up) addicted to telly. Every day television (to consume) vast quantities of creative work. Television (to encourage) passive enjoyment.

4. Перепишите следующие предложения, подчеркните в каждом из них глагол- сказуемое и определите его видо-временную форму и залог. Переведите предложения на русский язык.

Вариант 1

1. The young engineers were shown a new laboratory by the dean.
2. Measures are being taken to save Lake Baikal.
3. The first radio set was invented by Popov.
4. The new technologies that are being developed must be connected with traditional ones.
5. Hydroelectric power plants are built on rivers.
6. The lowest temperature theoretically possible is called the absolute zero.
7. The new plastics will be mainly used as insulators in electrical circuit.
8. The number of cycles per second is called the frequency of the current.
9. In the electron tubes electrodes are placed into a glass or metal bulb.
10. These power stations have been connected by high voltage transmission lines into several networks.

Вариант 2

Перепишите следующие предложения, подчеркните в каждом из них глагол- сказуемое и определите его видо-временную форму и залог. Переведите предложения на русский язык.

1. The relay is placed close to the motor which is connected to its secondary circuit.
2. When an alternating current source is applied the diode begins to conduct.
3. Electronics has made a rapid progress. A further progress has been made in microwave systems.
4. New equipment had been installed in our shop when the designer returned to the plant.
5. The radar has been used for the automatic control of automobiles.
6. By the middle of the 19th century about 60 elements had been discovered.
7. By the end of this week the students will have conducted all the experiments. By 8 o'clock all the experiments will have been conducted.
8. Polymers are now being used to different purposes and new applications are being constantly developed.
9. Today plastics have been used to replace metals for certain applications.
10. When the engineer returned to the plant a year later new advanced technological processes had been used for producing synthetic leather.

Практическое занятие № 51

Тема: «Активизация лексики в упражнениях по теме. Проект «Макет продукта».

Designer's Materials Finishing Materials

1. Read out, translate the text:

The importance of finishing materials in construction is not in doubt - they not only make the buildings beautiful, but also help to protect their design from atmospheric and other environmental impacts.

Based on operating conditions can be select outdoors finishing materials and internal.

1. finishing (decorative) - include several species are either thin rolled material (linoleum, wallpaper), or plates of small thickness (ceramics, stone), or composition, put on a surface of thin (decorative plaster, lacquer, paint);
2. construction-finishing materials, bearing not only a decorative function, but are constructive elements (the blocks of glass, decorative concrete, facing brick);
3. specially-finishing materials and products - they are fulfill certain features: protect from noise, x-ray and etc.

As a rule, internal furnish of room begins from the ceiling. Modern decoration can be made from gypsum cardboard, plastic, wood, mirror plates or with the use of stretch ceilings, while building lighting elements.

Modern interior finishing of walls of room can be made from a wide array of finishing materials. The most simple finishing of walls consists in the plastering and colouring latex or glutinous paint or wall Wallpaper. Inner walls with using of gypsum cardboard, plastic, wood panels, artistic modeling, ceramic and glass tiles, natural stone, glassblocks and other materials the most difficult and time consuming. In addition, design walls often use a combination of many different materials, dividing the room into zones or outlining a design element from the General background.

Internal furnish of a floor, as a rule processed last. Parquet, laminate, linoleum, stone and ceramic tiles most common materials. Qualitatively executed interior finish of the floor to provide comfort and cosiness for many years.

Dictionary:

Finishing materials – *отделочные материалы*

Outdoors finishing materials – *наружные – отделочные материалы*

Internal finishing materials – *внутренние – отделочные материалы*

Construction - finishing materials – *конструкционно - отделочные материалы*

Specially - finishing materials – *специально-отделочные материалы*

Rolled materials – *рулонные материалы*

Concrete – *бетон*

Stone – *камень*

Plaster – *штукатурка*

Glassblock – *стеклоблок*

Cardboard – *гипсокартон*

Parquet – *паркет*

Laminate – *ламинат*

Latex paint – *водоэмульсионная краска*

Lacquer – *лак*

Stretch material – *натяжной материал*

Lighting – *освещение*

Exercises:

1. Find the following sentences in the text:

Важность отделочных материалов в строительстве не вызывает сомнений; внутренняя отделка

помещений начинается с потолка; одновременно устанавливаются элементы освещения; наиболее простая отделка стен заключается в оштукатуривании и окраске; в дизайне стен часто используют сочетания разных отделочных материалов; Внутренняя отделка пола выполняется в последнюю очередь.

2. Ситуативный диалог.

Вы обсуждаете разработку проекта дизайна комнаты с американским партнером.

Ответьте на его вопросы:

- Hello I'm a designer. I'm from America. I want to listen to your room's design-project. What do you start your project with?
- (Как правило, внутренняя отделка помещений начинается с потолка. Я предлагаю выполнить отделку потолка из зеркальных плит; из натяжного потолка с одновременной установкой элементов освещения)
- Ok, and what about the walls' furnishing?
- (Современная внутренняя отделка стен помещений может быть выполнена из широкого множества отделочных материалов. Мы оштукатурим и окрасим стены фиолетовым цветом)
- Not bad, let's get to the floor's furnishing.
- (Внутренняя отделка пола, как правило, выполняется в последнюю очередь. Мы предлагаем покрыть пол ламинатом темно-коричневого цвета)
- Very well! I liked your project. I agree to work with you further. Good bye, see you soon.
- Good bye.

3. Describe design-project of the room on the picture, using these phrases:

Опишите дизайн-проект комнаты по картинке, используя фразы:

Let's begin with... - давайте начнем с...

For the beginning... – для начала...

Process with... – выполнить из...

Finishing of the ceiling – отделка потолка

Finishing of the wall – отделка стен

Finishing of the floor – отделка пола

Практическое занятие № 52

Тема: «Портфолио современного дизайнера. Изучение лексических единиц по теме».

1. Give the Russian equivalent to the following English words and expressions:

career history	technical skills	reference	advantage
qualification	manage	complete	previous experience
suit	apply for a job	determine	responsibility
keep records	supplementary information	employment	include
background	details	highlight	possess

2. Give the English equivalent to the following Russian words and expressions:

указывать	краткое объяснение	краткое изложение
подчеркнуть, акцентировать	достижение	служебные обязанности
социальное страхование	цель	имеющий отношение
персональная база данных	приспособить для определенной цели	
работодатель	образование	обучение
семейное положение	внеаудиторная деятельность	текущий

3. Choose the right answer:

- 1) If you possess a strong background in the work world, you should begin with first.

- a) work experience b) education c) your first work position
- 2). is essential if you are applying for a new job or for promotion.
 - a) your education b) a CV c) career history
- 3) Your list of positions should be in
 - a) direct chronological order b) in indifferent order c) in reverse chronological order
- 4) You should attach to your resume for more detailed information.
 - a) covering letter b) a CV c) employment message
- 5) It is important to highlight your in your resume.
 - a) failures b) achievements c) negative information
- 6) If applying for a job where your academic record is important, list first.
 - a) work experience b) grades c) honors
- 7) Try and keep your CV
 - a) long b) relevant c) brief
- 8) Finally you should list in your resume.
 - a) academic record b) references c) previous employers

4. Answer the following questions.

- 1) What information you should indicate in your resume?
- 2) What is the standard practice to begin the resume with?
- 3) What information should you give in your covering letter?
- 4) What is a 'trick question'?
- 5) Give several key points concerning a job interview.

Практическое занятие № 53

Тема: «Портфолио современного дизайнера. Чтение, перевод, выделение информации в тексте».

1. Read out, translate the text:

The text is about ..., the text covers the problems of ..., the text Discusses the issues of ... etc.

Graphic designers

Graphic design is versatile. It may embrace a multitude of diverse design-related industries. However, on the whole design encompasses services provided by professional artists, designers and image makers. We think graphic design is not just a beautiful visual representation, but a science in its own right, with its own philosophy and history. It marries painter's art and analyst's precision. After all, any graphic design, operating non-verbal and visual symbols, may exert great influence on the audience.

Graphic designers - or graphic artists - plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using colour, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems -called environmental graphics - for business and government. An increasing number of graphic designers also develop material for Internet Web pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies. The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant

information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts. Graphic designers prepare sketches or layouts - by hand or with the aid of a computer - to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication. Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. Designers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to date computer and communications equipment is an ongoing consideration for graphic designers.

2. Define:

a) Synonyms to the following words: to produce, to determine, To consider, to gather, to perform, to identify, to continue, to develop, to prepare, to consult, to present, to assist, to review, To supervise, to complete, to devote;

b) Antonyms to the following words: effective, increasing, new, relevant, important, different, completed and considerable.

3. Make up sentences or word combinations with the following words:

Size, equipment, business, error, arrangement, sound, artwork, target, strategy, way, layout, approval, research.

4. Answer the questions:

1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?
6. Who do they present the completed design to?
7. Why do graphic designers use specialized computer software packages?

Практическое занятие № 54

Тема: «Портфолио современного дизайнера. Выполнение упражнений. Письмо. Страдательный залог».

1. Read out, translate the texts:

Text

Work environment

Working conditions and places of employment vary. Graphic designers employed by large advertising, publishing, or design firms generally work regular hours in well-lighted and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a

contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments.

Designers may work in their own offices or studios or in clients' offices. Designers who are paid by the assignment are under pressure to please existing clients and to find new ones to maintain a steady income. All designers sometimes face frustration when their designs are rejected or when their work is not as creative as they wish. Graphic designers may work evenings or weekends to meet production schedules, especially in the printing and publishing industries where deadlines are shorter and more frequent.

Text

What are design Ethics?

Design ethics help raise the standard for visual work by establishing behaviors and actions that are acceptable in the professional community and for clients.

While the resources section includes plenty of examples of different ethical standards for designers, the four-point ethical standards from the Academy of Design Professionals is one that is worth striving for.

Design professionals should strive to improve their professional and technical knowledge and skill.

Design professionals should continually seek to raise the standards of aesthetic and functional excellence, design education, research, training, practice and professional excellence.

Design professionals should uphold human rights in all their professional endeavors.

Design professionals should promote the profession and contribute to the knowledge and capability of the design professions as a whole.

No matter your skill level or job title, these standards exemplify the essence of design ethics. It should be quite obvious why they are important. These types of ideals are easy to stand behind; it is the practice that can be a little trickier.

2.Copy the sentences. Put the verbs in brackets in the proper tense form in Passive voice.

- 1.My question (to answer) yesterday.
- 2.Hockey (to play) in winter.
- 3.His new book (to finish) next year.
- 4.Flowers (to sell) in shops and in the streets now.
- 5.The letter (to post) already.
- 6.The work (to finish) yesterday by 2 o'clock.
- 7.The classroom (to clean) when the students came in.
- 8.The new project (to represent) to the colleagues tomorrow by the end of the working day.

Практическое занятие № 55

Тема: «Активизация лексики в упражнениях по теме. Самопрезентация».

1.Translate into Russian:

RESUME	
	Antony Bill 35 Regent Street, Ap. 23 San Francisco, California. 234567 Tel. 2453-536-373
OBJECTIVE	A position as a builder.
SUMMARY	10 years of experience in this field. Perfect knowledge of the features of building.

RESPONSIBILITIES	Control the processes of building and rebuilding the sky-scrapers, plants; help to the unskilled workers; monitor the work of the equipment. John Corporation, San Francisco, California
EXPERIENCE 2005-2010	The foreman. Monitoring the work of the staff of building group, socializing with the chief of the plant, coordinating the work of trainees. Cheer Corporation, Los Angeles, California.
2001-2004	The builder. Building a new chemical plant. Making the timetable of the work for the staff. Tune Incorporation, Tennessee.
2000-2001	The trainee. Making notes, analyzing mistakes of the working process, improving the knowledge in the field of building.
EDUCATION 1995-2000	New York College of Building and Architecture.
PERSONAL	Arrived in California March, 2001. Married, two children. Active, disciplined, constructive.

2.Finish the resume.

3.Translate into Russian:

Dayswater Road, 4
Apt.L8
City of Westminster
London W2 3BH

Sensai UK ltd
237 Walmer Rd
London W11 4PQ
September 21, 2013

Dear Mr.Hills,

I am looking for a position in your programming department where I may use my training in Internet Technology area to help and decide a few problems with it. I would like to be a part of your company and cowork with it. I hope your vacancy is currently open.

I expect to receive a Bachelor of Programming degree from University of Salford in May next year, where by that period I will pass my exams.

If in Sensai UK ltd the vacancy is still open, please let me know whom I need to contact for take a further information. I look forward to keep in touch with you soon.

Please, call me or mail me.

With best regards,
John Watkinson

4.Translate into English:

Преимущества и недостатки профессии

В отличие от многих других профессий, представленных на рынке труда, дизайнерское ремесло может приносить не только удовольствие, но и хорошую финансовую прибыль. Специалист работает на заказ, поэтому, в отличие от художника, он всегда может быть уверен в том, что его труды будут оплачены.

Однако, с другой стороны, оформитель не может позволить себе творить только тогда,

когда есть вдохновение. Порою заказ необходимо выполнить в кратчайшие сроки, ведь клиент не готов ждать. Хорошо, если творчество, как говорится, в крови у художника-оформителя. Но, если креативное мышление требует чрезмерных усилий, то постоянный поиск новых идей нередко приводит к моральному истощению и депрессии.

Ещё одной проблемой может стать внутренняя дисгармония дизайнера. Далеко не всегда вкусы клиента совпадают со вкусами художника-оформителя, и тогда приходится выполнять работу, которая не по душе.

Безусловно, искусство дизайна – это нелёгкое ремесло, но оно имеет немало преимуществ. Дизайнерская деятельность приносит хороший доход, который увеличивается с ростом профессионализма.

Ещё одним неоспоримым преимуществом труда является возможность работать на дому. Генерировать идеи и создавать проекты можно не только в офисе, но и в своей комнате, поскольку для клиента важен только результат.

Таким образом, профессия дизайнер может стать настоящим призванием для творческих и креативных людей, которые не привыкли к монотонной и рутинной работе, а мечтают творить, делать мир прекраснее и получать хороший финансовый доход.

5. Represent yourself as a future designer by profession (describe your level of education, skills, works if you have got any, plans for the future).

Практическое занятие № 56

Тема: «Собеседование. Клише, устойчивые словосочетания, лексический минимум».

1. Copy. Fill in the missing words. Translate the dialogue.

Перепишите. Вставьте пропущенные слова. Переведите диалог.

resume, company, candidate, duties, position, president, colleagues, representative, employer, career.

A JOB INTERVIEW

PERSONNEL DIRECTOR: Please take a seat. We received your _____ last week. Your credentials are excellent.

SUSAN: Thank you.

PERSONNEL DIRECTOR: After you finished school you went to work for an insurance _____. What were your _____ there?

SUSAN: At first, I assisted the vice _____ of corporate sales. I did most of his legwork for him and took care of all the administrative duties.

PERSONNEL DIRECTOR: I see you were promoted twice.

SUSAN: Yes, currently I'm the regional sales _____.

PERSONNEL DIRECTOR: May I ask why you want to leave your present _____ after all this time?

SUSAN: The _____ you advertised offers me the opportunity to move into a managerial position. I believe this is the right step at this point in my _____.

PERSONNEL DIRECTOR: I see. You're a very interesting _____. I have to discuss your application with my _____. We'll get back to you next week.

SUSAN: Thank you very much.

PERSONNEL DIRECTOR: You're welcome.

2. Uniworks

Employee Manual

5.54 GREETING CLIENTS

When greeting clients, you must always _____
With American clients, _____
With Japanese clients, _____
When you greet the client, say _____
When the client leaves, say _____
and _____

Вариант ответа:

Uniworks

Employee Manual

5.54 GREETING CLIENTS

When greeting clients, you must always be polite.
With American clients, shake their hands firmly.
With Japanese clients, shake their hands softly.
When you greet the client, say "Pleased to meet you".
When the client leaves, say "It was nice meeting you"
and "I hope we meet again".

3. Короткие беседы. Заполнение электронного письма

Вариант письма для заполнения:

Dear _____,
You said you are worried about making small talk in your new job. Here are some ideas.
Ask lots of questions because _____
Ask questions about _____
You could also discuss _____
Avoid talking about _____
At least until _____
Hope this helps!

Вариант письма:

Dear Miranda,
You said you are worried about making small talk in your new job. Here are some ideas.
Ask lots of questions because that helps a conversation to flow.
Ask questions about what they do for a living and what their job involves.
You could also discuss your home town and your education.
Avoid talking about people's religion, age and marital status.
At least until you know them better.
Hope this helps!

Практическое занятие № 57

Тема: «Написание резюме».

1. Read the text and answer the questions.

How to Write a Resume

No matter what method of job hunting you use, inevitably somebody will ask you for a resume. Most companies require a resume before seriously considering a job candidate from the outside. Resumes are sometimes also required in order to receive a job transfer within a company.

The purpose of a resume is to help you obtain a job interview, not a job. Very few people are hired without a personal interview.

Effective resumes are straightforward, factual presentations of a person's experience and accomplishments. They are neither over detailed nor too sketchy. A general rule is that two or three pages in length is best.

One page seems too superficial; a four-page (or longer) resume may irritate an impatient

employment official. Some writers suggest that a chronological (the standard-type) resume be used; others argue for an accomplishment resume. A useful resume should include both your experiences and key accomplishments. When sent to a prospective employer, a resume should be professionally reproduced, with particular attention to misspellings, typographical errors, and careful spacing.

To attract attention, some job seekers print resumes on tinted paper, in a menu-like folder, or on unusual-sized paper. If done in a way to attract positive attention to yourself, these approaches have merit.

Questions:

1. What is the purpose of a resume?
2. What are effective resumes?
3. What is the length of effective resumes?
4. What should a useful resume include?
5. How should a resume be reproduced?

2. Write down your resume to the sample:

Напишите свое резюме по образцу:

Helen Ivanova

Lenin st., h. 1, apt. 10,

Kerch, Crimea, Russia, 298339

Telephone: *****

E-Mail: *****

Professional Profile

Responsible, efficient, cooperative, creative, fair, positive individual with 10 years experience as a Human Resource Manager.

Quick to grasp new ideas and concepts, able to work well on own initiative, as well as a team member.

Skilled in organizing people, accurate in work with documentation.

Objective

Keen to realize skills and abilities through managing work.

Work History

Sep. 1994-Present

Human Resource Manager

Simferopol Building Company

Responsibilities:

manage all aspects of interviewing and hiring employees;

instruct new employees;

ensure monthly training complete for all employees;

manage all aspects of the Human Resource Department;

maintain a safe, comfortable and respective environment for staff.

Mar. 1990-Sep. 1994

Human Resource Assistant

Simferopol Building Company

Responsibilities:

assisting in hiring employees;

holding training classes for new employees.

Education

Sep. 1985-Jul. 1990

State University of Business Management.

City, Russia.

Bachelor of Business Administration.

Qualification: Management of Human Resources.
High Education Diploma.

Skills

Certified in team building and problem solving.
Proficient in Power Point, Excel and Microsoft Word.
Certified in conflict management.
Knowledge of fluent English.

Achievements

Volunteer award.
First aid certified.

Personal Details

Date of Birth: 15 December, 1968
Nationality: Russian
Marital Status: Married
Children: son, 5 years

Interests and Activities

Design, problems solving, healthy rest.

Практическое занятие № 58

Тема: «Собеседование. Монологическая, диалогическая речь».

1.Study the expressions:

- 1.I have a job interview today
- 2.I have an appointment for a job interview
- 3.I want to make a good impression
- 4.What documents must I take with me?
- 5.What questions will I be asked?
- 6.I'm interested in applying
- 7.I graduated from...
- 8.Here's a copy of my diploma
- 9.I've been working as a...for...years since graduation
- 10.I believe I meet the requirements
- 11.I'm a friendly, cooperative person
- 12.In my previous position I was in charge of...
- 13.I supervised...
- 14.I participated in...
- 15.I developed...
- 16.I managed...
- 17.I organized...
- 18.I get along well with my colleagues
- 19.My strong points are loyalty and reliability
- 20.What are exactly my duties?
- 21.Is it a full-time job?
- 22.How many hours a day will I work?
- 23.Will I have any opportunities of advancement?
- 24.What is the salary?
- 25.Is there overtime?
- 26.Is there overtime pay?
- 27.Are there any benefits?
- 28.What is your vacation policy?
- 29.Is there a sick leave?
- 30.May I have the job offer in writing?
- 31.Thankyouforattention.

- 1.Сегодня у меня собеседование
- 2.У меня сегодня назначено собеседование
- 3.Я хочу произвести хорошее впечатление
- 4.Какие документы взять с собой?
- 5.Какие вопросы мне будут задавать?
- 6.Меня интересует эта работа
- 7.Я закончил...
- 8.Вот копия моего диплома
- 9.Я работал...лет со времени окончания
- 10.Я думаю, что соответствую требованиям
- 11.Я общительный, контактный человек
- 12.На прежней должности я отвечал за...
- 13.Я руководил
- 14.Я участвовал...
- 15.Я разрабатывал...
- 16.Я управлял...
- 17.Я организовывал...

18. Я всегда в хороших отношениях со своими коллегами
19. Мои сильные черты-верность и надежность
20. В чем заключаются мои обязанности?
21. Это штатная работа?
22. Сколько часов составит мой раб. день?
23. Будет ли возможность продвижения по службе?
24. Какая у меня будет зарплата?
25. Придется ли работать сверхурочно?
26. Как оплачиваются сверхурочные?
27. Есть ли льготы?
28. Буду ли я иметь оплачиваемый отпуск?
29. Будет ли больничный оплачиваться?
30. Могу я получить документ о принятии на работу?
31. Поблагодарить.

2. Make up a dialogue according to the model:

The Interview Dialogue

- Good morning, Sir.
- Good morning, come in. Please, take a seat. How long were you in your last job?
- For 3 years.
- What do you know about our company?
- I don't know exactly.
- 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?
- You will have to travel much. You will be responsible for our contracts with the partners. Tell me about your three main strengths.
- I think they are: reliability, creativity and responsibility.
- Are you leader by nature?
- I think so, because I make contacts with people very easily.
- What do you find a fair salary?
- Do you have bonus?
- Yes, we have got bonus and fringe benefits. Well, I guess you are a proper candidate for this position.
- That's very good. Thank you.

Практическое занятие № 59

Тема: «Собеседование. Аудирование. Интерактивные задания».

1. Прочитайте и устно переведите на русский язык весь текст. Переведите письменно первый абзац.

How to Make the Most of a Job Interview

If you've done your paperwork right, managed to arouse an employer's interest and landed a job interview, your real work is just beginning. It's one thing to impress somebody on paper or over the telephone, but it's another thing to impress in the flesh. A job interview is a business appointment in which everything counts in conveying a good impression. Experts will tell you that advance preparation is the key to interview success. Before you go to a job interview, find out all you can about the company. Depending on the results of your research, you are supposed to prepare an interview outfit that will make you look your very best. In most places you are not expected to wear a Chanel suit, but even if you are fresh from school don't think that your favorite blue jeans, an

oversized sweater and a T-shirt will be right for projecting a businesslike image.

Many personnel managers will confess that they often turn candidates down for poor appearance; however, your looks alone will not help you get a job unless you are well prepared for the interview. It makes perfect sense to go through your resume once again and make sure you know the dates of important events. Another thing you can do is go through your personal achievements to make up your mind what you might want to present to an interviewer as an impressive argument in your favor. Before the interview, give yourself a good rest, budget your time well, prepare everything you need in advance, so as not to panic and get lost at last minute!

Every organization has its own culture and traditions, but there are some things to consider that may help everyone.

You know that in many positions your lack of experience is a big disadvantage. You can also compensate for your lack of experience with your qualifications, enthusiasm, ability to learn quickly, and most of all your sense of responsibility.

It's natural therefore that if you really want to get this job you must show yourself as a mature individual who is not acting on impulse, but is quite serious about his/her choices. Fight for your place in life: change negative into positive: you are young but you are strong and can learn fast.

2. Определите, являются ли утверждения:

a) истинными

b) ложными

c) в тексте нет информации

This is an interview for candidates who have done their paperwork successfully.

1. Many personnel managers often turn candidates down only for lack of experience.
2. Things like jeans and T-shirts are not suitable for a business office.

3. Найдите лексические эквиваленты к выражениям из текста. Переведите слова и выражения из первого столбика на русский язык.

Внесите Ваши ответы в таблицу.

1. to arouse an employer's interest	a) to get an invitation for a job
2. to land a job interview	b) the way to succeed at an interview
3. to interview success	c) to reject a candidate
4. to turn a candidate down	d) not feeling confident or relaxed
5. to impress in the flesh	e) to examine smth. very carefully
6. to convey a good impression	f) to be like an adult person
7. to make up one's mind	g) to impress in person
8. to get lost	h) to draw the interest of the employer
9. to go through	i) to make a good impression
10. a mature individual	j) to decide

4. Определите основную идею текста.

What counts in conveying a good impression during a job interview?

1. Advance preparation is the key to success.
2. Appearance does count.
3. Everything counts.

5. Расположите фразы диалога в правильной последовательности (соедините цифры и буквы). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.

a) Right. Good-bye.

b) Good morning. AIC Computing.

- c) No, thank you. I'll call later.
d) Sorry, sir. Mr. Roberts is not available. Is there any message?
e) Hello. May I speak to Mr. Roberts?

Практическое занятие № 60

Тема: «Деловая переписка. Клише, устойчивые словосочетания, лексический минимум».

1. Изучить виды и структуру письма. Написать по примеру каждого из писем.

Основные виды официальных писем

Официальные письма могут быть разных видов:

Деловое письмо;

- Письмо-запрос информации;\
- Письмо-жалоба;
- Письмо-заявление о приеме на работе;
- Письмо-жалоба;
- Письмо-извинение.

Структура делового письма

Имя и адрес отправителя

Реквизиты отправителя и располагается в верхнем левом углу.

Последовательность реквизитов следующая:

- имя руководителя;
- его должность;
- название компании отправителя;
- номер дома, улица;
- город, почтовый индекс;
- страна.

Пример:

Mr ViktorMoskvin

Director

School of foreign languages "Lingva"

154 SadovayaSt

Moscow 123456

Russia

Отсутствие знаков препинания в деловом письме называется «открытой пунктуацией».

Дата

Дата располагается под реквизитами, отступ три строки. Вариантов написания даты несколько:

- July 28, 2017;
- July 28th, 2017;
- 28 July, 2017;
- 28th July, 2017.

Адрес получателя

Адрес получателя пишется после даты следующим образом:

- полное имя получателя;
- должность;
- название компании;
- номер дома, улица;
- город, почтовый индекс;

- страна.

Перед именем обязательно указывается **сокращенное обращение**:

- Mr. (мистер, господин),
- Dr. (доктор),
- Ms. (мисс, для незамужней женщины),
- Mrs. (миссис – для замужней женщины или если не уверены в статусе).

Пример:

Mrs Jennifer Grey
editor publishing company “GoodBook”
25 Downing St
London SW1A 2AB
United Kingdom

Расположение адреса аналогично написанию адреса отправителя.

Обращение к адресату письма

- Обращение к адресату начинается со слова «**Dear...**» (уважаемый(-ая)): Если указано полное имя получателя, то приветствие начинается именно так, с личного приветствия: Dear Mrs Jennifer Grey.
- Если имя неизвестно, то в письме обращаются неопределенно: Dear Sir or Madam.
- В случае обращения на имя компании, обращение является общим: Dear Sirs.
- Если письмо адресовано американской компании, в конце обращения ставится двоеточие: Dear Mrs Jennifer Grey:

Название должности отправителя

Если письмо составлено мужчиной, то слово Mr не ставится. Если письмо составлено женщиной, то после имени в скобках стоит (Mrs). Точка в конце предложения не ставится.

Например: Yours sincerely,

Viktor Moskvina

Director

School of foreign languages “Lingva”, или

Yours sincerely, Nikole Noble (Mrs)

Director

School of foreign languages “Lingva”

Отметка о приложениях

Деловое письмо может сопровождаться другими документами. Для указания этого в деловой переписке после подписи пишется сокращение **Enc** или **Encs** («**Enclosures**» — «Приложения»). После этой надписи ставится запятая и перечисляются все документы, прилагаемые к основному письму. Например:

Yours sincerely,

Viktor Moskvina

Director

School of foreign languages “Lingva”

Enc, a copy of the license.

Деловые и формальные письма. Структура делового письма и речевые модели для использования в нем

Структура письма

Речевые модели

2. В первом абзаце укажите цель написания письма. (Не используйте глаголы в сокращенной форме!)

I am writing in connection with/to ask about... —

Я пишу в связи с/для того, чтобы узнать/спросить...

I have read/found your advertisement in... and would like to ... —

Я прочитал/нашел Ваше объявление... и хотел бы...

I am interested in... — Меня интересует...

I would like to know more details about... — Я бы хотел узнать больше деталей о...

I would like to ask further information about/concerning... — Я бы хотел узнать/спросить дополнительную информацию о/информацию относящуюся...

I would like to ask if/when/why/where... — Я бы хотел спросить, возможно ли, если/когда/почему/где...

I look forward to your answer/ to hearing from you. — Жду с нетерпением Вашего ответа...

3. Конец письма в соответствующей форме:

Если письмо начинается Yours faithfully,... — искренне Ваш, с уважением...
Dear Sir or Madam, то письмо нужно закончить фразой

Если письмо начинается Dear Yours sincerely,... — искренне Ваш, с уважением...
Mr/Mrs Wilson, тогда письмо заканчивается

Практическое занятие № 61

Тема: «Написание делового письма».

Samples of business/formal letters Примеры деловых официальных писем Letter of enquiry (письмо-запрос)

1. Dear Sir/Madam,

2. I am writing in connection with an advertisement for your English course. I am 19 years-old student from Russia. I am interested in English and have been looking for a course in English at higher level.

I would like to ask for more details about this English course. I would be very grateful if you could inform me about payment forms and enrolment requirements.

I look forward to your answer.

3. Yours faithfully,

Ann Rudova

Дорогой Сэр/Мадам

Я пишу Вам в связи с объявлением относительно Вашего курса английского языка. Я 19-летняя студентка из России. Я интересуюсь английским языком и поэтому ищу курсы английского языка для повышения своего уровня.

Мне бы хотелось узнать больше деталей об этом курсе английского языка. Я была бы очень признательна, если бы Вы предоставили мне информацию о формах оплаты и требованиях для зачисления.

С нетерпением жду Вашего ответа.

С уважением,

Анна Рудова

Dear Mr. Stevens,

Mrs. M.K. Collins has applied for work as saleswoman in my drugstore. She has referred me to you as one for whom she has done similar work. Please give me some general information as to her

fitness for this work. I shall be grateful to you for this help.

Sincerely yours,

Brian Warner

Уважаемый мистер Стивенс,

Миссис М.К. Коллинз обратилась с просьбой взять ее на работу на должность продавца в нашу аптеку. Она указала Вас в качестве человека, к которому можно обратиться за дополнительной информацией, поскольку она выполняла данную работу для Вас. Пожалуйста, предоставьте мне общую информацию о ее соответствии на данную должность. Я буду благодарен Вам за помощь.

Искренне Ваш,

Брайан Уорнер

Letter of complaint (письмо-жалоба)

Dear Mr. Olsen,

I am writing to complain about ineffective work of your book service centre. On February the third I ordered from you one copy of «Dandelion wine» by Ray Bradbury. The book arrived by mail and I found that some of the pages were transposed so that the book was not usable.

As a result I was left without a needed book. I would like the privilege of returning the defective book to you in exchange for a perfect copy. I hope it would be possible for you to replace it as soon as possible. I look forward to your answer.

Yours sincerely,

Bill Berry

Уважаемый Мистер Олсен,

Я пишу, чтобы пожаловаться на неэффективную работу Вашего книжного центра. 3го февраля я заказал у Вас одну копию книги «Вино из одуванчиков» Рэя Брэдбэри. Книга пришла почтой и я обнаружил, что некоторые страницы книги располагались в не верном порядке, поэтом у книга была «не читабельной».

Как следствие, я остался без нужной мне книги. Я бы хотел заменить бракованную копию книги на нормальную. Надеюсь, что Вы сможете заменить книгу так быстро, насколько это возможно. С нетерпением жду Вашего ответа.

С уважением,

Билл Бэрри

Дополнительные речевые модели для письма-жалобы:

- I must express my dissatisfaction with... — Я должен выразить свое недовольство...
- In fact I have already talked/written about it but nothing has changed/happened to... — Фактически, я уже говорил/писал об этом, но ничего не изменилось...
- There has been no reply to my previous letter. — На мое прошлое письмо не было ответа.
- The item has not been replaced. — Изделие не было заменено.
- It suddenly stopped working. — Неожиданно товар перестал работать.
- The keyboard was missing. — Клавиатура была потеряна.
- Contrary to the description in the menu/brochure/time-table... Описание в меню/брошюре/расписании не соответствует...
- The food was not cooked properly. — Еда не была приготовлена надлежащим образом.
- The price was expensive enough. — Цена была завышена.
- It was a very unfortunate event because... — Это событие закончилось неудачей, потому что...

- In this way it ruined all my plans as... — Таким образом, все мои планы были нарушены из-за...
- I hope I can expect... — Надеюсь, что я могу рассчитывать (ожидать)...

Letter of application **(Письмо-заявление)**

Dear Sir or Madam,

I am writing in response to your job offer concerning the post of computer operator which I found in the latest issue of «Daily News».

I believe this position fits my expectations of a perfect job for a young person. As far as my qualifications are concerned I have been working for about two years as a computer operator in Gray Service Company, where I have had the chance to get «hands-on» experience with computers in a real working office and coming into contact with the public for the first time. There I have gained a lot of valuable professional experience. In addition to this, I consider myself to be hard-working and a very sociable person.

I would be happy to attend the interview at any time that is convenient to you. I am enclosing the names of two referees from Gray Service Company, whom you can contact for more details. I look forward to hearing from you.

Yours faithfully,
Jane Morrison

Уважаемый Сэр/Мадам,

Я пишу, чтобы ответить на Ваше объявление на должность компьютерного оператора, которое я нашел в последнем выпуске «Дэйли Ньюз».

Я верю, что эта должность соответствует моим ожиданиям идеальной работы для молодого человека. Что касается моей квалификации, я работал оператором компьютеров 2 года в компании «Грэй Севис», где я имел шанс получить практический опыт работы с компьютером в рабочем офисе и первый опыт общения с людьми в рамках профессии. На рабочем месте я приобрел ценный профессиональный опыт. Кроме того, я считаю себя трудолюбивой и очень коммуникабельной личностью.

Я буду счастлив посетить собеседование в любое удобное для Вас время. Я предоставляю имена двух бывших коллег, с которыми Вы можете связаться для получения более детальной информации обо мне. С нетерпением жду Вашего ответа.

С уважением,
Джейн Моррисон

Дополнительные речевые модели для письма-заявления для получения работы:

- I am writing in reply to/with regard to... — Я пишу, чтобы ответить/в связи...
- I am writing in connection with... — Я пишу в связи...
- I would like to express my interest in... — Я бы хотел выразить свой интерес к...
- I found the position/job/post offer extremely interesting because... — Я считаю, что должность/работа/пост является чрезвычайно интересной, поскольку...
- I would like to apply for this job because... — Я бы хотел получить эту должность, так как...
- My reason for applying for this job is that...(I am very sociable, hard-working, talented in...) — Причина, которой я хочу получить это место...
- As for my experience it includes... — Что касается моего опыта работы...
- I worked for... as... — Я работал на должности... в течении...
- I am ready to come to an interview at any time. — Я готов прийти на собеседование в любое время.

- I enclose my CV/references from my previous employers. — Я прилагаю резюме/рекомендации от прежних работодателей.

Деловое рекомендательное письмо на английском языке

В рекомендательных письмах содержится информация о рабочих умениях, навыках, знаниях, опыте, заслугах рекомендуемого человека и оценка его работы предыдущим руководителем.

Дополнительные речевые модели для рекомендательных писем:

- I met him...in..., when he joined... Я встретился с ним ... в..., когда он присоединился к...
- ...has asked me to write a letter of recommendation to accompany his application for... I am very pleased to do so.... попросил меня написать рекомендательное письмо для подачи по месту требования.... Я рад сделать это.
- ...distinguished himself / herself ... показал себя как...
- His / her greatest talent is ... Его/ее главным талантом является...
- He/she is a creative person... Он/она креативная личность...
- His / her excellent capacity to...was invaluable... Его/ее отличный потенциал к... был бесценен...
- While he / she was with us he / she... His responsibilities included... За время работы у нас он/она... В его/ее обязанности входило...
- His / her main responsibilities were... Его/ее главными обязанностями было... His / her daily tasks included... Его/ее ежедневные задачи включали...
- The only weak spot that I ever noted in his / her performance was... Единственный недостаток, который я отметил в его/ее личности...
- I am confident that...will continue to be very effectively. He/she deserves my best recommendations. Я уверен, что ... продолжит работать очень эффективно. Он/она заслуживает моих наилучших рекомендаций.
- I would happily recommend ...as a hopeful candidate. Я с удовольствием рекомендую ... как подающего надежды сотрудника.

Деловое поздравительное письмо

Цель поздравительного делового письма — официально поздравить руководителя компании или своего коллегу. Это письмо может быть короче, чем официальное деловое письмо, но иметь более эмоциональную окраску.

Дополнительные речевые модели для поздравительных писем:

- Best wishes for a happy and prosperous New Year from ...! Примите наилучшие пожелания счастья и процветания в Новом году от ...!
- In appreciation of our association during the past year, everyone at ... extends our very best wishes for a wonderful holiday season! — Ценя наше сотрудничество в течение прошедшего года, каждый сотрудник ... выражает наши наилучшие пожелания в связи с праздниками!
- Warmest wishes for a happy holiday season and a wonderful new year! — С самыми теплыми пожеланиями счастливых праздников и прекрасного наступающего года!

Письмо о приеме на работу (сопроводительное письмо к резюме)

Во вступлении к сопроводительному письму рекомендуется упомянуть об источнике информации и желаемой должности.

В основной части письма говорится о профессиональных знаниях, умениях и навыках претендента, содержится информация о резюме, сопровождающем письмо. Изъявите желание прийти на собеседование, по возможности в удобное для работодателя или его представителя время, а также о надежде на положительное решение в сторону претендента. В заключительной части поблагодарите за прочтение письма.

Дополнительные речевые модели для писем о приеме на работу:

- I was interested to read your advertisement for ... Я был заинтересован, когда прочитал вашу рекламу в ...
- Please accept this letter as application for the ... position currently advertised in the ... Пожалуйста, примите это письмо как заявление на замещение вакантной должности ... , которая была объявлена в ...
- I have exceptional verbal and written communication skills. Я обладаю исключительными устными и письменными коммуникативными навыками.
- I can supply references from...if required. Я могу предоставить рекомендации из...если потребуется...
- Thank you for your attention. Спасибо за внимание.

Деловое пригласительное письмо

В деловом мире встречи с партнерами являются частичным залогом успеха, поэтому правильное оформление приглашений является очень важным. При составлении приглашения обратите внимание, чтобы имя партнера было указано полностью. Приглашение должно быть кратким, уместно использование юмора, и конечно же, время отправки приглашения!

Фразы для приглашения:

- You are cordially invited to be the guest of... Мы сердечно приглашаем Вас быть гостем на...
- Allow me the pleasure of inviting you to... Не откажите в удовольствии пригласить Вас...

Ответ на деловое письмо на английском языке

Некоторые письма, полученные компанией, предполагают предоставление ответа. Структура такого письма не отличается от делового письма.

Дополнительные речевые модели для ответа на письмо:

- Thank you for your letter. Спасибо за Ваше письмо.
- We much appreciate your offer. Мы высоко ценим Ваше предложение...
- We shall be pleased to supply you with... Мы будем очень рады поставить (выслать) Вам...
- Regarding your question about... Относительно вашего вопроса о...

Написать письмо о приеме на работу.

Практическое занятие № 62

Тема: «Современный рынок дизайнерских услуг. Устойчивые словосочетания, лексический минимум».

1. Read the text

Carnival Spirit's interior design, celebrates world's great architectural styles. From art nouveau to postmodern to funky to Egyptian, the public rooms on the newest ship, **the Carnival Spirit**, celebrate a wide variety of architectural styles in their interior-design themes. As the Carnival Spirit represents a new class of "Fun Ship", its interior design reinvents the traditional central thematic idea by creating a mood of diversity through a synthesis of highly divergent décors.

"Although the central idea for this ship could be called 'noteworthy décor styles,' it's really a very abstract unifying theme," said Joe Farcus, interior architect for the "Fun Ship" fleet.

"There is a main decorative style used in each of the public rooms - Chinese in one, art deco in another, for example - however, the styles are not necessarily executed in a traditional manner, but rather are more interpretive," he added.

The Spirit Lobby and some public areas are decorated in the art deco style, which uses sleek, graceful lines and slender organic forms. The lobby houses two grand staircases, a bar with dance floor and the information and tour desks. Rich wood and antiqued copper are used extensively in the lobby, stairwells and elevator bays. Railings are a lacy cast copper, stained glass domes in the

ceiling provide diffused lighting, and the walls and elevators combine wood, handmade etched plates, marble inlaid frames and embossed copper trimmings.

ArtNouveau – стиль модерн (художественный и архитектурный стиль конца XIX - начала XX вв.)

funky– 1) вонючий; 2) грубо-материальный; приземленный; 3) броский, вызывающий; 4) стиль «фанки» (муз.)

lobby – вестибюль, холл, фойе

copper – медь

stairwell – лестничный колодец

bay – стр. пролет

railing – ограда, перила

diffused – разбросанный, рассеянный

toetch – гравировать

inlaid – мозаичный

embossed – 1) резной, тисненый, чеканный 2) рельефный; выпуклый 3) богато украшенный 4) напыщенный (о стиле)

2. Choose the most suitable title to the text:

- 1) The interior design of the Spirit Lobby.
- 2) The best design project of Joe Farcus, interior architect for the "Fun Ship" fleet.
- 3) The diversity of the interior design on the Carnival Spirit.
- 4) The up-to-date interior design of the public rooms on the Carnival Spirit.

3. Find the English equivalents in the text:

заново открывать (обновлять), представлять, объединяющая тема, выполненный в традиционной манере, вмещать (содержать), цветное стекло, обеспечивать

4. Find the synonyms to the following words:

to be famous for, a great diversity, a feeling of multiplicity, different, remarkable, shiny, refined, impressive, widely, embellishments

5. True or false?

- 1) Different styles are presented in the interior design on the ship.
- 2) The Carnival Spirit's décors are not united by any theme.
- 3) All the décors on the ship are performed in established styles without any interpretation.
- 4) The entrance hall of the ship is designed in the style of 30-ties of the 20th century.
- 5) The décor of the vestibule is rather reserved and have no pretentious garniture.

6. Match the words to their synonyms:

- | | |
|-----------------|--|
| 1) to celebrate | a) to contain, to have, to include |
| 2) to represent | b) to perform, to carry out |
| 3) to reinvent | c) to engrave, to carve, to cut |
| 4) to execute | d) to unite, to join |
| 5) to house | e) to have fun; to glorify |
| 6) to provide | f) to renew, to renovate, to reform |
| 7) to etch | g) to give, to supply |
| 8) to combine | h) to symbolize, to stand for, to characterize |

7.Fill in the gaps with the appropriate form of these verbs:

- 1) The engraver ... little crosses on the copper plate.
- 2) This marvelous picture ... the joys of life.
- 3) The artist ... his imaginative ideas in stone.
- 4) The architects and the designers ... their efforts to create a wonderful interior design.
- 5) The house is entered through the atrium, where a skylight and glass doors ... natural lighting.
- 6) We ... her birthday by going out to a restaurant.

8. Match the definitions to the words:

- | | |
|------------------|---|
| 1) lobby | a) slim and graceful |
| 2) sleek | b) a rounded roof built on a circular base |
| 3) slender | c) glass that has been coloured for artistic purposes |
| 4) graceful | d) ornamental pattern, ornamental design |
| 5) stained glass | e) a room used as an entrance hall or vestibule |
| 6) dome | f) beautiful in movement, style or form |
| 7) frame | g) smooth, shiny, and glossy |
| 8) trimmings | h) an firm border into which something is fitted |

9. Fill in the gaps with the appropriate form of these words:

- 1) St. Paul's Cathedral in London is famous for its beautiful
- 2) The ... of the hotel was designed in the Revival style.
- 3) The decorator used ... to make pictures and patterns in windows.
- 4) The ... of the jacket were made of gray leather.

10. Fill in the gaps with the appropriate form of the following words: traditional, noteworthy, to house, to reinvent, variety, graceful, to represent

- 1) This new building will ... several departments.
- 2) There is nothing particular ... in the ornamental patterns of this interior.
- 3) In the late 80-ties certain musicians and DJs began ... the whole feel and style of jazz to fit contemporary street culture.
- 4) The popular ... version of the poem tended to become modified.
- 5) The composition of the painting is very
- 6) This photograph ... my childhood.
- 7) The Museum contains ... of jewellery collections made of silver and gold, enchased with gems and pearls.

11. Match the parts of the sentences:

- 1) The interior design of the public rooms...
 - 2) A wide variety of styles...
 - 3) The design of the rooms on the ship ...
 - 4) Each of the rooms is performed...
 - 5) The Lobby is decorated ...
- a) ... in an interpretative manner.
b) ... in the art deco style.
c) ... is presented on the Carnival Spirit.
d) ... celebrates great architectural styles.
e) ... synthesizes divergent décors.

12. Translate the sentences:

- 1) Архитектор не следовал традиционному стилю в оформлении помещения.
- 2) Стил ь арт деко использует утонченные линии и формы при оформлении.
- 3) Дизайн интерьера данного помещения представляет собой синтез разнообразного декора.
- 4) В оформлении вестибюля дизайнер использовал мозаичное стекло, гравировку, мрамор и рельефный орнамент.

13. Retell the part of text which concerns the design of the rooms on the ship, use the following phrases:

- to celebrate great architectural styles
to represent a wide variety of architectural styles
interior-design themes
to reinvent the traditional central themes
to create a mood of diversity
a synthesis of divergent décors.

The central idea is noteworthy (remarkable) décor styles
a main decorative style
to be executed in a traditional (interpretive) manner

Практическое занятие № 63

Тема: «Современный рынок дизайнерских услуг. Чтение, перевод, выделение информации в тексте».

1. Read the text

The three-level **Pharaoh's Palace Lounge** is decorated in Egyptian style. Sarcophagi designed after that of the golden King Tutankhamen are situated between the windows and stone walls which are decorated with hieroglyphics. Twenty-foot-tall stone figures flank the stage. A circular staircase and elevator provide access to all three levels of the lounge, which has a retractable orchestra pit, turntable stage and loft for scenery, lights and stage props.

The ornate **Versailles Lounge** is located one deck below the Egyptian Lounge, and, as its name implies, is richly done in the elegant, highly decorative manner that emerged in 18th-century France. The sloping floor provides excellent sight lines to the stage, which extends into the seating area for greater interaction between the entertainers and the audience. Since the room is on a lower deck, there are no windows. However, faux windows have been created using ornate frames around French skyline scenes of chateaux with starry skies lit by fiber optics. With a large dance floor, the room has been designed as a cross between a lounge and an intimate theater.

"Funky" best describes the décor of the two-level **Dancing Club**. A large dance floor is located on the lower level of the club, with a bar and overlook seating located on the upper level. The room also features a two-deck, 20-by-20-foot video wall of 48-inch monitors.

lounge – гостиная, холл, комната для отдыха

to flank – быть расположенным сбоку, располагаться по обе стороны

retractable – втягивающийся, втяжной

loft – чердак; верхний этаж

props – бутафория, реквизит

faux windows – фр. фальшивые окна

chateaux – фр. Замок

to feature – характеризуется

2. Find the English equivalents in the text:

лифт, обеспечивать доступ, поворотная платформа, богато украшенный, палуба, подразумевать, появляться, пол с наклоном, простираться, взаимодействие

3. True or false?

- 1) There are real sarcophagi decorated with hieroglyphics in the Lounge.
- 2) On either side of the stage there are stone sculptures.
- 3) The Pharaoh's Palace Lounge is situated above the Versailles Lounge.
- 4) The decorative style of the Versailles Lounge is rather restrained.
- 5) Both these lounges have an area for entertainment.
- 6) The Dancing Club is decorated in the same style as the Versailles Lounge.
- 7) There are seats for guests on the dancing floor of the Dancing Club.

4. Match the synonyms to the words:

- 1) access
- a) amusement, leisure

- | | |
|------------------|-------------------------------|
| 2) circular | b) graceful |
| 3) lounge | c) rounded, spherical |
| 4) elegant | d) cooperation, communication |
| 5) entertainment | e) admission, right of entry |
| 6) decorative | f) public |
| 7) excellent | g) sitting-room |
| 8) interaction | h) first-rate, brilliant |
| 9) audience | i) ornamental |

Fill in the gaps with some of these words:

- 1) The ... applauded loudly at the end of the concert.
- 2) The managers of this hotel provide ... to the guests.
- 3) The only means of ... to this building is along a muddy track.
- 4) That was a really ... idea to buy this ... piece of furniture!
- 5) The designer decorated the ... in the art deco style.

5. Answer the questions:

- 1) What public rooms for entertainment are there on board the ship?
- 2) In what style is the Pharaoh's Palace Lounge performed?
- 3) What style did designers use in décor of the Versailles Lounge?
- 4) What style of interior decoration is applied in the Dancing Club?
- 5) What are the distinguishing features of each lounge? What elements of decoration are used there?
- 6) What entertaining activities are held in each Lounge and in the Dancing Club?

6. Translate the sentences:

- 1) Дизайнер использовал египетский стиль при оформлении гостиной.
- 2) Огромные каменные скульптуры расположены по бокам сцены.
- 3) Стиль Франции 18-ого века характеризуется богатым и утонченным декором.
- 4) Двухуровневый танцевальный клуб выполнен в стиле «фанки».

7. Read the text

The Champions' sports bar is done in the sophisticated modern style. Decorated like a 1950s club with wood and black lacquer with copper accents, one wall has bas-relief figures of famous sports legends like Babe Ruth and Alonzo Mourning. The room features big-screen televisions and tabletop gaming machines.

The Shanghai Bar, the Carnival Spirit's piano bar, features a heavy Oriental "Chinese" style that emphasizes elaborate ornamentation. The walls are covered in Chinese fabric, and silk screens are illuminated from behind. Although contemporary, the room has many authentic Chinese elements to create an impressive Oriental atmosphere.

The Spirit's main dining room, **the Empire Room**, is a two-deck affair done in the Napoleonic, or early 19th-century French style. The ceiling is decorated with domes painted with murals in the grandest empire style, with crystal chandeliers providing an elegant atmosphere. In the center of the room is a grand circular staircase decorated with a sculpture of the regal Napoleon at his coronation. Flanking the entrances there are pilasters, which are created in the form of female statues. Large circular windows are bordered with a cast frame embossed with shapes of fruit and flowers.

The Lido restaurant, called La Play a Grille, takes postmodernism for its style. The room features a skylight that culminates two levels above and houses a spectacular chandelier. The majority of seating is adjacent to windows between which are wooden columns connected to deconstructed masonry-like arches that appear to be falling apart. Multi-colored terrazzo flooring in

an arabesque design and hand-painted murals on the walls create a stunning and elegant atmosphere. The aft section of the restaurant features an outdoor bar and serving area under a large awning.

All of these diverse public rooms are connected by a two-level promenade. A waterfall and grand staircase lead from one level to the other.

sophisticated – сложный, замысловатый

bas-relief – барельеф

regal – 1) королевский, царский; 2) величественный, великолепный, царственный

chandelier – люстра; канделябр

toemboss – выбивать, чеканить; тиснить

skylight – потолочный свет; застекленная крыша; световой люк

masonry – каменная кладка

tofallapart – разваливаться, расходиться

terrazzo – итал. балкон, лоджия

aft – в кормовой части; в корме, на корме

8. Find the English equivalents in the text:

игровые автоматы, тщательно разработанный, освещаются, производящий глубокое впечатление, обрамлены, достигать высшей точки, расположенный рядом, навес, место для прогулок, водопад

9. Find the synonyms to the following words:

varnish, to make an accent, embellishment, textile, up-to-date, genuine, components, wall paintings, splendid, statue, pillar, imposing, arcs, colorful, striking, open-air, various

10. True or false?

- 1) The Champions' sports bar looks like a club in the mid of the 20th century.
- 2) There are photos and sculptures of famous sportsmen in the sports bar.
- 3) The Shanghai Bar has lots of ornamental elements in its décor.
- 4) There is a large dome on the ceiling of the empire Room.
- 5) Caryatids flank the entrance of the Empire Room.
- 6) Floral patterns are etched on the frames of windows in the Empire Room.
- 7) The skylight of the restaurant is provided by the gorgeous chandelier.
- 8) There is no tent on the outdoor bar.

11. Match the parts of the sentences:

- | | |
|--------------------------------------|--|
| 1) The style of the Shanghai Bar ... | a) an atmosphere of the East. |
| 2) Genuine elements of decoration | b) are performed in the grandest empire style. |
| 3) Murals of the Empire Room ... | c) has an accent on elaborate décor. |
| 4) The chandelier of the room ... | d) connects all the public rooms. |
| 5) The balcony of the restaurant ... | e) is designed in Arabian style. |
| 6) Two-level promenade ... | f) provides an elegant atmosphere. |

12. Answer the questions:

- 1) What style is used in the décor of the Shanghai Bar?
- 2) In what way is textile décor used in the design of the Shanghai Bar?
- 3) What atmosphere is created in the restaurants (the Shanghai Bar, the Empire Room and the Lido restaurant)?
- 4) How is the ceiling of the Empire Room decorated?
- 5) Are there any statues or sculptures in the Empire Room?
- 6) What is the style of the Lido restaurant?
- 7) Where can the guests admire hand-made murals?
- 8) Where is an outdoor bar situated?

9) How are the public rooms of the ship connected?

13. Translate the sentences:

- 1) Спорт-бар известен барельефными изображениями легендарных чемпионов.
- 2) Стены ресторана задрапированы различными китайскими тканями.
- 3) Дизайнеры использовали шелк для текстильного декора ресторана.
- 4) Восточная атмосфера ресторана создана благодаря тщательно продуманному оформлению в китайском стиле.
- 5) Восхитительные фрески и хрустальные люстры создают элегантную, утонченную атмосферу.

14. Project "The décor of a restaurant". What are your design ideas about decorating a restaurant? Use the following words and phrases:

to be decorated, to be designed, to be situated (located), to be characterized, to be done in the ... manner (style), to be created (done), to be shaped like, to use ornamentation, to be draped, to be covered, to be illuminated, to feature some style, to be etched, to be embossed, to flank the entrance, to provide (create) an atmosphere, textile décor, architectural elements, bas-relief, sculpture, statues, floral patterns, crystal chandeliers, pillars, pilasters

Практическое занятие № 64

Тема: «Современный рынок дизайнерских услуг. Монологическая, диалогическая речь».

Создание презентации для деловой встречи.

Порядок проведения:

Изучение текста:

МЕМО

Dear Team,

As you know, you are all making presentations for potential new investors last week. Please take the time to review the following guidelines – we need these presentations to be organized, accurate and professional.

- Start by **introducing** yourself and your subject. **Outline** the different sections of your presentation.
- When you finish a section, **summarize** it. Make it clear that you are **moving on to** a new section.
- Use **diagrams** where possible. You can show these on **handouts** or on **slides**. Refer to them in the presentation using phrases such as "As you can see in the diagram..."
- At the end, tell the **audience** you're finished and invite them to ask questions,
- Don't read your presentation from your **notes**. You need to maintain **eye contact** with the audience,
- **Prepare** and practice with your co-workers! Make helpful suggestions to each other before the big day.

Goodluck!

Janice

Задание 1. Отметьте истинные (T) и ложные (F) утверждения:

- 1 The presentations will update current investors about profits.
- 2 The manager directs the team to provide several summaries.
- 3 Presenters should refer to notes often to guarantee accurate information.

Ответы:

1F 2T 3F

Задание 2. Сопоставьте слова с определениями:

- 1 introduce 2 outline 3 eye contact 4 summarize 5 move on 6 prepare

A to change to a different topic **B** to repeat the most important points or facts **C** to get ready **D** to tell someone a person's name when they meet **E** to give the main ideas without all details **F** the act of looking someone else in the eyes.

ОТВЕТЫ:

1D 2E 3F 4B 5A 6C

Задание 3. Выберите верные пары слов для заполнения пробелов:

1 Make your _____ more attractive by including _____.

A slides – notes B handouts – diagrams C notes – sections

2 Presenters should look at their _____, not the _____.

A audience – notes B slides – notes C handouts – diagrams

3 Each _____ needs to be presented on a different _____.

A diagram – audience B handout – section C section – slide

ОТВЕТЫ: 1B 2A 3C

Практическое занятие № 65

Тема: «Деловые переговоры. Говорение. Аудирование».

Negotiations

Task 1. Wordmaking. Словообразование.

Study the suffixes. Name their meaning.

Изучите суффиксы. Назовите их значение.

-ate

-or (-er)

-ion

-able

-(a)tion

-ing

– to negotiate (verb) to have formal discussion with someone in order to reach an agreement.

– negotiations (noun) the process of discussing something with someone in order to reach an agreement with.

– negotiator (noun) someone who tries to help two groups who disagree to reach an agreement with each other, usually as a job.

– negotiable (adjective) able to be discussed or changed in order to reach an agreement.

Task 2. Словообразовательный анализ терминов.

What terms are missing? Fill in the gaps with the words below. Readout, translate.

Какие термины пропущены в предложениях? Прочтите, переведите.

(a) negotiate

(d) negotiable

(b) negotiators

(e) negotiation

(c) negotiations

(f) negotiating

1. _____ for the pay increase is likely to take several weeks.

2. The exact details of the agreement are still under _____.

3. Everything is _____ at this stage.

4. The agreement was reached after a series of difficult _____.

5. Some very skillful _____ can settle this dispute.

6. I'm _____ for a new contract.

Task 3. «Классификация».

Study the phrases for making proper negotiations. Put them in the categories:

1. Welcoming and Establishing a Rapport
2. Setting the Agenda
3. Making Proposals
4. Responding to Suggestions
5. Objecting
6. Giving a Reason

7. Prioritizing Interests
8. Giving Clarification
9. Compromising
10. Accepting a Proposal
11. Concluding

Phrases:

- a) Maybe it would be better to ...
Perhaps a better idea would be ...
- b) Is this your first visit to ...?
Did you have a good journey?
- c) We suggest ...
Our position is ...
- d) I think we have a deal.
I can agree to that.
- e) I would like now to begin by suggesting...
To start with, I think we should...
- f) Let's just confirm the details, then.
Have I left anything out?
- g) I'm not sure I fully understand your point.
Could you be more specific?
- h) If you look at it from my point of view...
I'm afraid we couldn't agree to that...
- i) The most important issue for us is ...
Our intention is ...
- j) The reason for that is ...
This is because ...
- k) We are ready to accept your offer; however, there would be one condition. (9)

Task 4. Using the table give the best definition to the term "negotiation". Read out and translate.

Negotiation is...

- give and take process between two or more parties.
- seeking to discover a common ground and reach an agreement or resolve a conflict.
- a formal discussion between people who are trying to reach an agreement.
- discussion aimed at reaching an agreement.
- official discussions between people who are trying to reach an agreement, especially in business or politics.

Task 5. Определение видов переговоров (по типу участников и месту проведения).

Read out the definitions, translate. What are the types of negotiations?

Прочтите определения, переведите. Назовите типы переговоров.

1. Such types of negotiations are done within the organization and concern the internal problems in the organization. Usually, the manager needs to interact with the members at different levels in the organization structure. It is also necessary among colleagues to reduce the chances of disputes and conflicts.

2. Such types of negotiations are conducted with external parties usually with financial gains in the form of a contract. Two parties sit face to face across the table, discuss and come to conditions acceptable to both parties.

3. They take place between an individual and the law where the individual has to follow the rules and regulations laid by the legal system and the legal system also takes into account the needs and interest of the individual.

1. Day-to-day negotiations.

2. Commercial Negotiations.

3. Legal Negotiations.

Task 6. Make up a contract, fill in the gaps.

Напишитедоговор, заполнивпробелы.

«__» _____ 20__

1. PARTIES

(A) _____, a legal entity established and organized under the laws of _____, located at _____ ("Supplier") and

(B) _____ LLC, a legal entity established and organized under the laws of the _____ ("Purchaser")

Have concluded the present Contract as provided herein below:

2. SUBJECT MATTER

2.1. The Supplier shall manufacture, deliver equipment _____. The Purchaser shall accept and pay for equipment, tooling, facilities, spare parts and other related goods (hereinafter - "Goods"), in accordance with the Invoice. The Invoices are stated in accordance with purchase notifications (Annex №1) and specification №1 (Annex №2).

2.2. While performing their obligations under the Contract, the Parties are required to follow the provisions of the Contract and the _____ (_____) dated _____ (hereinafter - the "Global Terms and Conditions"), which are submitted to the Supplier at the time of signing this Contract. The Global Terms and Conditions shall apply as long as they do not contradict the applicable Russian legislation.

2.3. Term delivery of the Goods – not later than _____ - _____

3. REQUIREMENTS TO GOODS

3.1. All goods must be accompanied by relevant certificates issued in accordance with the laws of the Russian Federation.

3.2. This product and all its parts, and materials used must be new, not previously installed.

3.3. Supplied goods should be quantitative measures in accordance with the Annexes to the agreement.

4. DOCUMENTS

4.1 The Goods to be supplied shall be accompanied by the documents listed below. Any other documents will be subject to additional negotiations between Purchaser and Supplier.

4.2. The copies of the documents mentioned in items 1-8 shall be faxed and e-mailed by the Supplier within 24 hours after the shipment of the Goods at the addresses given by the Purchaser.

5. DELIVERY TERMS

5.1. The term of delivery shall be _____, Russian Federation in accordance with INCOTERMS 20_____.

5.2. In case of any changes in the mentioned above delivery address (4.6 3), the Purchaser shall send a written notice to the Supplier informing about the new delivery address two (2) weeks prior to the date of shipment and will agree with the Supplier about the modification of the Letter of credit, if necessary.

6. ACCEPTANCE OF GOODS

6.1. The Purchaser shall check the Goods on conformity with the quantity, quality, and integrity of the packing as well as the conformity to the data specified in the shipping documentation, at the

delivery address. The Purchaser shall confirm the receipt by the signing of the documents hereof

7. PACKING

7.1. Goods should be packed up meeting requirements of normative documents and ensuring safety and quality of product during its transportation and storage.

8. PRICE

8.1. The price of the Goods will be in Euro and will be indicated in the Annex №2. More detailed schedule of the Goods shall be specified in the Purchase Notification and in the Invoice.

9. VALUE OF THE CONTRACT

9.1. The total maximum value of the Goods to be supplied under this Contract is _____ Euro 00 eurocents (_____ Euro 00 eurocents).

9.2. The total aggregate purchase price of all Goods purchased hereunder shall not exceed such amount.

10. PAYMENT

10.1. All payments for Goods shall be made by means of documentary, irrevocable letter of credit opened in favor of the Supplier on the contract sum without VAT _____ Euro 00 eurocents (_____ Euros 00 eurocents).

11. NOTICES

11.1. All notices, inquiries, invoices and other communications provided hereunder shall be forwarded by the Purchaser at the addresses and to the numbers set forth below:

12. LIABILITY OF THE PARTIES.

12.1. If obligations for this Contract, annexes or additional agreements failed to be performed or are improperly performed, the Parties shall bear responsibility in accordance with the legislation of the Russian Federation.

13. FORCE MAJEUR

13.1. The Parties shall be exempt from liability for full or partial failure to perform obligations under this Contract in case of force majors; the circumstances shall be testified by the Chamber of Commerce of the Russian Federation or by another appropriate body according to its established procedure.

14. CONFIDENTIALITY

The Parties shall treat all information under this Contract, financial, commercial and other information, including the information on costs and validity of the Contract, volume of supplies and plans on future cooperation of the Parties as confidential.

15. ARBITRATION

The Parties shall take efforts to resolve any disputes and claims resulting from or in connection with this Contract by negotiations.

16. TERMS OF VALIDITY AND CONTRACT TERMINATION

This Contract shall become effective from the moment of it's signing by the Parties and will be valid till _____, but in anycase until the full implementation of its obligations.

17. SPECIAL CONDITIONS

The Purchaser shall have the right to send its authorized representatives at any reasonable time to inspect and review any documents and materials in or under the Supplier's possession or control, which concern the performance by the Supplier of its obligations.

18. MISCELLANEOUS

18.1. This Contract has been executed in 2 (two) originals, each in the English and Russian languages. In case of any discrepancies the Russian text shall prevail.

18.2. All changes to this Contract are valid only if they are made in writing and signed by both parties.

19. WARRANTY

19.1. The Supplier warranties:

19.1.1. That the delivered new goods meet the high standards for this kind of the goods by the date of

signing the contract.

20. LEGAL ADDRESSES AND BANK INFORMATION OF THE PARTIES

Практическое занятие № 66

Тема: «Обсуждение условий договоров и контрактов. Вопросы по профессиональной тематике, клише».

1. Read and guess what job is meant

1. Someone who counts well and keeps the money records for business
2. Someone who stands in front of the group of musicians and directs their playing and singing
3. Someone who gets the cash or pays out money in the shop
4. Someone who changes spoken words and sentences from one language to another
5. Someone who works at the reception desk at hotel
6. Someone who studies living organisms
7. Someone whose job is to manage the company

2. Read the personal and professional characteristics and guess the profession

1. Logical mind –
2. Patience –
3. Observation –
4. Reliability –
5. Responsibility –
6. Creativity –

3. Read short characteristics of people and guess who they are

1. Lena, 25 is good in learning foreign languages and historic facts, very communicative, fond of travelling
2. Pavel, 29 is self-confident, energetic, physical strong, spends a lot of time in sport club, likes to work with children
3. Ann, 40 is patient, hard-working, tactful, good at some subjects, likes to have a deal with young generation
4. John, 35 is ambitious, creative, self-confident, individual, artistic, fond of playing on the stage
5. Den, 30 is intelligent, logical, is good at physics, studies the processes in cells and nucleuses

4. Read out, translate the text. Express your opinion on the topic.

I have recently had a telephone interview for a job back home in England. I have had many face-to-face job interviews before, and normally I do not get particularly nervous. However, for a telephone interview, where I could not see the interviewer, I was very apprehensive! I did not know what he thought of my answers and it sometimes there were silences where he was writing down my answers, so I could not tell whether he liked what I said or not!

My friends and family helped me prepare by asking me lots of questions before the interview. Sometimes, big companies ask strange questions unrelated to the job, such as, 'what does your book collection say about you?' or 'if you were stranded in the desert, which three items would you take with you and why?'. The strangest question I have ever been asked in an interview was 'if you could be a children's TV character, which would you be and why?'.

I was especially worried about being asked to do a maths question on the spot, because maths isn't my strongest subject! But luckily, they didn't ask me. When I applied for my first job in a cafe when I was sixteen, I was asked a maths question. Luckily, I got it right, but I was worried, because I paused to think about it for a long time!

My best interview was for my job at a café-bar at university. My interviewer was so friendly and I was the last person of the day to be interviewed. This meant that he wasn't too rushed, and we

got on really well. I knew I had the job when I left the interview room, even though he didn't tell me until he telephoned me the next day!

I like writing, and so filling in a long application form doesn't bother me. I've had some part-time jobs where I didn't need an interview at all! But my favourite stage of a job application is when it gets to the final interview...then it gets very exciting!

In the future, my dream job is to work for a company I like, in a strong team of people, and to enjoy it! I'm looking at a career in marketing or something where I can be creative and fairly sociable. I love to talk, and so, although I don't mind interviews, I wish they weren't so nerve-racking!

5. Put the 15 articles of the Contract of Sale into the proper order

Legal Addresses of the Parties-	Prices and Total Value of the Contract-
Technical Documentation-	Subject of the Contract-
Terms of Payment-	Arbitration-
Packing-	Guarantee of the Quality of the Equipment-
Marking-	Shipping Instructions and Notifications-
Insurance-	Sanctions-
Force-Majeure-	Other Terms-
Time of Delivery-	

6. Give the English equivalents to the following expressions

Соглашение между двумя сторонами-
Именуемые в дальнейшем-
Статьи контракта-
Заклучили контракт-
Общая стоимость-
Техническая документация-
Цены не подлежат изменению-
Дата поставки-
Дата получения-
Оборудование-
Запасные части-
Платежи должны производиться в течение 30 дней-
Упаковка должна обеспечивать полную стоимость груза-
Маркировка должна быть нанесена несмываемой краской-
В полном соответствии-
Срок гарантии-
Бесперебойная работа-
Стороны освобождаются от ответственности-
Обстоятельства непреодолимой силы-
Сроки, указанные в настоящем контракте-
Товары, не поставленные в срок-
Путем переговоров-
Контракт вступает в силу-

7. Mark the right variant

1. The bill of lading is to be issued (in, at, by) the name of the Buyers.
2. The date of the bill of lading is considered (by, in, __) the date of delivery.
3. Payment for the chemicals is to be made (in, on, by) a letter of credit.
4. The letter of credit is to be opened (with, to, __) Vneshtorgbank.

5. Payment (in, under, by) the present Contract is to be made in English pound sterling.
6. We did so in accordance with (a, __, the) Clause 3.3 of the Contract.
7. We have sent all (a, __, the) relevant documents to the Bank.
8. The goods (meet, meets, is meeting) all our requirements.
9. I just wanted to thank you for the goods we (have received, were receiving, received) last month.
10. We are interested in (do, done, doing) business with your company.

8. Write the sentences using the words in the right order

1. What question you like would discuss to now.
2. This big contract is not enough.
3. We all the shipping sent documents to 4 October 2015 the Bank on.
4. Please enclosed the following find documents shipping.
5. We sending Clause 5 you this are accordance document in with.
- 6.

Практическое занятие № 67

Тема: «Дизайнерские компании: структура, работа с заказчиком. Изучение лексических единиц по теме. Чтение, перевод, выделение информации в тексте».

1. Read the text. Make up a list of positions in a company.

At the Company Office

List of Business Positions

There are several types of positions in business.

In general, a business can be defined as a type of organization that creates products or services and sells them to people who desire them. Individuals can find business-related positions in a number of settings, including: large corporations, small businesses, nonprofit organizations, government agencies, and educational systems.

Human Resources

The human resources division of a business is in charge of interviewing and hiring employees. The human resources department may also help businesses provide training to new employees as well as offer workshops to improve the skills of current employees.

Accounting

Accountants are generally responsible for helping a company run efficiently and making sure taxes are paid in time. Depending on the type of business, accountants may also offer budget analysis and financial and investment advice.

Public Relations

Businesses often employ *public relations specialists*, also known as *communication specialists*. Public relations specialists may arrange speaking engagements, prepare speeches, or make visual presentations for meetings.

General Management

The general manager is typically the leader of a business. A general manager is responsible for managing employees and keeping the business organized. Other duties of a general manager include: meeting goals, maintaining the company's efficiency, and handling performance problems.

Market Research

Many businesses employ market researchers to help determine what types of products and services to sell. Market researchers are responsible for gathering data from individuals to determine what people want to buy, and at what price.

Business Administrator

Some business administrator jobs require especially strong skills in accounting and finance. Others

focus on management and business development. Several examples are listed below.

Instructor or Professor

As an educator, he teaches practices and in business administration while facilitating classroom discussions and activities.

Business Development Director or Manager

He meets with outside partners, board members and vendors to plan and implement policies and procedures, helps to determine the budget.

Human Resources Manager

He monitors labor laws, employee compensation and benefits, and oversees office training and development.

Executive Jobs

These positions require strong management experience and knowledge of the laws. Legal executives may also be known as partners, officers, directors or chief counsel (officers, editors, counsels).

Administrative Positions

An administrative position can include answering the phones and dealing with clients or customers, filling, and typing up memos. It may also include accounting duties. An administrative professional sets appointments, handles travel arrangements and all correspondence.

Receptionist

They answer telephones and greet visitors. They act as an entry-level position in many companies.
http://www.ehow.com/list_6296975_list-jobs-business-administrator-work.html

2.Профессии - Professions and Jobs

		ый служащий,	химик	chemist
		чиновник	художник	artist; painter
		дантист	шахтер	miner
		дизайнер	швейцар	porter
		журналист	шеф-повар	chef
		инженер	экономист	economist
		историк	электрик	electrician
		клерк	юрист	lawyer
		курьер		
		лектор,		
		докладчик		
		летчик		
		математик		
		механик		
		моряк		
		музыкант		
		няня		
		оператор ПК		
		официант		
		писатель		
		плотник		
		повар		
		политик		
		полицейский		
		портной		
		программист		
		продавец,		
		продащица		
		промышленни		
агент бюро	travelagent	к		
путешествий		профессор		
адвокат	lawyer	редактор		
адвокат,	solicitor	рыбак		
защитник		сапожник		
актер	actor (actress)	священник		
(актриса)		слесарь		
архитектор	architect	смотритель,		
бармен	barperson	сторож		
бармен /	barman /	строитель		
бармен	barmaid	стюард на		
женщина		самолете		
	businessman /	стюардесса /		
бизнесмен	businesswoma	стюард		
	n	судья		
биолог	biologist	телефонист(ка		
	vet (сокр. от)		
ветеринар	veterinary	типографщик		
	surgeon)	токарь		
водитель такси	drivertaxi	торговец		
водопроводчи	plumber	рыбой		
к		ученый		
военнослужащ	soldier	фермер		
ий, солдат		физик		
врач	doctor	фотограф		
государственн	civilservant			

3. Make up sentences with any vocabulary words. Use the phrases: *to work as, his\her profession\job is..., etc.*

2. Discuss the main functions in the work of a manager:

1. *planning*
2. *organising*
3. *staffing*
4. *directing*
5. *controlling*

4. Number the following qualities of a manager according to their importance:

- General education*
- Flexibility*
- Communication skill*
- Motivation to work*
- Can work under pressure*
- Punctuality*
- Foreign languages*
- Makedecisions*
- Fantasy*

Практическое занятие № 68

Тема: «Дизайнерские компании. Выполнение упражнений. Письмо. Составление документации».

Вариант № 1

1. Прочтите текст и переведите его с помощью словаря на русский язык письменно.

Buildings of the 19th century are characterized by the use of new materials and by great diversity of architectural styles. From the end of the 18th century iron and steel became widely used as alternatives to wood. Later the Industrial Revolution brought mass-production of building parts which were manufactured at the factory and then simply assembled at a site. The 20th century is notable for use of reinforced concrete. Architecture of the 20th century is characterized by very high buildings – skyscrapers and by great diversity of styles which completely differ from those of the past.

2. Ответьте на вопрос:

What is the 20th century notable for?

3. Составьте предложение из данных слов:

Castles, strong, walls, windows, and, narrow, fortifications, had, very

Вариант № 2

1. Прочтите текст и переведите его с помощью словаря на русский язык письменно.

Hadrian, the Roman emperor, suggested the idea of building Pantheon with a dome. Many ancient buildings in Rome were designed by emperors. In a period of 800 to 900 years the Romans developed concrete to the position of the main structural material in the empire. After the fall of the Empire much of the great knowledge has disappeared. The knowledge of how to make durable concrete has been lost for centuries.

2. Ответьте на вопрос:

What has been lost?

3. Составьте предложение из данных слов:

Builders, were, great, bridge, the Romans, road, and.

Практическое занятие № 69

Тема: «Дизайнерские компании. Говорение».

1. Study the article

The Design Process

Designing a product is a process that allows you to improve the world for the benefit of everyone. You are not just making something. A major part of working with timber to produce a product is the design process itself. Good design begins with the needs of the intended user. No product, no matter how beautiful or ingenious, is any good if it does not fulfil the needs or wants of the user it was intended for. The first stage of what designers do involves finding out what the customer, client or company (or in this case, your teacher) require. The designer then constructs drawings, diagrams, plans or concepts based upon those discussions. The Design process leads to innovative products and services. Different designers, or companies use different design processes. There are as many different ways to design as there are designers, but most design processes combine research, user testing, prototyping and analysis. Any product launch is ultimately a gamble, but the design process helps to uncover many problems before costly production, and therefore decreases the risk of failure, a fact that often comes as a surprise to clients. Designers such as yourself must learn that some ideas may seem strange, but they are still worth exploring, especially in the initial stages of the design process and that the 'common-sense' solution is not always the right one. Designers must work through concepts using methods such as drawing, prototyping, brainstorming, mentor or peer feedback and user testing.

Suggestions for good design:

Use a Design Folio and keep it up-to-date. The Design Folio, sometimes called Folio, shows how much work you have applied to the project and can be used to illustrate your talent as a designer, even if the product never gets made.

Watch users in real-world situations. This gives insights into their behaviour or actual needs that you and they might not have ever thought of.

Ask yourself questions such as:

Is the product really needed or wanted?

If so, by who, who is your intended user?

How is it different from everything else on the market?

Will it cost too much to manufacture?

Is it safe?

What environmental issues will I have to overcome?

Are materials readily available?

Will I be able to deliver this product within the time or money constraints I have?

The Design Folio

As we have discussed above, an essential part of producing any product, is working through the design process itself. It is such an important part of Design, that the entire design process must be well documented and contributes significantly. Documenting the design process allows you to learn from mistakes, plan thoroughly, manipulate and change ideas, apply the design process to any design situation. To do this effectively, we record every aspect of the design process in Design Folios. You may have seen many different variations of Design Folios, but they should, at the very least, contain the written or photographic evidence of the process: the design brief, analysis of the design brief, research, drawings, sketches or designs, your chosen final design, evidence of the production process, and evidence of testing and evaluation. You should also where ever possible, include receipts, documents, feedback, evidence of any costs, parts, any changes to the product, process or timeframe, any unexpected results, any ethical, environmental, safety issues and legal requirements. Some designers also include thoughts, comments or new ideas that may be outside the scope of the

current project, but could be added to the product for any future development. The Design Folio is proof of how much hard work and dedication you have applied to the project, so keep it up-to-date and work on it often.

A template for a Design Folio is available in the links section on the right of this page. It is just one example of a Design Folio. Your organisation may use different templates or use an electronic or online Design Folio. Your teacher or supervisor may provide you with their own template or Design

The Design Brief

The design brief helps you to understand what it is you will be designing. It should include details such as the situation, any known specifications, constraints and what is expected. The first section of the Design Brief is the Situation. It may be written by your teacher, your employer, your client, the users or by yourself. The situation describes the problem or problems that are to be solved and may include a picture or diagram. It should list any expectations, specifications or requirements that must be included in the solution, for example: does it need to have a particular feature, does it have to be recyclable. It should also list any known limitations to the possible solution, for example, what materials can be used, your budget and the deadline. You should carefully analyse the design brief to make certain you understand and can pinpoint all the requirements that will determine the success of the project. (Criteria For Success) At school, your teacher often lists the criteria to evaluate success to ensure that you cover the knowledge and skills required to pass your course. You can evaluate the success of your project by comparing it to the criteria that you and your teacher, employer or client determine and agree to at this stage of the design process.

Research

Just like with any other project, assignment or task, research is a very important part of the design process. Research should be conducted several times during the design process and all of your research should be written up into your Design Folio. The research could involve researching; existing products, people, ergonomics, materials, other designers, shapes and forms. It can be seemingly unrelated, for example, researching the shape and movement of an animal, or specific, such as market research on an existing product. Research can be divided into two types of research, inspirational research and technical research.

Inspirational Research

Sometimes when you design, you can get completely stuck for ideas, but inspiration can come from anywhere! You may be sitting staring out the window at the grass and are suddenly struck by a design for a better lawnmower. Or you could be looking at a picture of a cheetah running across the plains and see the design of a better running shoe. Inspirational research however, is deliberately and actively seeking out music, video, photos, books, websites, drawings or other media that will spark our ideas and set fire to our creativity. To conduct inspirational research, you could purposefully look through magazines, surf the web, visit museums or visit art galleries and look at other designers work. Purposefully looking means that you are actively looking for something, analysing and investigating, thinking through the inspirational item and seeing how it could apply to your design. Steve Jobs and Jonathan Ive found inspiration from nature when designing their 2002 iMac "Instead of looking like the old iMac, the thing should look more like the flowers in the garden. It should look like a sunflower." (Steve Jobs, 2002)

Technical Research

To design any product that is to be made, you must understand at least some of the technology involved in making it. Your aim when embarking on technical research, is to find out what is the best, most Cost-Effective way to produce your product. This could involve speaking to manufacturing professionals, other designers, your teacher or other experts in the field. It should also involve researching through books, the internet and other media.

Design Ideas

Design ideas should always be written and sketched and placed in your Design Folio. When given a design brief, sometimes designers have a seemingly brilliant idea that they immediately sketch out

and get their heart set on. This is a fantastic place to start, but it should never be the end of the ideas process. The best method is to work with many rough sketches, and produce more defined, detailed sketches as you work through and further develop your ideas. Even if you think your first idea is the best and most brilliant solution, you must put it in your Design Folio and continue to work on and develop a range of solutions. If you are in a business they will expect you to come up with many options. If you are at school, your teacher will give you a minimum number of ideas that you will need to hand in with your Design Folio, but the more you create, the more you will have to choose from! They can be variations of the same theme, have similar features, or be completely different. You should experiment with shape, arrangement, proportions, colour and evaluate every idea against the Criteria For Success. The best practice is to generate as many ideas as you possibly can because you never know when the best idea will appear, it may end up being a combination of several of your brilliant ideas!

Final Design Concept

The final design is the design you, your company or client have chosen as the one that will be produced. The final design must contain all the important information in exacting detail so that another person could pick up your final design and produce it without having to ask you about any part of it. That is, it should list or depict colours, materials and size down to all the intricate details.

Production

If you have successfully worked through the design process until now, the production stage of the design process should be a success. Many designers hand over this stage to production teams and manufacturers, however in a working with timber context in a school, at home or in small businesses, you will be producing the product yourself. It is always best to research and practice the skills you will need to produce your product, before you begin actually building your product.

Sometimes the item you will be producing is not the end product itself, but an object used to evaluate your design further. Examples of this can be models, mock-ups, digital representations, form studies or prototypes. Models and mock-ups are generally made of cheaper materials, like paper, plastic, foam, sculpted clay or sculpted timber or can be made from metals, such as die-cast metal.

A model is made to scale (either the same size or smaller) and it is made to give an overall impression of what the finished product will be.

Mock-ups are rough actual-size models but the finish of them is not important. So they may be full-size and made from the same materials as intended for the final product, but not be painted or sealed. They are usually used to show proportion and fit of parts or the function of moving or working parts rather than the finished look and feel.

Digital Representations are computer generated displays to be shown on a monitor or printed. The programs used are called CAD or Computer Aided Design programs. The digital representations can be flat images created with graphics programs or with the use of modeling software, can be built in 3D (three dimensions) for display on a monitor. The product can be rotated around or the angles changed so that the user feels like they are moving virtually all around the product to view it from any angle.

CAM, or Computer Aided Manufacture is where computers and CAD programs are used to control machines and tools to manufacture products.

Prototypes are the first completed version of your product. In industry, the prototype is used for usability testing where selected users give feedback on the product. This is done to iron out any problems, prior to Mass Production of the product.

Form Studies are usually made from foam painted in an appropriate finish to give the appearance of the finished product. With Form studies the emphasis is totally on the "look" of the product. The form study is used to evaluate the colour, shape and surface details of your product.

Testing and Evaluation

Throughout the entire design process, a certain amount of testing and evaluation must occur. Testing and evaluation of you product helps you to keep on the right track with your completing your tasks

and producing your product. You must not wait until the end of the project to begin your testing and evaluation of it. You will recall we earlier learnt about Criteria For Success, and that we should continually compare our designs to the criteria we have previously determined will indicate a successful solution. Throughout the design process, continuously evaluate your work with full comments in your Design Folio with comments such as; This idea is better than (the other idea) because it..., I think this idea is great because..., This idea does not fit my Criteria For Success because..., This idea would fit better to my Criteria For Success if I... or This idea fits to my Criteria For Success because...

You may also embark in usability testing, that is, gauging your products success or problems, through the feedback of others. In a business or industry situation, users would be chosen that represent a Cross-Section of possible users of the product. In a school situation, you may like to choose a selection of your peers, and have them evaluate your design or product. At the very end of the design process, you wrap up your project with final evaluation and testing. This is how you determine if your finished product is ultimately successful. If you have been successfully evaluating along the way using your Criteria For Success, this final step should be successful. The final evaluation and testing can be fulfilled through peer assessment, a survey, a written statement from the client, customer or business or through feedback from a user group. As with the rest of the Design process, you should record this in your Design Folio.

Project Management

Throughout the design process, you must be able to manage your available resources. Resources are sometimes hard to quantify, like your own skills or easy to quantify like equipment, tools, materials, time and your budget. For any project that you work on, you will have a set budget and a set amount of time to complete it in. If its a large project, you will most likely have more money and time than for a small project, but constraints always exist! Even when granted a large budget or a long time period, you always want to make the product as Cost-Effective as possible and as quickly as possible - without compromising quality. Managing equipment for a project can be difficult, you must be organised to know what equipment will be needed, when you will need to use it and if it will need to be purchased or borrowed. Some equipment may have to be scheduled or you may have to negotiate for time to use equipment that everyone else also wants to use.

It is your job to come up with a project management solution that will get your product done on time and within budget.

Factors Affecting Design

Throughout the design process, there will be a range of different factors that affect the way your design develops. Some of these are discussed below.

The basic rule for any design is 'Form Follows Function.' If an object has to perform a certain function, its design must support that function to the fullest extent possible. For example the shape of a building or object should be based upon its intended function or purpose. Function refers to how the product works. Does it work? Does it do what it was designed to do? Is it safe? Will it last its intended lifetime? Are there better more efficient ways to do it or is this the most efficient way?

Aesthetics is all about how your product looks and is closely associated with the philosophy of art. How I interpret beauty may be completely different to how you do. Therefore people possess two concepts of value: aesthetics and taste. Aesthetics examines what makes something beautiful, sublime, disgusting, fun, cute, silly, entertaining, pretentious, harmonious, boring, humorous, or tragic. Taste is a result of education and awareness of cultural values. Taste can be learned. You should ask yourself, does the product have visual appeal? Will it appeal to others, not just myself?

Ergonomics is the study of how humans interact with their environments. This could be how we live, how we work and even how we sit! If a product does not take into account ergonomic factors, it maybe uncomfortable to use and even cause damage or injury to a person. You should always consider how your product is going to be used and make sure it wont cause people to feel

uncomfortable or cause injury!

Ethics and ethical design in particular means ensuring that your product does not unfairly impact on any other person. This includes not stealing other people's ideas, not using photographs or images that do not belong to you, not using music, video, fonts or software unlawfully or without permission. It also refers to not designing products that would harm others either physically or emotionally or to commit a crime. It also refers to the ethical use of materials, such as animal based products or testing, rare or endangered resources, using materials from sustainable sources. It can also refer to the labor used to build or produce your product.

Environmental factors are tied to the ethical factors, but also relate specifically to the use of resources in an environmentally friendly way. You should not use any materials in an inappropriate way that may cause damage to the environment. This may include not disposing of paints, solvents or other chemicals inappropriately, choosing environmentally responsible materials, using sustainable materials where ever possible, recycling and using recycled materials.

The work of Designers

For the Technology Mandatory course that you are enrolled in for years 7 and 8, Design is concentrated on three main areas, Built Environments, Products and Information and Communications. Your current subject explores these three areas through Timber technologies. In life, there are many different areas for which people design. You might design machine parts, houses, furniture, systems, technology, books, interiors, cars, computers, jewellery, toys, educational, disability or ergonomic aides. The design areas are endless and who knows, one day we may be writing about you as the next new innovative designer!

An additional resource for Design and information about Designers is the: Design Hub
<http://www.dhub.org/>

Практическое занятие № 70

Тема: «Знаменитые художники России и зарубежных стран. Изучение лексических единиц по теме».

1. Study the vocabulary on the topic:

Painters and their craft – Художники и их искусство:

a fashionable/self-taught/mature artist – модный художник/ художник-самоучка/ зрелый художник;

a portrait/landscape painter – портретист/ пейзажист,

to paint from nature/memory/ imagination – писать с натуры/ по памяти/ основываясь на воображении,

to paint mythological/historical subjects – писать картины на мифологические/ исторические сюжеты,

to specialize in portraiture/still life – специализироваться на портретах/ натюрмортах,

to portray people/emotions with moving sincerity/with restraint – изображать людей/ эмоции с трогательной искренностью/ сдержанно,

to depict a person/as a scene of common life/the mood of... – изобразить человека/ сцену из жизни простых людей/ настроение,

to render/interpret the personality of... – передавать/ раскрывать индивидуальность,

to reveal the person's nature – передать (раскрыть) характер человека,

to capture the sitter's vitality/transient expression – уловить энергию позы/уловить мимолетное выражение лица модели,

to develop one's own style of painting – выработать свой собственный стиль написания картин;

to conform to the taste of the period – соответствовать вкусу времени,

to break with the tradition – нарушить традицию,

to be in advance of one's time – опережать свое время,
to expose the dark sides of life – показывать темные стороны жизни,
to become famous overnight – проснуться знаменитым,
to die forgotten and penniless – умереть забытым и без гроша.

Paintings. Genres – Картины. Жанры:

an oil painting – картина, написанная маслом,
a canvas – холст, полотно, картина,
a water-colour/ pastel picture – картина, написанная акварелью/ пастелью;
a sketch/study – набросок/ этюд;
a family group/ceremonial/intimate portrait – семейный/ церемониальный/ интимный портрет,
a self-portrait – автопортрет,
a shoulder/length/half-length/knee-length/full-length portrait – портрет до плеч/ по пояс/ до колен/ в полный рост;
a landscape – пейзаж,
a seascape – морской пейзаж,
a genre/historical painting – жанровая/ историческая картина,
a still life – натюрморт,
a battle piece – батальная сцена/ картина,
a flower piece – натюрморт с цветами,
a masterpiece – шедевр.

Composition and drawing – Композиция и рисунок:

in the foreground/background – на переднем/ заднем плане,
in the top/bottom/ left-hand corner – в верхнем/ нижнем/ левом углу;
to arrange symmetrically/asymmetrically/in a pyramid/in a vertical format – расположиться симметрично/ асимметрично/ в виде пирамиды/ вертикально;
to divide the picture space diagonally – разделить пространство картины по диагонали,
to define the nearer figures more sharply – более четко прорисовать ближайшие фигуры,
to emphasize contours purposely – специально выделить контуры,
to be scarcely discernible – быть едва различимым,
to convey a sense of space – передать ощущение пространства,
to place the figures against the landscape background – расположить фигуры на фоне пейзажа,
to merge into a single entity – слиться в единое целое,
to blend with the landscape – гармонировать с пейзажем,
to indicate the sitter's profession – свидетельствовать о профессии позирующего,
to be represented standing.../sitting.../talking... – быть изображенным стоя/ сидя/ во время беседы,
to be posed/ silhouetted against an open sky/a classic pillar/the snow – быть расположенным/ вырисовываться на фоне неба/ классической колонны/ снега;
to accentuate sth – усиливать (подчеркивать) что-л.

Colouring. Light and shade effects – Колорит. Игра света и тени:

subtle/gaudy colouring – изысканный/ чересчур яркий колорит,
to combine form and colour into harmonious unity – соединить форму и цвет в гармоническом единстве;
brilliant/low-keyed colour scheme – яркая/ сдержанная цветовая гамма,
the colour scheme where ... predominate – цветовая гамма, в которой преобладают ...;
muted in colour – приглушенных оттенков;
the colours may be cool and restful/hot and agitated/soft and delicate/dull, oppressive, harsh – цвета могут быть прохладными и спокойными/ горячими и возбуждающими/ мягкими и нежными/ тусклыми, угнетающими, резкими;
the delicacy of tones may be lost in a reproduction – изысканность оттенков может потеряться в репродукции.

Impression. Judgement – Впечатления. Суждения:

the picture may be moving, lyrical, romantic, original, and poetic in tone and atmosphere – картина может быть трогательной, лиричной, романтической, оригинальной, поэтической по тону и атмосфере,

an exquisite piece of painting – изысканное произведение живописи,

an unsurpassed masterpiece, distinguished by a marvellous sense of colour and composition – непревзойденный шедевр, отличающийся изумительным чувством цвета и великолепной композицией.

The picture may be dull, crude, chaotic, a colourless daub of paint, obscure and unintelligible, gaudy, depressing, disappointing, cheap and vulgar. – Картина может быть скучной, неумело написанной, хаотичной по композиции, бесцветной мазней, темной по смыслу и непонятной, кричащей, вгоняющей в тоску, разочаровывающей, дешевой и вульгарной.

2. Study the rules of describing an artist:

VOCABULARY FOR DESCRIBING ARTISTS

If you want to talk about an artist, then the vocabulary required would be specific to the kind of art they do. You would use different language for a musician than you would for an actor, for example. You would talk differently about a comedian and a novelist.

Phrase	Meaning	Example
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Starving artist	Someone who works as an artist and makes little money	History is full of starving artists but it is not the only option for creative types.
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Emerging artist	Someone whose talent or reputation is still growing	Everyone is talking about her. She's an emerging artist.
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Established artist	Someone whose reputation is also established	It took him a long time but eventually he became an established artist.
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Acclaimed artist	Someone widely respected for their art	We'll have a visit from an acclaimed artist this weekend.
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Major artist	Someone very important in their field	She has been considered a major artist for four decades.
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Troubled artist	An artist with personal or emotional issues	He was a troubled artist and people could hear that in his lyrics.
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Sample:

One artist that I really admire is a person called Banksy. Interestingly, no one knows Banksy's real name because he has chosen to remain anonymous. Despite lots of attempts to uncover his identity, he has so far managed to maintain his anonymity.

Banksy is a graffiti artist whose work is known around the world. He produces subversive, darkly comic images in public places. Because his work is illegal, he has to do it at night time to avoid arrest. As such, his graffiti tends to appear without warning and then captures the world's attention until it is either removed or sold.

Banksy became famous in the 1990s after emerging from the underground art scene in Bristol, England. He uses spray paint to stencil images into walls. These images are often highly political and usually involve some degree of satire.

I honestly cannot remember when I first heard of Banksy. He was already quite famous when I was at university but I suppose it must have been around that time. I really admire him for several reasons. One, his work is genuinely impressive and brings important issues to light in an intelligent

way. Two, it is very difficult and dangerous job to do and he could risk serious criminal charges for doing it. And three – as I already mentioned – Banksy has so far avoided being named. He has never capitalised on his fame by announcing his real name and getting rich. His desire for anonymity is truly admirable.

Практическое занятие № 71

Тема: «Знаменитые художники России и зарубежных стран. Чтение, перевод, выделение информации в тексте».

1. Read the text

Gareth Williams, London's trendiest museum curator, speaks about the Victoria and Albert museum in London:

"The Victoria and Albert Museum was established as a collection showcasing industrial design; it was never a museum of fine arts. The driving idea is to inspire designers and the industry in general to create beautiful things. Today, we are returning to these origins; we are in the very centre of the creation of style. The museum has undergone some appreciable changes: it's become a more fascinating place to work. We now pay more attention to contemporary design and architecture. Open evenings and fashion shows at the museum attract visitors who only five to ten years ago had never even heard of it. The museum has become more responsive to new developments and is part of a programme for promoting British designers..."

The Victoria and Albert Museum – a museum in central London that has valuable decorative objects of all styles and periods and from all over the world, such as paintings, glass, clothes and jewellery.

to showcase – выставлять, демонстрировать

to undergo some changes – переносить некоторые изменения

appreciable – заметный, существенный

2. Find the English equivalents in the text:

изобразительное искусство, движущая идея, создание стиля, обращать внимание, отзывчивый

3. Match the synonyms:

- | | |
|----------------|-------------------------------------|
| 1) to inspire | a) to regard |
| 2) to create | b) to display, to demonstrate |
| 3) to attract | c) to encourage |
| 4) to consider | d) to make, to invent, to produce |
| 5) to promote | e) to give an incentive, to support |
| 6) to showcase | f) to captivate, to fascinate |

Fill in the gaps with the appropriate form of these verbs:

- Their new design project ... a lot of attention of the public.
- The decorators managed to ... a special atmosphere of that interior.
- The main aim of the exhibition is to ... British design.
- They arranged a big advertising campaign to ... their new stylish clothes.
- The innovations in the field of interior design ... them to work harder.
- Your ideas concerning the architecture of this building will be carefully ...

4. Find the synonyms in the text:

basis, attractive (captivating, charming), modern (up-to-date), vogue, innovations

5. Make up sentences with the following phrases:

fashion (мода)

to set a fashion — устанавливать моду

to come into fashion — входить в моду

to go out of fashion — выходить из моды;

current fashion(s) — нынешняя мода

the latest fashion(s) — последняя мода

in fashion — в моде

out of fashion — вышедший из моды

6. Translate into English:

1) Коллекция промышленного дизайна была выставлена в этом музее на прошлой неделе.

2) Изобразительное искусство всегда вдохновляет дизайнеров на создание нового декора в интерьере.

3) Одной из самых сложных дизайнерских задач является создание своего собственного стиля.

4) В настоящее время современной архитектуре уделяется много внимания.

5) Эта выставка современного дизайна привлекает много посетителей.

Практическое занятие № 72

Тема: «Знаменитые художники России и зарубежных стран. Говорение, сообщение по теме».

Защита проекта по теме “Famous Arts”

Порядок проведения: студенты выступают с предварительно подготовленными презентациями по теме. Используется проектор, компьютер, аудиосистема и экран. Аудитория задаёт наводящие вопросы, поддерживается интерактивность занятия. Длительность выступления: 5-6 минут.

Критерии оценки проектной работы

Критерии оценки проектной работы				
Студент _____				
Тема проектной работы _____				
Баллы: 0 – позиция отсутствует 1 – слабо 2 – хорошо 3 - отлично	Самооценка студента	Оценка группы	Оценка преподавателя	Итоговая оценка
Требования				
Структура (до 9 баллов)				
- количество слайдов соответствует содержанию и продолжительности выступления (5-6 минут)				
- наличие титульного листа				
- оформлены ссылки на все использованные источники				
Текст на слайдах (до 6 баллов)				
- тест на слайде представляет собой опорный конспект (ключевые слова, маркированный или нумерованный список), без полных предложений				

- наиболее важная информация выделяется с помощью цвета, размера, эффектов анимации и т.д.				
Наглядность (до 9 баллов)				
- иллюстрации помогают наиболее полно раскрыть тему, не отвлекают от содержания				
- иллюстрации хорошего качества, с чётким изображением				
- используются средства наглядности информации (таблицы, схемы, графики и т.д.)				
Дизайн и настройка (до 12 баллов)				
- оформление слайдов соответствует теме, не препятствует восприятию содержания				
- для всех слайдов презентации используется один и тот же шаблон оформления				
- текст легко читается				
- презентация не перегружена эффектами				
Содержание (до 9 баллов)				
- презентация отражает основные этапы исследования (проблема, цель, гипотеза, ход работы, выводы, ресурсы)				
- содержит ценную, полную, понятную информацию по теме проекта				
- ошибки и опечатки отсутствуют				
Требования к выступлению (до 15 баллов)				
- выступающий свободно владеет содержанием, ясно излагает идеи				
- выступающий свободно и корректно отвечает на вопросы и замечания аудитории				
- электронная презентация служит иллюстрацией к выступлению, но не заменяет его				
- при необходимости выступающий может легко перейти к любому слайду своей презентации				
- выступающий обращается к аудитории, поддерживает контакт с ней				
Общее количество баллов				
Оценка				

Границы выставления отметок:

48– 60 баллов – оценка «5»

33 – 47 баллов – оценка «4»

18 – 34 балла – оценка «3»

менее 17 баллов – оценка «2»

Практическое занятие № 73

Тема: «Знаменитые художники России и зарубежных стран. Письмо».

1.Translate the information about two foreign artists into Russian.

FAMOUS ARTISTS

THE ARTISTS	ABOUT THE ARTISTS
Marc Chagall	<p>Marc Chagall was born on July 7, 1887 in Vitebsk, Russia. In 1932 he moved to France. He lived in the United States from 1941 to 1948, and then returned to France. He died in France on March 28. 1985.</p> <p>His painting styles are Expressionism and Cubism . In his paintings, he often painted violinists because he played the violin and also in memory of his uncle, who also played. He was also famous for his paintings of Russian-Jewish villages.</p>
SalvadorDali	<p>Salvador Dali was born in Spain in 1904. When he was a child, he showed strange behavior and often interrupted his class in school. As he got older, he started to paint pictures that came from his dreams. His dreams and his paintings were scary and unreal.</p> <p>Dali went to art school in Madrid, Spain. He got kicked out, and never finished. He even spent time in jail. However, he continued to paint, and his art style became known as Surrealism . Salvador Dali drew everyday items, but changed them in odd ways. For example, one of his paintings is of melting clocks.</p> <p>Before he died at the age of 85 in 1989, Dali had created works in film, ballet, opera, fashion, jewelry, and advertising illustrations.</p>
Leonardo Da Vinci	<p>In 1452, Leonardo Da Vinci was born in an Italian town called Vinci. He lived in a time period called the Renaissance, when everyone was interested in art. Even though Da Vinci was a great artist, he became famous because of all the other things he could do. He was a sculptor, a scientist, an inventor, an architect, a musician, and a mathematician. When he was twenty, he helped his teacher finish a painting called <i>The Baptism of Christ</i>. When he was thirty, he moved to Milan. That is where he painted most of his pictures. DaVinci'spaintingsweredoneinthe Realist style.</p>
Paul Klee	<p>Paul Klee was born in Switzerland on December 18, 1887. He loved cats. He painted the a lot. He had at least 8,926 works of art. In these works of art, he used simple lines and strong colours. He also used simple shapes to make important parts of the painting. Klee painted in many styles, but a lot of them were in the Primitive and Surrealist styles.</p>
ClaudeMonet	<p>Claude Monet was born in 1840 on November 14 in Paris. Even when he was young he was a very good artist. His pictures were so good that an art supply store let him hang his pictures in their window.</p> <p>Monet's parents did not want him to become an artist because they thought he would not make a good living. That did not stop him though. When he was 20, he studied art at an inexpensive art school in Paris.</p> <p>Monet often went on trips around France to paint. . This is where he painted his Impressionist cathedral paintings that became very famous. His house also had a wonderful garden with a lily pond that had a Japanese bridge across it. These were his favourite things to paint.</p> <p>Monet died in 1926. Unlike many artists, he was famous even before he died. Now his house in Giverny is a museum that is visited by many people.</p>
PabloPicasso	<p>Pablo Picasso was born in Malaga, Spain on October 5, 1881. His father, Jose Ruiz,</p>

	<p>was also an artist. Picasso painted in many styles, including Cubism and Expressionism. He also sculpted. In cubism, he tried to show the dimensions of the objects in his paintings. When he painted in the classical style, his shapes were round and soft. In cubism, his shapes were square and hard.</p> <p>When Picasso painted, he had a blue period and a rose period. For about three years in his early twenties, he used mostly light blue colours in his paintings. The rose period came after the blue period. It began after he moved from Spain to France.</p> <p>Because he could work in multiple styles, Picasso became very famous. He used great lines and colour in his paintings.</p>
Vincent Van Gogh	<p>Van Gogh was born in Holland in 1853. He worked at many jobs, such as at an art gallery, a bookstore, as a preacher, and at last, he became an artist. He didn't have a very happy life. He painted sad paintings with poor people in them. His paintings were always very dark until he saw some colorful Japanese paintings. Then Van Gogh started painting happier paintings. Most of his work was in the Postimpressionist style.</p> <p>One day, he moved to live with his brother because he was unhappy where he lived, and he wanted to find someone to paint with. When he finally found someone, he wished he hadn't. Van Gogh and the other artist did not get along. After this, Van Gogh became so sad that he cut part of his ear off!</p> <p>After these things happened, he painted one more gloomy painting. It was called <i>Wheatfield with Crows</i>. After he finished it, he shot himself.</p>
Andy Warhol	<p>Andy Warhol was born in Pittsburgh, Pennsylvania in 1928. Andy was born with a natural talent for art. His mother encouraged him with his drawings. His teachers thought he had such a good talent for art that he should go to weekend art class. When his family saved enough money to send Andy to art college, he went to Carnegie Institute of Technology, where he studied design and illustration. That's where he developed his unusual art style.</p> <p>When he graduated from school he went to New York City for a job. He got jobs doing magazine illustrations, decorating department store windows, greeting cards, record albums, book covers, and suns, clouds, and raindrops for television weather reports. He still was not satisfied because he was not famous.</p> <p>His friend suggested him to draw everyday items. This was called Popular, or Pop Art. People liked his pictures because they were bright, attractive, and familiar. Warhol liked getting people's ideas for new drawings.</p> <p>He also tried making films. Warhol died in 1987. By that time, he was a famous artist. His works made people think of the important, everyday things in their lives.</p>

2. True or false statements.

1. In his paintings, Marc Chagall often used geometric shapes.
2. Salvador Dali painted everyday items in strange and mysterious ways.
3. Leonardo Da Vinci painted in Abstract style.
4. Paul Klee had a few works of art.
5. Claude Monet's favourite thing to paint was a lily pond with a Japanese bridge across it.
6. Picasso became very famous because he could work in many styles.
7. Van Gogh's paintings were always bright and colourful.
8. The works of Andy Warhol were attractive and bright.

3. Describe a picture of any famous Russian artist according to the plan:

Describe a painting according to the plan:

1. the subject of a painting (what is depicted in it)

2. the composition (how space is arranged) and the colours
3. the details
4. the impression made by the picture

1. To begin with, you should say that the painting belongs to a particular genre. It can be

the portrait

the landscape (seascape, townscape)

the still life

the genre scene

the historical/ mythological painting

To begin with, this painting is a portrait which belongs to the brush of (... the name of the painter)

1.1. If you remember some information about the painter, say it then.

This artist lived in thecentury and worked in the style known as Classicism, Romanticism, Realism, Impressionism, Surrealism, Cubism, Expressionism,

1.2. Give your opinion about the painting.

Use adjectives:

- lifelike = true to life
- dreamlike = work of imagination
- confusing
- colourful
- romantic
- lyrical
- powerful
- outstanding
- heart-breaking
- impressive

To my mind, it is a ... picture, which shows (...say what you see)

2. Mention the colours and the composition

2.1. Colours can be:

- warm/ cold colours
- bold colours
- oppressive colours
- bright colours
- deep colours
- light colours
- soft and delicate colours

The picture is painted in colours. These colours contrast very well.

The dominating colours are

The colours contrast with each other.

2.2. Mention the composition/ the space:

The space of the picture is symmetrically/ asymmetrically divided.

2.3. Try to describe what you can see in general

- In the centre/middle of the painting we can see a
- In the foreground there is a
- In the background there are

In the far distance we can make out the outline of a ...

On the left/ right stands/ sits ...

3. Give some details

At first glance, it looks strange/ confusing/ depressing/ ...

But if you look closely, you can see ...

It looks like

The artists managed to capture the sitter's impression/ the atmosphere of a...../ the mood of the moment, etc.

3.1. Make guesses about the situation:

They might be talking about...

She may have just woken up...

It looks as if ...

4. In the end, give your impression. Use the words and phrases:

Well, I feel that I am unable to put into words what I feel looking at the painting.

To my mind, it is a masterpiece that could stand the test of time.

Well, it seems to me that I couldn't put into words the impression made on me by this painting.

I feel extremely impressed by this painting.

It is brilliant, amazing. It is a real masterpiece by (..... the painter).

Практическое занятие № 74

Тема: «Культура и традиции страны изучаемого языка. Изучение лексических единиц по теме».

1.Тест на знание социокультурной информации о стране

The United Kingdom of Great Britain and Northern Ireland

1. Which one is the official name of the country?

- a) England
- b) Great Britain
- c) The United Kingdom of Great Britain and Northern Ireland

2. What channel separates the United Kingdom of Great Britain and Northern Ireland from the continent?

- a) North Channel
- b) English Channel
- c) St. George's Channel

3. What seas is the UK washed by?

- a) North Sea
- b) Irish Sea
- c) Caribbean Sea

4. How many countries does the UK consist of?

- a) 3
- b) 4
- c) 2

5. Match the country of the UK and its capital:

- 1. England
- 2. Wales
- 3. Northern Ireland
- 4. Scotland

- 5. Belfast
- 6. Edinburgh
- 7. London
- 8. Cardiff

6. Which is the highest mountain in the UK?

- a) Cape Horn
- b) Ben Nevis
- c) Everest

7. What are the most important rivers for the UK?

- a) the Thames
- b) the Ohio

- c) the Severn
- 8. Who rules Britain officially?
 - a) the Queen
 - b) Prime Minister
 - c) the King
- 9. How many chambers does the British Parliament have?
 - a) 3
 - b) 5
 - c) 2
- 1. The capital of the UK is:
 - a) Dublin
 - b) London
 - c) Newcastle
- 2. Who rebuilt St. Paul's Cathedral?
 - a) Edward the Confessor
 - b) Lord Mayor
 - c) Sir Christopher Wren
- 3. Traditionally London is divided into ... parts.
 - a) 6
 - b) 4
 - c) 3
- 4. The Tower has served as ...
 - a) citadel
 - b) palace
 - c) prison
- 14. What is Buckingham Palace famous for?
 - a) It is the biggest museum in London
 - b) It is the Queen's official London residence.
 - c) There are memorials to Wellington and Nelson.
- 15. Match the name of the famous English writer and his work:
 - 1) J. Swift
 - 2) R. Burns
 - 3) J. London
 - 4) G. Chaucer
 - a) "The Canterbury Tales"
 - b) "Martin Eden"
 - c) "My heart's in the Highlands"
 - d) "Gulliver's Travels"
- 16. What holiday do the English celebrate on October, 31?
 - a) Boxing day
 - b) Halloween
 - c) Thanksgiving day
- 17. For breakfast Englishman always have ...
 - a) porridge
 - b) haggis
 - c) omelet
- 18. Who sits in the British Parliament on a wool-sack covered with red cloth?
 - a) the Queen
 - b) the Lord-Chancellor
 - c) Prime Minister

19. According to the tradition the faces of Big Ben are light when ...

- a) New Year comes
- b) the weather changes
- c) the Parliament works

20. What park is the most famous in London?

- a) Kensington Gardens
- b) St. Jame's Park
- c) HydePark

Отвѣты к тесту:

1-c	8-a	15-1-d, 2-c, 3-b, 4-a
2-b	9-c	16-b
3-a, b	10-b	17-a
4-b	11-c	18-b
5-1-c, 2-d, 3-a, 4-b	12-b	19-c
6-b	13-a, b, c,	20-c
7-a, c	14-b	

Чтение, пересказ и обсуждение базовой информации о стране изучаемого языка.

The United Kingdom of Great Britain and Northern Ireland.

The United Kingdom of Great Britain and Northern Ireland is situated on two large islands called the British Isles. The larger island is Great Britain, which consists of three parts: England, Scotland and Wales. The smaller island is Ireland and there are about five thousand small islands.

The country's shores are washed by the Atlantic Ocean, the North Sea and the Irish Sea. The English channel separate Great Britain from the continent.

The total area of the U.K. is 244.00 square kilometers with a population of 56 million. It is one of the most populated countries in the world. The average density of population is very high: about 220 people per square kilometer. The greater part of the population is urban. About 80 percent of people live in numerous towns and cities. More then seven million people live in London area. Very often the inhabitants of The United Kingdom and Northern Ireland are called English.

The surface of the British Isles varies very mach. There are many mountains in Scotland, Wales and northwest of England but they are not very high. Ben Nevis in Scotland is the highest mountain. The northern part of Scotland is mountainous and is called the Highlands. Scotland is also famous for its beautiful lakes, which are called Lochs.

The mountains in G.B. are not very high. There are many rivers in G.B., but they are not very long. The Themes is the deepest, the longest and the most important river in England.

The climate of G.B. is mild. It is not very cold in winter and hot in summer. The average temperature in January is about 5C above zero. February is the coldest month in the year. The summers are cool and rainy. July is the warmest month. There is much rain and flog in autumn and winter. October is the rainiest month in the year.

The Union Jack

This is the popular name given to the flag of Great Britain. Actually it is called the Union Flag and it is a mixture of several flags.

It all began in 1606 when Scotland was joined to England and Wales. The Scottish flag, St Andrew's Cross, blue with a white cross from corner to corner, was joined to the English Flag, St George's Cross, white with a red cross. The flag of St George can still be seen on churches in England.

Later, in 1801, when Ireland was joined to the Union, as it was called, the Irish Flag of St Patrick's Cross was added, white with a red cross from corner to corner.

In this way the English people got the Union Flag, which is red, white and blue. King James the

Third (1566—1622) ordered that the Union Flag should be flown on the main mast of all British ships, except on ships of war. Here the flag was flown at the front of the ships, on what was called the bowsprit. The end of the bowsprit was called the Jack Star and so we get the name of Union Jack. A "jack", by the way, is an old word for the sailor. The Union Jack is also on the flags of Australia and New Zealand.

The British Parliament

The British Parliament is the oldest in the world. It originated in the 12th century as Witenagemot, the body of wise councillors whom the King needed to consult pursuing his policy. The British Parliament consists of the House of Lords and the House of Commons and the Queen as its head. The House of Commons plays the major role in law-making. It consists of Members of Parliament (called MPs for short). Each of them represents an area in England, Scotland, Wales and Ireland. MPs are elected either at a general election or at a by-election following the death or retirement. Parliamentary elections are held every 5 years and it is the Prime Minister who decides on the exact day of the election. The minimum voting age is 18. And the voting is taken by secret ballot. The election campaign lasts about 3 weeks. The British parliamentary system depends on political parties. The party which wins the majority of seats forms the government and its leader usually becomes Prime Minister. The Prime Minister chooses about 20 MPs from his party to become the cabinet of ministers. Each minister is responsible for a particular area in the government. The second largest party becomes the official opposition with its own leader and "shadow cabinet".

The leader of the opposition is a recognized post in the House of Commons. The parliament and the monarch have different roles in the government and they only meet together on symbolic occasions, such as coronation of a new monarch or the opening of the parliament. In reality, the House of Commons is the one of three which has true power. The House of Commons is made up of six hundred and fifty elected members, it is presided over by the speaker, a member acceptable to the whole house. MPs sit on two sides of the hall, one side for the governing party and the other for the opposition. The first 2 rows of seats are occupied by the leading members of both parties (called "front benches") the back benches belong to the rank-and-file MPs. Each session of the House of Commons lasts for 160-175 days. Parliament has intervals during his work. MPs are paid for their parliamentary work and have to attend the sittings. As mentioned above, the House of Commons plays the major role in law making. The procedure is the following: a proposed law ("a bill") has to go through three stages in order to become an act of parliament, these are called "readings". The first reading is a formality and is simply the publication of the proposal. The second reading involves debate on the principles of the bill; it is examination by parliamentary committee. And the third reading is a report stage, when the work of the committee is reported on to the house. This is usually the most important stage in the process. When the bill passes through the House of Commons, it is sent to the House of Lords for discussion, when the Lords agree it, the bill is taken to the Queen for royal assent, when the Queen signs the bill, it becomes act of the Parliament and the Law of the Land. The House of Lords has more than 1000 members, although only about 250 take an active part in the work in the house. Members of this Upper House are not elected, they sit there because of their rank, the chairman of the House of Lords is the Lord Chancellor. And he sits on a special seat, called "Woolsack" The members of the House of Lords debate the bill after it has been passed by the House of Commons. Some changes may be recommended and the agreement between the two houses is reached by negotiations.

London

London dominates the life of Britain. And it is the greatest and nicest town in the world. Also, the nature of this city is very picturesque. There are a lot of sites and places of interest here. Many parks and theatres, museums and halls, which are always ready to surprise tourists and English with its beauty and charm. There are about 40 theatres, several concert halls, many museums including the British Museum, and the best art galleries. Speaking about parks we can always see many people here listening to others or just having their rest. Hyde Park with its Speaker's Corner is

also in London. Among other parks are Kensington Gardens, St. James Park. In the West End is Buckingham Palace, which is the Queen's Residence, and the Palace of Westminster the seat of Parliament. The best-known streets here are Whitehall with important Government offices, Downing Street, the London residence of Prime Minister and the place where cabinet meets, Fleet Street where most newspapers have their offices, Harley Street where the highest paid doctors live, and some others. There are many statues and monuments there. I think that the majority is devoted to the famous and outstanding people. London is situated upon both banks of the River Thames and it is one of the largest cities in the world. Speaking about the West end of London we mean its center where famous parks and tropical places are situated. In Westminster Abbey begins and comes to an end royal destiny: in its walls the British monarchs are crowned, here they find their eternal rest. Besides Westminster Abbey is well known for the "poet's Corner". So... many others memorial boards are established. But the present tombs are far from being all mentioned to the poets. Well it is safe to say that it is the most famous building in England. It is a fine Gothic building, which stands opposite the Houses of Parliament. It is the work of many hands and different ages and the oldest part of the building dates from the 8th century.

Практическое занятие № 75

Тема: «Культура и традиции страны изучаемого языка. Чтение, перевод, выделение информации в тексте».

1. Look through the presentation "Traditions of English-speaking countries". Answer the questions on the content of the presentation. Translate the answers.

Traditions of English-speaking countries PUBLIC HOLIDAYS AND CELEBRATIONS

There are some public holidays. They are: Christmas Day, Boxing Day, Good Friday, Easter Monday, Spring Bank Holiday and Late Summer Bank Holiday. Most of these holidays are of religious origin. There are other festivals, for example Pancake Day and Bonfire Night, but they are ordinary working days.

Christmas

Christmas is a Christian holiday that celebrates the birth of Jesus Christ. Most Christians celebrate Christmas on December 25. People in the United States and Canada decorate their homes with Christmas trees, wreaths and ornaments. City streets are filled with colored lights; the sound of bells and Christmas carols can be heard everywhere.

Children write letters to Santa Claus and tell him what presents they would like to get. People send Christmas cards to relatives and friends. Many companies give presents to their employees.

A Christmas tree is one of the main symbols of Christmas in most homes. Presents are placed under the Christmas tree. On Christmas Eve or Christmas morning, families open their presents. Some children hang up stockings so Santa Claus can fill them with candy, fruits and other small gifts.

Boxing day

Boxing Day in the United Kingdom is the day after Christmas Day and falls on December 26. Traditionally, it was a day when employers distributed money, food, cloth (material) or other valuable goods to their employees. In modern times, it is an important day for sporting events and the start of the post-Christmas sales.

Traditionally, fox hunting was a popular sport in the upper class. Nowadays, fox hunting is outlawed. Horse racing and football (soccer) are now popular sports.

For many people Boxing Day is an opportunity to spend time with family, friends, and neighbours.

New Year's Eve (December 31st) is more special for Scottish people, who celebrate it with their families. At midnight Scottish people hold their hands in a large circle and sing the song "Auld lang syne" by Robert Burns. That is how they celebrate the coming of a new year.

Friday before Easter is called “**Good Friday**”. People usually make special buns with a cross on top. On this day the Church marks Jesus Christ’s death.
Easter Monday is the first Monday after Easter Day.

May Day Bank Holiday is celebrated on the first Monday after May Day (May 1st). People celebrate the coming of spring. They also select the most beautiful girl on this day, who becomes May Queen. Sometimes May poles are constructed with long coloured ribbons and children dance around these poles holding the ends of these ribbons.

Spring Bank Holiday is marked on the last Monday in May.

August Bank Holiday is the last Monday in August. British people usually go on picnics on spring and summer bank holidays.

Mothering Sunday is not a fixed day because it is always the middle Sunday in Lent means that Mother's Day in the UK will fall on different dates.

Mothering Sunday is not a fixed day because it is always the middle Sunday in Lent means that Mother's Day in the UK will fall on different dates.

Mothering Sunday is also sometimes known as Simnel Sunday because of the tradition of baking Simnel cakes. The Simnel cake is a fruit cake. 11 marzipan balls representing the 12 apostles minus Judas, who betrayed Christ.

Independence day

On July 4 the Americans celebrate their national holiday-Independence Day. In 1755, the Revolutionary War against British rule began. On July 4, 1776 the Continental Congress approved the declaration of Independence. People have a day-long picnic with favourite foods like hot dog, hamburgers, potato salad, baked beans. Lively music is heard everywhere. Some cities have parades. In the evening people gather to watch fireworks.

Halloween

Halloween is a festival that takes place on October 31.

Children dress in costumes and masks and go from door to door saying “trick or treat”. The neighbors give children such treats as candy, fruit and pennies so that children do not play tricks on them.

Jack-o’-lanterns are pumpkins with a face carved into one side. Most jack-o-lanterns contain a candle inside.

Fortunetelling is an important part of Halloween. For example, a coin, a ring were baked into a cake. It was believed that the person who found the ring would marry soon.

People once believed that there were many ghosts and witches on the Earth and that they met on October 31 to worship the devil. Today, people do not believe in ghosts and witches but they like to tell stories about them on Halloween.

Thanksgiving Day

In 1620, a religious community sailed across the Atlantic Ocean to settle in the New World. They settled in what is now known as the state of Massachusetts. Their first winter in America was difficult. They arrived too late to grow a rich harvest. Moreover, half the colony died from diseases. The following spring the Indians taught them how to grow crops and how to hunt and fish.

In autumn of 1621 they got a rich harvest. The following years many of the colonists celebrated the harvest with a feast of thanks.

On Thanksgiving Day, the last Thursday in November, family members gather at the house of an older relative, even if they far away. All give thanks for everything good they have. Charitable organizations offer traditional meal to homeless.

Foods, eaten at the first thanksgiving, have become traditional. The traditional thanksgiving meal consists of roast turkey stuffed with bread, cranberry jelly, mashed potatoes, pumpkin pie.

Questions

1.What are the main holidays in English-speaking countries?

2. How do people congratulate each other with Christmas?
3. What is the day of sweethearts? When is it celebrated?
4. What is the tradition of Mothering Sunday?
5. Independence Day is celebrated in UK, isn't it?
6. Why is the last Thursday in November called Thanksgiving Day?
7. How do English people celebrate the coming of spring?
8. What holiday do people have a picnic with the following parades and fireworks on?
9. When do English employers give money and goods to their employees?
10. What is the popular new Year's song of Scottish people?

Практическое занятие № 76

Тема: «Культура и традиции страны изучаемого языка. Говорение».

1. Translate the 2 paragraph into Russian.

British traditions and customs

Every nation becomes special by means of its own traditions and customs. There is no other nation that clings to the past with the tenacity of the British. They are really proud of their traditions, they cherish them. When we think of Britain we often think of people drinking white tea, eating fish and chips, sitting by the fireplace or wearing bowler hats, but there is much more in Britain than just those things. Some British traditions are royal, such as the Changing of the Guard which takes place every day at Buckingham Palace. The Trooping of the Colour happens on the Queen's official birthday. It's a big colourful parade with hundreds of soldiers and brass bands.

2. British holidays (Christmas, Easter, Guy Fawkes Night, Remembrance Day) are especially rich in old traditions and customs. A traditional Christmas dinner consists of roast turkey and potatoes, cranberry sauce, sweet mince pies and Christmas pudding. On Christmas Eve children hang up their stockings around the fireplace for Father Christmas to fill with presents. At Easter chocolate eggs are given as presents symbolizing new life. Guy Fawkes Night is also known as Bonfire Night because English people burn stuffed figures on bonfires. On Remembrance Day red poppies are traditionally worn in memory of servicemen who lost their lives in wars. National Morris Dancing can be seen throughout the month of May in most of English villages. Groups of men and women wear coloured costumes, carry white handkerchiefs and perform their lively folkdance.

One of Englishmen's traditions is their tender love for animals. Pets are members of English families and are protected by law. There are even special cemeteries for animals in Great Britain. Most English people love their gardens too. They enjoy gardening and decorating their houses with beautiful flowers and plants.

Sports play an essential part in the life of Britain and it is a popular leisure activity. Rugby, golf, cricket, polo and horse-racing are British national sports and they are played on village greens and in towns on Sundays.

Politeness and punctuality are typical features of all British people. They often say "Sorry", "Please" and "Thank you" with a smiling face and they always try to arrive on time.

The British are also traditional about their breakfast. They usually eat bacon and eggs, a toast with orange jam, a bowl of cereals or porridge in the morning.

There are over 60 thousand pubs in the United Kingdom. Pubs are an important part of British life too. People talk, eat, drink, meet their friends and relax.

2. Copy, answer the questions.

1. What are some British holidays?
2. What are typical features of all British people?
3. Do English people love animals and gardens?

4. What are British sports?
5. What are typical British dishes?

Практическое занятие № 77

Тема: «Культура и традиции страны изучаемого языка. Аудирование».

1.Fill in the missing gaps

LONDON

London is 1... of Great Britain. More than six million people live in London. London 2... on both banks of the river Thames. It is 3... city in Europe and 4... cities in the world.

London is not only the capital of the country, it is also a very big 5 one of the greatest 6... centers in the world, a 7... city, and 8... of the government of Great Britain.

The most important 9... of London are: the City, the West End, the East End and Westminster.

10... is the busiest part of London. Only about ten thousand people live there. The Tower of London, 11 ..., the Bank of England, St. Paul's Cathedral, the Old Baily and many interesting old churches 12... here.

13 ... is the richest part of London. It is a symbol of wealth and 14 You can find the best 15 ..., theatres, cinemas, museums, fine parks and squares there. Its houses and streets are the finest in the capital. The 16 ... people live in this part of the capital. 17 ..., 18 ... are situated here.

The East End is the part of London where 19 ... people live.

20 ... is the aristocratic official part of London. 21 ..., 22 ... are situated here. Westminster Abbey is 23 ... in London. Many famous people are 24 ... there.

London has many 25 ... over the Thames, but the most interesting of them all is 26 ... situated near the Tower of London.

- a. Westminster Abbey n. parts
- b. Trafalgar Square o. the largest
- c. the City p. lies
- d. Westminster q. working
- e. the National Gallery r. rich
- f. the Tower Bridge s. commercial
- g. shops t. one of the largest
- h. the Stock Exchange u. university
- i. the West End v. the seat
- j. the Houses of Parliament with Big Ben w. buried
- k. luxury x. are situated
- l. the capital y. port
- m. bridges z. one of the most beautiful buildings

2.Тестирование по теме «Символы Великобритании»

<https://videouroki.net/tests/the-uk-general-info-symbols.html>

GREAT BRITAIN

VARIANT – I

1. How many parts does the UK consist of?
A 2 B 3 C 4 D 5
2. Who wrote “My heart's in the Highlands”?
A W. Shakespeare B Walter Scott C R. Burns D B. Shaw
3. What is the biggest industrial city in Scotland?
A Cardiff B London C Glasgow D Edinburgh

4. England is divided into ... regions.
A 4 B 3 C 6 D 5
5. What region is known as the heart of England?
A the Southwest B the Southeast C East Anglia D the Midlands E the North of England
6. What is the Garden of England?
A Dover B the County of Kent C Brighton D Stonehenge E Cambridge
7. Where is the famous Stonehenge situated?
A England B Scotland C Wales D Northern Ireland
8. What is the capital of Wales?
A Edinburgh B London C Cardiff D Belfast
9. Where is Lake District situated?
A the Southeast B the Midlands C the North of England D the Southwest
10. What is the official residence of Queen Elizabeth II?
A The Houses of Parliament B the Mall C Holyrood Palace D Buckingham Palace
11. What is the famous festival in Edinburgh that is held every August and September?
A carnival B military tattoo C Edinburgh festival D military holiday
12. What monument is situated in Princes Street in Edinburgh?
A W. Scott's monument B a monument to Bobby C W. Shakespeare's monument
13. What is the main street in the Old Town of Edinburgh?
A Princes Street B the Mall C the Royal Mile D Holyrood
14. What is the symbol of England?
A thistle B rose C daffodil D shamrock
15. What is the highest mountain in Great Britain?
A Snowdon B Ben Nevis C the Pennines D the Grampians
16. What is the longest river in England?
A the Thames B the Trent C the Clyde D the Severn
17. What is the symbol of Wales?
A thistle B rose C daffodil D shamrock
18. How many children did W. Shakespeare have?
A 1 B 2 C 3 D 4
19. What king had 6 wives?
A William the Conqueror B Henry VIII C Prince Albert D Richard I the Lion Heart
20. What river does London stand on?
A the Thames B the Trent C the Clyde D the Severn
21. What monument is in front of Royal Albert Hall?
A Queen Victoria B Prince Albert C Queen Elizabeth II D Queen Elizabeth I
22. What languages do people speak in Wales?
A English & German B English & French C English & Welsh D Welsh & Scottish
23. The queen who never married is ...
A Queen Victoria B Elizabeth I C Elizabeth II
24. Under this monarch Britain became independent of the Roman Catholic Church.
A Henry VII B Henry VIII C Elizabeth I D Victoria
25. What language is Welsh?
A Roman B Celtic C Arabic
26. Where is the famous Heathrow Airport situated?
A Cardiff B Belfast C London D Edinburgh
27. What is the saint patron of England?
A St. David B St. Andrew C St. George
28. What is Eisteddfod?
A a festival of songs and poetry B a sports tournament C a culinary competition

29. What monarch defeated the Spanish Armada?
A Henry VIII B Elizabeth I C Queen Victoria D Julius Caesar
30. What is the national instrument in Scotland?
A harp B guitar C bagpipe D violin

GREAT BRITAIN

VARIANT – II

1. How many parts does Great Britain consist of?
A 2 B 3 C 4 D 5
2. Who was born in Stratford-upon-Avon?
A W. Shakespeare B Elizabeth I C R. Burns D W. Scott
3. What is the name of the Queen's residence in Scotland?
A Buckingham Palace B Holyrood House C Windsor D Albert Hall
4. Who was the youngest daughter of Henry VIII?
A Elizabeth I B Victoria C Mary I (Bloody Mary) D Elizabeth II
5. What monarch encouraged the development of culture and art?
A Elizabeth II B Victoria C Henry VIII D Elizabeth I E Mary I Tudor
6. The national Scottish food is ...
A Fish & Chips B Haggis C Pasta D Roast beef
7. The national instrument of Wales.
A harp B guitar C bagpipe D violin
8. What is the capital of Scotland?
A London B Belfast C Cardiff D Edinburgh
9. What does 'Mac' mean?
A 'the clan of' B 'the son of' C 'the family of' D 'the daughter of'
10. What monument is in front of Buckingham Palace?
A the Queen Elizabeth II B the Queen Victoria C the King Henry VIII D the Queen Elizabeth I
11. What parts is Scotland divided into?
A Highlands & Midlands B Midlands & Lowlands C Highlands & Lowlands
12. What city is known as Athens of the North?
A Glasgow B Liverpool C Edinburgh D Cardiff
13. What is the main street in the New Town of Edinburgh?
A Holyrood B the Mall C the Royal Mile D Princes Street
14. What is the capital of England?
A Belfast B London C Cardiff D Edinburgh
15. What is Great Britain separated from the continent by?
A Bristol Channel B Pacific Ocean C English Channel D Irish Sea
16. What is the main river in England?
A the Clyde B the Severn C the Thames D the Trent
17. What is the symbol of Scotland?
A thistle B rose C daffodil D shamrock
18. What theatre did W. Shakespeare write for?
A Albert Hall B World Theatre C Globe Theatre
19. During her reign Britain became a rich industrial country with a developed trade, an empire with a lot of colonies.
A Elizabeth II B Victoria C Mary, Queen of Scots D Elizabeth I
20. Who ruled for the longest period in the English History?
A Elizabeth I B Elizabeth II C Victoria D Henry VIII
21. The Queen ... but doesn't ...
A reigns, rule B rules, reign
22. Where is London Zoo?

- A Greenwich Park B St. James's Park C Regent's Park D Hyde Park
23. What is the highest mountain in Wales?
A Ben Nevis B the Pennines C Snowdon D Welsh
24. What is an industrial city in Wales?
A Newport B Cardiff C Bristol D Swansea
25. What is the patron saint of Scotland?
A St. David B St. Andrew C St. George
26. Where is the famous Hadrian's Wall situated?
A England B Cardiff C Edinburgh D Belfast
27. Who is the author of "King Lear":
A R. Burns B W. Shakespeare C W. Scott D M. Twain
28. Where are Oxford and Cambridge situated?
A England B Scotland C Wales D Northern Ireland
29. When is Halloween celebrated?
A the 30th of October B the 31st of November C the 31st of October D the 30th of November
30. How do Welsh call themselves?
A the British B Cymry C the Scotts D the Welsh

Практическое занятие № 78

Тема: «История страны изучаемого языка. Изучение лексических единиц по теме».

Read out, translate the texts

The United Kingdom of Great Britain and Northern Ireland

The United Kingdom is situated on the British Isles. The British Isles consist of two large islands, Great Britain and Ireland, and about five thousand small islands. Their total area is over 244.000 square kilometres.

The United Kingdom is made up of four countries: England, Wales, Scotland (on the island of Great Britain), and Northern Ireland (on the island of Ireland). Their capitals are London, Cardiff, Edinburgh, and Belfast respectively. The capital of the UK is London.

The British Isles are separated from the European continent by the North Sea and the English Channel. The western coast of Great Britain is washed by the Atlantic Ocean and the Irish Sea.

The surface of the British Isles varies very much. The north of Scotland is mountainous and is called the Highlands, while the south, which has beautiful valleys and plains, is called the Lowlands. The north and west of England are mountainous, but all the rest east, centre, and south-east — is a vast plain. Mountains are not very high. Ben Nevis in Scotland is the highest mountain (1.343 m).

There are a lot of rivers in Great Britain, but they are not very long. The Severn is the longest river, while the Thames is the deepest one.

The mountains, the Atlantic Ocean, and the warm waters of Gulf Stream influence on the climate of the British Isles. It is mild the whole year round.

The UK is one of the world's smallest countries. Its population is over 57 million. About 80 % of the population is urban.

The UK is a highly developed industrial country. It is known as one of the world's largest producers and exporters of machinery, electronics, textile, aircraft, and navigation equipment. One of the chief industries of the country is shipbuilding. The United Kingdom has some mineral resources. Coal and oil are the most important of them. The main industrial centres are Sheffield, Birmingham and Manchester. The largest cities of the country are London, Birmingham, Cardiff, Manchester, Glasgow, Belfast, Dublin.

Agriculture takes an important sector in economy of the country. The British people grow wheat, fruit, vegetables oats.

The UK is a constitutional monarchy. In law, Head of the State is Queen. In practice, Queen reigns, but does not rule. The country is ruled by the elected government with the Prime Minister at the head. The British Parliament consists of two chambers: the House of Lords and the House of Commons.

There are three main political parties in Great Britain: the Labour, the Conservative, and the Liberal parties.

London

London is the capital of Great Britain, its political, economic and cultural centre. It's one of the largest cities in the world. London is situated on the river Thames. The city is very old and beautiful. It was founded more than two thousand years ago. Traditionally London is divided into several parts: the City, the West End, the East End and Westminster.

The City is the oldest part of London, its financial and business centre. The heart of the City is the Stock Exchange. Westminster is the most important part of the capital. It's the administrative centre. The Houses of Parliament, the seat of the British Government, are there. It's a very beautiful building with two towers and a very big clock called Big Ben. Big Ben is really the bell which strikes every quarter of an hour. Opposite the Houses of Parliament is Westminster Abbey. It's a very beautiful church built over 900 years ago. The tombs of many great statesmen, scientists and writers are there.

To the west of Westminster is West End. Here we find most of the big shops, hotels, museums, art galleries, theatres and concert halls. Picadilly Circus is the heart of London's West End. In the West End there are wide streets with beautiful houses and many parks, gardens and squares. To the east of Westminster is the East End, an industrial district of the capital. There are no parks or gardens in the East End and you can't see many fine houses there. Most of the plants and factories are situated there.

London has many places of interest. One of them is Buckingham Palace. It's the residence of the Queen. The English are proud of Trafalgar Square, which was named so in memory of the victory at the battle. There in 1805 the English fleet defeated the fleet of France and Spain. The last place of interest I should like to mention, is the British Museum, the biggest museum in London. The museum is famous for its library -one of the richest in the world.

All London's long-past history is told by its streets. There are many streets in London which are known all over the world. Among them Oxford Street, Downing Street and a lot of others can be mentioned. And tourists are usually attracted not only by the places of interest but by the streets too. In conclusion I should say if you are lucky enough to find yourself in London some day you will have a lot to see and enjoy there.

Places of Interest in London

Hyde Park

It's the London's largest and most fashionable park. It was once a royal hunting forest. In the 19th century it became a popular place for public meetings. There are restaurants and bars at each end of the Serpentine lake.

Downing Street

Number 10, Downing Street has been the home of the British Prime Minister since 1735.

The Houses of Parliament

Its official name is the Palace of Westminster. Most of the building was built in 1840 after the fire of 1834 destroyed the old palace. At the north end of the building, by Westminster Bridge, there is the famous clock tower, Big Ben. In fact Big Ben is really the name of the bell in the tower, not of the clock.

The Tower of London

It's the London's oldest building. Since it was built by William the Conqueror in the 11th century, this castle has been a Royal palace, a prison, a place of execution, a zoo, the Royal Mint, and an observatory. Today it's a museum and houses the Crown Jewels. There is a gift shop.

The Natural Museum

It's situated in Kensington and is one of London's greatest museums. There is a huge collection of animals and plants, including a quarter of a million butterflies, a blue whale and the famous dinosaur skeletons. There is a cafeteria, a gift shop, and a book shop.

Madame Tussauds, Morylebone Road

The famous Waxworks Museum has the models of famous people from pop stars to prime ministers, displays of battles and a Chamber of Horror.

The Royal Observatory, Greenwich

It is situated 10 miles outside London on a hill above the River Thames. The Observatory contains telescopes and displays about astronomy. There is a video theatre and a souvenir shop.

The Tower of London

It is the most famous of all the historical buildings in London. It stands today almost unchanged since first it was built in the 11th century. In the past the Tower of London served both as a palace and as a state prison, but it is only a museum today.

St Paul's Cathedral is the greatest work of England's greatest architect Christopher Wren. The cathedral was begun in 1675. It was opened in 1697 but was finished only in 1710, when Wren was almost eighty years old. There are memorials to many famous men of England in the Cathedral.

Trafalgar Square is in the centre of the West End of London. On the north side is the National Gallery; in the north-east corner is the National Portrait Gallery, and in the centre is Nelson's Column with the figure of the great seaman. Trafalgar Square is the place where mass meetings and demonstrations for peace and for working people's rights take place.

«**Big Ben**» is the name of the great bell which strikes the hour. It is in the clock Tower of the Houses of Parliament.

Westminster Abbey is the historic building in London to which every visitor sooner or later goes. The Abbey was founded in the 11th century. Many of Great Britain's famous men are buried in Westminster Abbey.

Piccadilly Circus is a square in the central part of London. London's best-known theatres and cinemas and most famous restaurants are on Piccadilly Circus. In the square you can see people of many nationalities and hear a lot of different languages.

The British Museum is one of the largest museums in the world. It consists of the National Library and Museum of History, Archaeology, Art and Ethnography.

Практическое занятие № 79

Тема: «История страны изучаемого языка. Чтение, перевод, выделение информации в тексте».

1. Do the test "Are you an expert on Great Britain?"

1. What is the capital of Great Britain?

a) *Edinburgh* b) *Boston* c) *London*

2. How many parts does Great Britain contain?

a) 4 b) 3 c) 5

3. What is the London underground called?

a) *the tube* b) *the metro* c) *the subway*

4. Who is the Head of State in Britain?

a) *the Mayor* b) *the Queen* c) *the Prime Minister*

5. What is the river in London?

a) *Thames* b) *London* c) *Avon*

6. What is the Home of the Queen?

a) *Buckingham Palace* b) *the White House* c) *Westminster Abbey*

7. What city were The Beatles from?
 a) *London* b) *Manchester* c) *Liverpool*
 8. They say the Loch Ness Monster lives in a lake in
 a) *Scotland* b) *Wales* c) *Ireland*

2. Read the text, ask 5 questions to it.

Great Britain

Great Britain (the official name – the United Kingdom of Great Britain and Northern Ireland) is situated on two large islands, the larger of which is Great Britain, the smaller is Ireland. In addition to these two islands Great Britain includes over five hundred small islands.

The total area of Great Britain is 240,000 sq. km ,its population is over 56 mln people. In the north –west and west the country is washed by the Atlantic Ocean and the Irish Sea, in the east – by the North Sea, it is separated from France by the English Channel.

The island of Great Britain is divided into two parts: mountainous and lowland. There are no very long rivers. The most important rivers are the Thames (the deepest) and the Severn (the longest).

Great Britain consists of four main parts: England, Scotland, Wales and Northern Ireland. Administratively Great Britain is divided into 55 counties. The biggest cities of the country are London, Birmingham, Glasgow, Liverpool, Manchester, Edinburgh and Cardiff.

Great Britain is a parliamentary monarchy. Officially the head of the state is the Queen (or the King). However, the power of the Queen in Great Britain is not absolute. She acts only on the advice of the ministers and Parliament. Parliament in Great Britain exists since 1265 and is the eldest in the world. It consists of two Houses: the House of Lords and the House of Commons.

Great Britain is a highly-developed industrial country. The main branches of British industry are machine-building, ship-building, metallurgy, electronics, etc.

Практическое занятие № 80

Тема: «История страны изучаемого языка. Говорение».

1.Study the expressions on the topic USA:

- | | |
|---------------------------------|---------------------------------|
| 1.the North American continent | 20.to symbolize |
| 2.to occupy | 1.Северо-Американский континент |
| 3.federal republic | 2.занимать |
| 4.outlying areas | 3.федеральная республика |
| 5.boundary | 4.внешние территории |
| 6.the Great Lakes | 5.граница |
| 7.lowlands | 6.Великие озера |
| 8.peak | 7.низменности |
| 9.climate conditions | 8.вершина |
| 10.to be rich in | 9.климатические условия |
| 11.iron ore | 10.быть богатым |
| 12.federal state | 11.железная руда |
| 13.to be headed by | 12.федеральное государство |
| 14.the Senate | 13.возглавляться |
| 15.the House of Representatives | 14.Сенат |
| 16.the Supreme Court | 15.Палата представителей |
| 17.political party | 16.Верховный суд |
| 18.donkey | 17.политическая партия |
| 19.elephant | 18.осел |

2.Readout, translate the text:**The United States of America**

The United States of America is the 4th largest country in the world after Russia, Canada and China. It occupies the central part of the North American continent.

The United States of America is a federal republic, consisting of 50 states including the states of Alaska and Hawaii. Outlying areas include Puerto Rico, American Samoa, Guam, and the US Virgin Islands.

The northern boundary is partly formed by the Great Lakes and the St. Lawrence River; the southern boundary is partly formed by the Rio Grande River. The United States also has a sea-border with Russia.

The total area of the United States (including the District of Columbia) is about 9,809,000 sq km.

The country is washed by 3 oceans: the Arctic, the Atlantic and the Pacific. The country has many lakes, with the Great Lakes included. There are also many rivers on the US territory. The longest of them are the Mississippi, the Missouri, the Columbia, the Rio Grande and some others. On the US territory there are mountains and lowlands. The highest mountains are the Rocky Mountains, the Cordillera and the Sierra Nevada. The highest peak, Mount McKinley, is located in Alaska. The climate conditions are rather different.

The country is rich in natural and mineral resources: oil, gas, iron ore, coal and various metals. The USA is a highly developed industrial and agricultural country. The main industrial branches are aircraft, rocket, automobile, electronics, radio-engineering and others.

Americans are made up from nearly all races and nations. The country population is over 250 mln.

Officially the country comprises 50 states and one District of Columbia. The states differ in size, population and economic development. Each state has its own capital. The capital of the USA is Washington. It is situated in the District of Columbia and is named after the 1st US President - George Washington. There are many large cities in the country: New York, Los Angeles, Chicago, Philadelphia, Detroit, San-Francisco, Cleveland and some others.

The United States of America is a federal state, headed by the President. According to the US Constitution the powers of the Government are divided into 3 branches: legislative, executive and judicial.

The legislative power belongs to the Congress consisting of the Senate and the House of Representatives. The Senate represents the states while the House of Representatives — the population. The executive power belongs to the President and his Administration (Vice-President and Cabinet of Ministers). The judicial power belongs to the Supreme Court and the system of Federal, state and district courts.

There are several political parties in the USA, the largest of them are the Republican (symbolised by a donkey) and the Democratic (symbolised by an elephant).

Exercises**1.Is it true or false?**

- 1.The USA is a federation of states.
- 2.The Hawaiian is a part of Canada.
- 3.The most famous of the US lakes are the Great Lakes.
- 4.The country consists of 13 states and the district of Columbia.
- 5.The capital of the USA is named after the 1st US President.

2.Answer the questions:

1. Is the USA a small country?
2. What's the total area of the USA?
3. What are its separate parts?
4. Describe the landscape of the country.
5. What waters is the US washed by?
6. What are the main rivers and lakes of the USA?
7. What is the population of the country?
8. Describe the country's industry.
9. What's the capital of the USA? Name the largest cities.
10. Describe the system of government of the USA.

3. Fill in the gaps with the words below:

building structures, population, capital, surrounded, situated, district, library

1. Washington is the _____ of the USA and it is _____ on the Potomac River.
2. The _____ is a piece of land.
3. The _____ of the city is nearly one million people.
4. There is a law in Washington against _____ higher than the Capitol.
5. Near the Capitol is the _____ of Congress.
6. The Jefferson Memorial is _____ by cherry trees.

4. Translate the first and the second paragraph of the following text into Russian:

Washington

1. Washington, the capital of the United States of America, is situated on the Potomac River in the District of Columbia. The district is a piece of land ten miles square and it does not belong to any separate state but to all the states. The district is named in honour of Columbus, the discoverer of America. The capital owes much to the first President of the USA -George Washington. It was G. Washington, who chose the place for the District and laid in 1790 the corner-stone of the Capitol, where Congress sits.

2. Washington is not the largest city in the USA. It has a population of 900 000 people. Washington is a one-industry town. That industry is government. It does not produce anything except very much scrap paper. Every day 25 railway cars leave Washington loaded with scrap paper.

3. Washington has many historical places. The largest and tallest among the buildings is the Capitol with its great House of Representatives and the Senate chamber. There are no skyscrapers in Washington because no other building must be taller than the Capitol. The White House is the President's residence. All American presidents except George Washington (the White House was not yet built in his time), have lived in the White House. It was built in 1799. It is a two-storied, white building.

4. Not far from the Capitol is the Washington Monument, which looks like a very big pencil. It rises 160 metres and is hollow inside. A special lift brings visitors to the top in 70 seconds from where they can enjoy a wonderful view of the whole city.

5. The Jefferson Memorial was built in memory of the third President of the USA, Thomas Jefferson, who was also the author of the Declaration of Independence. The memorial is surrounded by cherry-trees. The Lincoln Memorial devoted to the memory of the 16th President of the US, the author of the Emancipation Proclamation, which gave freedom to Negro slaves in America.

6. On the other bank of the Potomac lies the Arlington National Cemetery where President Kennedy was buried. American soldiers and officers, who died in World Wars I and II are buried there too.

5. Answer the questions.

1. What city is the capital of the USA?
2. Where is Washington situated?
3. In whose honour is the district of Columbia named?
4. Who was the first President of the USA?
5. Is Washington the largest city in the USA?
6. What is the population of Washington?
7. What industries are situated in the city?
8. Where is the President's residence?
9. When was the White House built?
10. In whose memory was the Jefferson Memorial built?

Практическое занятие № 81

Тема: «История страны изучаемого языка. Аудирование».

1. Do the test:

Are you an expert on the USA?

1. What is the capital of the USA?
a) Ottawa b) Washington, D.C. c) New York
2. How many states are there in the USA?
a) 52 b) 50 c) 51
3. What is the American flag called?
a) Union John b) Union Jack c) Stars and Stripes
4. When did Christopher Columbus discover America?
a) in 1492 b) in 1592 c) in 1392
5. How often do American people choose a new President?
a) every 5 years b) every 3 years c) every 4 years
6. What is the most expensive part of New York?
a) Long Island b) Manhattan c) Staten Island
7. What colour are the taxis in New York?
a) black b) yellow c) green
8. The building on the picture is
a) The Capitol b) The Pentagon c) The White House
9. If you go to New York, you will see
a) Big Ben b) The Capitol c) The Empire State Building
10. The territory of the USA is washed by?
a) the Pacific ocean b) the Indian ocean c) Atlantic ocean d) Black Sea
e) Carribian Sea f) the Gulf of Mexico
11. What is the home of the President?
a) The Capitol b) The White House c) the House of Representatives
12. The first colonists started the tradition of
a) Halloween, b) Independence Day,
c) Thanksgiving Day, d) Memorial Day.
13. Who was the 1st President:
1. A.Lincoln b) Kennedy c) Johnson d) Washington.
14. What states are not connected to the other states?
1. Texas b) Kansas c) Alaska d) Oregon e) Hawai
15. The population of the USA is ...
1. 350 millionpeople
2. 250 millionpeople

3. 450 million people
16. What river American called "the father of waters"?
1. Missouri b) Colorado c) Mississippi
17. What river formed the Grand Canyon?
1. Missouri b) Colorado c) Mississippi
18. The Constitution was written in...
1. Texas b) Philadelphia c) Alaska d) Oregon e) Hawaii
19. The USA Government has ---- branches.
1. Three b) four c) five
20. All together there are ---- amendments to the Constitution.
1. Twenty-one b) twenty-six c) thirty-six
21. What President made slaves free?
1. G. Washington b) A. Lincoln c) G. Bush
22. Comment on this:
"The USA: one nation, many different people."

-
23. Who can declare the war? _____
 24. What is the most popular food in America? _____
 25. Who is Commander in Chief? _____

2. Reading test (подберите подходящий заголовок к текстам, выберите один из текстов и переведите его на русский язык).

1. The United States of America stretches from the Atlantic Ocean across North America and far into the Pacific.

Because of such a huge size of the country the climate differs from one part of the country to another. The coldest climate is in the northern part, where there is heavy snow in winter and the temperature may go down to 40 degrees below zero. The south has a subtropical climate, with temperature as high as 49 degrees in summer.

2. America was founded by Columbus in 1492. Columbus was mistaken in thinking he had reached India. There is still a great deal of confusion about the East and the West. As Columbus discovered, if you go west long enough you find yourself in the east and vice versa. In the New World most of the eastern half of the country is called the Middle West although it is known as the East by those who live in the Far West.

3. Americans eat a lot. They have three meals a day: breakfast, lunch and dinner. Most of Americans don't eat at home but prefer to go to restaurants. They can choose from many kind of restaurants. There is a great number of ethnic restaurants in the United States. Italian, Chinese and Mexican food is very popular. An American institution is the fast food restaurant, which is very convenient but not very healthy.

4. The eagle became the national emblem of the country in 1782. It has an olive branch (a symbol of peace) and arrows (a symbol of strength). You can see the eagle on the back of a dollar bill.

5. Washington is located in the District of Columbia. The district is named in honour of Columbus, the discoverer of America. Many people consider Washington to be one of the most beautiful cities - in the world. There are many parks, wide streets and impressive buildings in it. In the centre of the city, there is Capitol Park, where visitors' eyes focus on the Capitol, the home of American Congress.

6. This monument is the symbol of American democracy. It stands on Liberty Island in New York. It is one of the first things people see when they arrive in New York by sea. This National Monument was a present from France to the USA. France gave the statue to America in 1886 as a symbol of friendship. Liberty carries the torch of freedom — in her right hand. In her left hand she is holding a tablet with the inscription «July 4, 1776» — American Independence Day.

1. Nature of the USA
2. Climate
3. Discovery of America
4. Traditional food
5. The statue of Liberty
6. The capital of the States
7. American Symbols
8. Presidents of America

Практическое занятие № 82

Тема: «Мировые шедевры культуры и искусства. Изучение лексических единиц по теме».

Read out, translate the texts. Make up a presentation or a slide-show of the places.

Top 10 World's Most Famous Historical Monuments

They say history is not everyone's cup of tea. They say that not everyone likes to know of all the things that happened in the past and it is called 'past' for a reason and that we should let it go. Some go as far as to say that history is absolutely useless. But what they fail to understand is that if it wasn't for history, we would not have come this far as a civilization. Our great history is the evidence of our culturally significant and relevant past. It teaches us so much. It shows us the mistakes we, as a civilization, made in the past so that we don't repeat them again. The best way to know about history is to see for yourself, the places where history was created. The places, the monuments, the buildings or whatever it may be, that have had any importance or influence on our world history. Historically important monuments and sites are present all over the world, obviously. But the sheer grandeur, beauty, majesty and aura of some of the historical monuments in the world is so great that we cannot help but be amazed. Here is a list of the top 10 historical monuments of the world.

10. TIKAL

Located in Guatemala, Tikal was a large city-state, in which the Tikal temple is situated. The Tikal temple is dedicated to the Sun god by the Maya tribe. It has been built around 732 AD and it is 47 meters high. Inside, you can see sculptures and art-pieces which tell us about the Mayan rulers and their lives.

STONEHENGE

Historical monuments are always surprising. But this one surprised the archaeologists the most. The Stonehenge is a megalithic structure situated near Salisbury, England. Now to someone who sees it, it's just stones. But what's surprising is that the structure was built in the 3000 BC and the extremely heavy stones were brought all the way from Wales. The whole idea of the people of the Neolithic society managing to build a structure of this size was awe-inspiring. Now the stone circle is a restricted area but people do go there to see the sunsets and sunrises with silhouettes of this great structure.

8. EASTER ISLAND

South America is replete with some really brilliant historical monuments. And one of these many monuments is the Moai statues on Easter Island. On this quaint little Pacific island, lived the Moai tribes, years and years ago. And to symbolize their culture and their existence, they built the statues of the heads of the people of the Moai tribes. These statues were made from volcanic ash. This was a

big feat for the people who were essentially known as primitives! The park where the statues are located is now a UNESCO World Heritage Site.

7 . A N G K O R W A T

Once a major center of activity and commerce of the Khmer empire, Angkor Wat now remains as one of the oldest temple complexes in the world. The design and construction of the temple started in the 12th century. Due to years of wars, many parts of the temple are now remaining as stones and rubble. But the intricate designs on the walls of almost each temple in this complex draw a million tourists there every year. The breath-taking monument now stands as the largest religious monument in the world. One must go there in the early hours, before tourists come in, to enjoy the beauty of it.

6 . P E T R A

Petra is not a monument as such, it is a city. But the monuments that are spread across Petra are so important historically that Petra is known as one the world's more important historical cities. Built as early as 309 BC, it was discovered only in 1812. It is carved into the Arabah canyon and its rock-cut architecture and water conduit system is something worth having a look at and it's no wonder that people flood it from everywhere to see the giant marvelous creations. It is now also one of the Seven Wonders Of The World.

5 . P A R T H E N O N

Nothing good ever came out of the war. And the breath-taking Parthenon, now standing in somewhat ruins, says that very loudly and clearly. Built in the 5th century BC as a testament to the tremendous power of Athens and the Greek empire as a whole, the Parthenon is a temple in Athens dedicated to the goddess Athena. It's classic sculptures, flawless marble, and beautiful architecture ensure you have some Greek play playing in your head as you soak in its beauty. The monument is now under changes and renovation and it remains one of the most important buildings of Greece and the world.

4 . T H E P Y R A M I D S O F G I Z A

The pyramids, built circa 3000 years ago, are still one of the most enigmatic structures in the world. How the Egyptians built each of the Pyramids of Giza with the correct precision, with the alignment to stars and solstices and how many chambers in the pyramids are yet to be discovered, we don't know. In the Giza necropolis lies the Sphinx, the Great Pyramid of Giza and lots more. Each of the pyramids has stories to tell. The tombs, sculptures, carvings are all evidences of a glorious past of Egypt.

3 . C O L I S E U M / C O L O S S E U M

The Roman Empire was huge and it ruled almost all of the known once upon a time. Today, we have their monuments which give us an experience of what it would be like to live in that era. The Coliseum, in Rome, Italy, was built in 70 AD. It was an amphitheater where gladiators battled for their lives. In that era, people built a monument which could hold 50,000-80,000 spectators. The architecture, the design and the idea is all so beautiful that you will be spell-bound. It is considered as the greatest piece of Roman architecture. An eerie feeling will creep through your body as you walk around the Colosseum, think what the gladiators felt like. It is an experience that everyone should have.

2 . T A J M A H A L

The epitome of beautiful Mughal Architecture is also the epitome of love. Taj Mahal was built in the 1600s, under the command of Shah Jahan in memory of his wife Mumtaz Mahal. The white marble is carved with some extremely dainty and delicate designs and its sheer beauty and pristine look will baffle you. It is said that Shah Jahan ordered the hands of all the men who helped build the Taj Mahal to be cut so they could never build something like this again. Taj Mahal has been one of the Seven Wonders of the world and is a UNESCO World Heritage Site. It sees millions of tourists every year.

1 . M A C H U P I C C H U

Lost civilizations always have so many stories to tell. Machu Picchu, located in Peru, was a major culture hub of the Inca Civilization. It was built around 1450 and gained worldwide fame in the early

1900s. Its mountainous peaks and deep valley are something very precious. The architecture style is the Inca style, with polished dry-stone walls. The city was abandoned during the Spanish Conquest. But it is said that the city can unearth many secrets of the Inca civilization. If one wants to enjoy the beauty of the place, one has to take a 4-day trek but it is also accessible by train. These are not the only monuments in the world, there are many more. And if you cannot visit these, you can visit the others. But don't miss out on the beautiful history our world has!

Практическое занятие № 83

Тема: «Мировые шедевры культуры и искусства. Чтение, перевод, выделение информации в тексте».

1. Read out, translate the text Art and culture.

There many arts in the world, but the most popular are: literature, music, theatre, cinema and others. Every person has his or her own favorite art. Music has always fascinated people. It touches their hearts and makes them laugh or cry. Music can be heard everywhere. Nowadays there are a lot of musical genres: classical music, rock music, pop music, club music and others. I can listen to any genre of music. It depends on my mood. When I am sad I listen to classical music. When I am happy I like listening to energetic, fast music and hard beat. However, some people listen to one kind of music only and they listen to it no matter what mood they are in.

There are a lot of wonderful works of literature- famous writers and poets created a big variety of poems, stories and novels that are read over the world. Russian poets and writers like Pushkin, Tolstoy and Dostoevsky are famous all over the world. Their works are translated into many languages.

There are a lot of theatres in Russia, but most of them are situated in Moscow. The Bolshoi Theatre and Maly Theatre are famous. If you like opera you should go to the Bolshoi Theatre. The tickets are rather expensive though. The Maly Theatre stages dramas and plays based on classical novels. Nowadays theatres are becoming less and less popular, and cinema has got big popularity instead. There are a lot of cinemas in Moscow: modern and old-fashioned, cheap and expensive. Modern films are full of audio and computer special effects and people go to the cinema to enjoy them. The so-called home cinemas have appeared lately. More and more people buy modern TV-sets with large flat screens and special sound equipment and watch films at home.

My favorite art is painting. I enjoy going to art galleries to look at paintings. I think that this type of art will exist forever. Artists express their feelings and emotions in their paintings. There are a lot of art galleries in Moscow, but the most famous one is the Tretyakov Gallery.

It has large collections of paintings by Russian and foreign painters.

Unfortunately I do not have any talent for this or that art. I used to sing in childhood, but then I gave it up. I think that arts are not for me.

2. Answer the questions:

1. How many arts are there in the world?
2. Has every person his or her own favorite art?
3. Can music be heard everywhere?
4. How many musical genres are there?
5. What is your favorite genre?
6. What can you say about literature?

7. How many theatres are there in Russia?
8. Do you go to any theatre?
9. What is your favorite art?

3. Составьте предложения с модальными глаголами, расставив слова в нужном порядке. Переведите получившиеся предложения.

Example: don't / to / I / answer / have / questions / you
I don't have to answer your questions. (Я не обязан отвечать на ваши вопросы.)

1. the party / Linda / to / come / might / tonight.
2. round / work / have to / farmers / the year / all.
3. you / not / hospital / noise / must / make / in.
4. the light / I / switch / may / on ?
5. your / look / could / passport / I / at ?
6. my / cook / can / quite / wife / well.
7. catch / last / able to / we / were / train / the.
8. not / jeans / you / must / wear / to / school.
9. didn't / you / drink / have to / much / yesterday / so.
10. ought to / bill / Robert / the electricity / pay / today.
11. better / we / find / a / should / job.
12. too much / you / salt / and / eat / sugar / shouldn't.
13. do / get / to / Turkey / I / have to / a visa ?
14. he / manners / improve / his / needs to.
15. needn't / you / complain.

Практическое занятие № 84

Тема: «Мировые шедевры культуры и искусства. Говорение».

Make up a presentation and a report on the topic “The greatest masterpieces (artists) of the world.

Расскажите кратко о знаменитом художнике России по следующей схеме:

1. Occupation (writer/singer/artist/politician, etc.),
2. Date of birth/place of birth,
3. Childhood and family,
4. Achievements (awards/famous pictures/roles, etc.),
5. Your personal opinion about him/her.

Задания для проведения дифференцированного зачета по дисциплине

3.2. Пакет экзаменатора

Условия выполнения заданий

1. Количество вариантов для обучающихся – 4.
2. Список вопросов по учебной дисциплине ОГСЭ.03 Иностранный язык в профессиональной деятельности.

Время выполнения - 90 минут.

Вопросы к дифференцированному зачету за 4 семестр:

- 1.История развития графического искусства.
- 2.История развития дизайна.
- 3.Профессия дизайнер, её особенности.
- 4.Основные направления в искусстве и дизайне.
- 5.Профессиональное обучение и среда в профессии дизайнер. Профессиональная терминология.
- 6.Цифровая печать.
- 7.Основные виды печатной продукции.
- 8.Оформление книг. Профессия иллюстратор.
- 9.Фразовые глаголы в профессиональной тематике.
- 10.Структура вопросительного предложения.
- 11.Множественное и единственное число им. существительных.
- 12.Местоимения.
- 13.Артикли.
- 14.Времена группы Present.
- 15.Much, many, little, few, a little, a few.

Распределение баллов за выполнение заданий студентами

Номер и название раздела	Количество баллов	Всего баллов
Task1.“Vocabulary”		
1.1.	2	10
1.2.	1	5
Task 2. “Grammar”	1	10
Task 3. Translation		
Текст переведён в полном объёме. Связанная письменная речь. Точный перевод профессиональных терминов.	90 %÷ 100%/	10/
Переведено более 70% текста. Переведены несколько профессиональных терминов, есть некоторые неточности в переводе отдельных фраз, словосочетаний.	75 %÷ 89 %/	8/
Переведено 50 и более % текста. Перевод позволяет судить об общем содержании текста при наличии отдельных неправильно переведенных слов, фраз или словосочетаний. Русский текст перевода отредактирован.	50 %÷ 74 %/	5/
Переведено менее 50 % текста. Перевод текста не соответствует его содержанию, либо выполнен в объеме, не представляющим возможность понять общее содержание текста.	менее 50 %	2
		35/ 33/ 30/

Схема соответствия количества набранных баллов оценке по 5 – балльной системе оценивания

Количество набранных баллов	Объем выполненной работы, %	Оценка по 5 балльной системе оценивания учебных достижений студентов
35-32	100-90	5
31-27	89-75	4
26-18	74-50	3
менее 18	менее 50	2

Варианты заданий к дифференцированному зачёту за 4 семестр

1 вариант

Task 1. Vocabulary

1.1. Write Russian equivalents of the words:

Подберите русский эквивалент к словам:

1. Production –
2. Genre –
3. Masterpiece –
4. Emphasis –
5. Canvas –

1.2. Define an odd word in each line:

Укажите лишнее слово в каждой строчке:

1. economics, accountant, opera, statistics
2. thriller, opera, ballet, tragedy
3. son, daughter, cousin, car
4. colourful, bright, modern, light
5. designer, illustrator, customer, painter

Task 2. Grammar

Choose the only correct answer:

Выберите единственный верный ответ:

1. There is ... salt in the soup. It isn't tasty.
a) no b) some c) any
2. His hair.... quite dark.
a) are b) were c) is
3. Why didn't he ... ?
a) been b) went c) gone d) go
4. Let's ... a cake.
a) make b) to make c) making
5. Peter goes to school ... bus.
a) in b) on c) by
6. ... a map or a plan?
a) This is b) Is this c) Are these d) These are
7. His ... family is large.
a) a b) the c) -
8. My mother ... well.
a) cook b) is cooking c) cooks d) are cooking

9. My friends ... their photos.
a) don't me send b) not send me c) don't send me
10. ... is my friend.
a) I b) they c) she d) you

Task 3. Translation

Translate the text into Russian:

Переведите текст на русский язык:

Painters use a number of materials to produce the effects they need. These include the materials of the surface, or ground; the pigments employed; the binder, or medium, in which the color is mixed; and its diluting agent. Among the various media used by artists are fresco, watercolor, oil, distemper, gouache, tempera, and encaustic. In addition to these, painting properly embraces many other techniques ordinarily associated with drawing, a term that is often used to refer to the linear aspects of the same art.

If painting and drawing are not always clearly distinguishable from each other, both are to be distinguished from the print (or work of graphic art), in which the design is not produced directly but is transferred from another surface to that which it decorates. While the print may be one of many identical works, the painting or drawing is always unique. Painting has been freely combined with many other arts, including sculpture, architecture, and, in the modern era, photography.

2 вариант

Task 1. Vocabulary

1.1. Write Russian equivalents of the words:

Подберите русский эквивалент к словам:

1. To construct –
2. Trend –
3. Textile –
4. Applied arts –
5. Graphic designer –

1.2. Define an odd word in each line:

Укажите лишнее слово в каждой строчке:

1. drawing, painting, creation, sketch, décor
2. artist, painter, architect, designer, expert
3. hall, restaurant, apartment, bridge
4. kind, evil, openhearted, trusting
5. landscape, portrait, public, still-life

Task 2. Grammar

Choose the only correct answer:

Выберите единственный верный ответ:

1. Her hair.... quite grey.
a) are b) were c) is
2. Did they touch upon.... new problem at the meeting?
a) some b) any c) none
3. There ... a big car near the building.
a) is b) are c) has
4. We ... in Minsk .

- a) live b) lives c) living d) to live
5. I ... not ... now.
a) am ... reading b) are...reading c) am ... read d) is ... reading
6. They ... breakfast in the kitchen.
a) has b) have c) -
7. I usually get up ... six o'clock.
a) on b) at c) in
8. Mary speaks English
a) good b) bad c) well
9. My sister likes travelling ...
a) very many b) few c) very much
10. Where ... you ... every day?
a) do ... go b) is ... going c) does ... go d) are ... going

Task 3. Translation

Translate the text into Russian:

Переведите текст на русский язык:

In ancient Greece and medieval Europe most buildings and sculptures were painted; nearly all of the ancient decoration has been lost, but some works from Egypt have preserved their coloring and give us an insight into the importance such an art can assume. The art of painting in China was linked from the 1st cent. AD with the development of the Buddhist faith. Early Christian and then Byzantine artists established iconographic and stylistic prototypes in wall painting and manuscript illumination that remained the basis for Christian art.

Highly spiritualized in concept, the medieval painting tradition gave way to a more worldly orientation with the development of Renaissance art. The murals of Giotto became a vehicle for the expression of new and living ideas and sentiments.

3 вариант

Task 1. Vocabulary

1.1. Write Russian equivalents of the words:

Подберите русский эквивалент к словам:

1. Tool –
2. Light –
3. Visual –
4. Wax –
5. Noticeable –

1.2. Define an odd word in each line:

Укажите лишнее слово в каждой строчке:

1. fashionable, smart, tasteful, ornamental
2. house, street, embankment, square
3. interesting, ugly, boring, exciting
4. musician, artist, poet, photography

Task 2. Grammar

Choose the only correct answer:

Выберите единственный верный ответ:

1. What are they looking ...?
a) at b) to c) off d) on
2. Tom... to his teacher now.

- a) are listen b) listen c) is listening d) are listening
3. ...look at the blackboard.
a) Not to b) Not c) Don't d) Aren't
4. My brother ... to study German.
a) want b) wants c) are d) to want
5. There isn't ... water in the glass.
a) a b) any c) some
6. My sister likes travelling ...
a) very many b) few c) very much
7. ...they... to their teacher now?
a) are listen b) listen c) is listening d) are listening
8. Look at ... She is ill.
a) her b) it c) its d) him.
9. We ... our English lessons in the morning.
a) has b) have c) is d) are
- 10.... are your sisters.
a) I b) they c) she d) you

Task 3. Translation

Translate the text into Russian:

Переведите текст на русский язык:

There are a lot of different genres of paintings, all of which reflect different aspects of our life as well the inner world of the painter in the manner specific only to him. Some impress our imagination with charming beauty of nature, others amaze us with realistic scenes of our daily life; some find inspiration in the beauty of human body, others in the wildness and stillness of the sea.

Portrait painting obviously stands out in this list. Portrait painting is a genre where the visual appearance of the subject, most often a person, is depicted. There are several kinds of portraits: if an artist portrays himself the result is called a self-portrait: portraits can also be full-body, half-length or head and shoulders, family or group, ceremonial or intimate. However no matter what kind of portrait an artist paints, it should always convey something more than just appearance, it should contain some specific features, some tiny details that make a person portrayed unique and inimitable.

4 вариант

Task 1. Vocabulary

Write Russian equivalents of the words:

Подберите русский эквивалент к словам:

1. Perception –
2. Noticeable –
3. Exhibition –
4. Surface –
5. To construct –

1.2. Define an odd word in each line:

Укажите лишнее слово в каждой строчке:

1. cuisine, dish, décor, meals
2. design, depict, create, write
3. sculpture, architecture, painting, monument
4. furniture, museum, gallery, exhibition

5. make, invent, create, consider

Task 2. Grammar

Choose the only correct answer:

Выберите единственный верный ответ:

1. There ...some wine in the glass.
a) is b) are c) have
2. Did he ... it to Fred.
a) gives b) give c) gave
3. Mary is ... nurse.
a) a b) the c) –
4. Do you like ... ?
a) dancing b) dance c) danced
5. I usually get up ... seven o'clock.
a) on b) at c) in
6. ...are you doing? – I am reading a book.
a) Who b) What c) Where
7. Kate is my friend. I like ... very much.
a) she b) her c) him d) me
8. Helen is ... girl in our company.
a) most attractive b) the most attractive c) more attractive
9. My parents ... on Saturday.
a) working b) works c) work
10. This is ... exercise-book.
a) an b) a c) the d) –

Task 3. Translation

Translate the text into Russian:

Переведите текст на русский язык:

Painting in England in the period of the 15th-17th centuries was represented mostly by foreign artists. In the 16th century Hans Holbein the Younger, a well-known painter was invited to London by the King Henry VIII. Though he did not create any painting school in England he nevertheless played an important part in the development of English portrait art. Later Charles I made the Flemish painter Van Dyck his Court painter. Van Dyck founded a school of aristocratic portrait painting. Another painter Peter Lely came from Holland in 1641. He became celebrated for his portraits of the idle and frivolous higher classes.

The 18th century was the century during which a truly national painting school was created in England. Portrait art at that time was the main kind of painting. It depended upon the conditions under which the English painting school developed.

Эталоны ответов

**к дифференцированному зачёту за 4 семестр по дисциплине
ОГСЭ.03 «Иностранный язык в профессиональной деятельности»**

Вариант 1

Task1**Task 2**

1.1. 1. производство 2. жанр 3. произведение искусства 4. акцент 5. полотно	1.a 2.c 3.d 4.a 5.c 6.b
1.2. 1. opera 2. thriller 3. car 4. modern 5. customer	7.c 8.c 9.c 10.c

Вариант 2**Task1****Task 2**

1.1. 1. конструировать 2. направление 3. текстиль, ткань 4. прикладное искусство 5. графический дизайнер	1.c 2.b 3.a 4.a 5.a 6.b 7.b
1.2. 1. décor 2. expert 3. bridge 4. evil 5. public	8.c 9.c 10.a

Вариант 3**Task1****Task 2**

1.1. 1. инструмент 2. светлый 3. зрительный 4. воск 5. значительный	1.a 2.c 3.c 4.b 5.b 6.c
1.2. 1. ornamental 2. house 3. ugly 4. photography	7.d 8.a 9.b 10.b

Вариант 4**Task1****Task 2**

1.1. 1. восприятие 2. значительный	1.a 2.b 3.a
--	-------------------

3.выставка 4.поверхность 5.конструировать	4.a 5.b 6.b 7.b 8.b 9.c 10.a
1.2. 1. décor 2. write 3. painting 4. furniture 5. consider	

Вопросы к дифференцированному зачету за 6 семестр:

- 1.Форма, размер, пространство в графическом дизайне.
- 2.Дизайн торговой марки компании, разработка, продвижение.
- 3.Реклама.
- 4.Дизайн упаковочной продукции.
- 5.Программное обеспечение профессиональной деятельности.
6. Экология. Эко-дизайн.
- 7.Эргономика.
- 8.Дизайн продукции и услуг.
9. Портфолио современного дизайнера.
- 10.Временные формы глагола. Группа Simple.
- 11.Прилагательные. Образование степеней сравнения.
- 12.Притяжательные местоимения.
- 13.Артикли.
- 14.Группа Continuous.
- 15.Предлоги времени в английском языке.
- 16.Страдательный залог.

Распределение баллов за выполнение заданий студентами

Номер и название раздела	Количество баллов	Всего баллов
I	1	5
II	2	20
III	1 1	9 9
IV	1	9
		52

Схема соответствия количества набранных баллов оценке по 5 – балльной системе оценивания

Количество набранных баллов	Объем выполненной работы, %	Оценка по 5 балльной системе оценивания учебных достижений студентов
52-47	100-90	5

46-39	89-75	4
38-26	74-50	3
менее 26	менее 50	2

Варианты заданий к дифференцированному зачёту за 6 семестр

Вариант 1

I. Match the terms with their definitions:

Подберите пары терминов и их определения:

- 1) decoration a) something brought into existence
- 2) décor b) the way in which something is done
- 3) creation c) a style of interior decoration and furnishings in a room or house.
- 4) style d) to work out the structure or form of something
- 5) to design e) an addition that makes something more attractive

II. Choose the only correct answer:

Выберите единственный верный ответ:

- 1. Where ...his father work?
a) is b) does c) do
- 2. She ... hungry.
a) have b) is c) has
- 3. Is it a good room? – No, it ...
a) aren't b) isn't c) is
- 4. The phones ... on the table.
a) are b) am c) is
- 5. The message tomorrow morning.
a) will be sent b) was sent c) is sent d) I being sent
- 6. His sisters always give ... books to read.
a) me b) my c) I d) they
- 7. There isn't ... coffee in the cups.
a) many b) much c) tea
- 8. ... is your sister? - She is a doctor.
a) Who b) What c) Whose d) Who's
- 9. He must ... it tomorrow.
a) to read, b) read, c) will read, d) reading
- 10. Alisa smiles even than the sun.
a) most brightly b) more brightly c) brightlier

III. Write down the right order of the dialogue. Translate it into Russian:

Запишите верный порядок фраз в диалоге, переведите его на русский язык:

- a) I am a representative of the Hot Ltd. My name is Nelly Fox.
- b) We want to offer new computers and printers to you.
- c) Wait a minute. I will connect you with our top manager.
- d) Ok. Thank you very much.
- e) Good afternoon.
- f) What question do you want to discuss with us?

- g) Hello.
 h) Can I speak to the top manager of your firm?
 I) Can you introduce yourself?

IV. Choose the appropriate word from the list for the curriculum vitae: Подберите правильно пропущенные слова в резюме:

Antony Bill

35 Regent **a)**... , Ap. 23
 San Francisco, California. 234567

Tel. 2453-536-373

OBJECTIVE: A position as a builder.

SUMMARY: 10 years of experience in this field. Perfect knowledge of the features of building.

b) ...: Control the processes of building and rebuilding the **c)**..., plants; help to the unskilled workers; monitor the work of the **d)**

EXPERIENCE:

2005-2010 John **e)** ... , San Francisco, California

The foreman. Monitoring the work of the staff of building **f)** ..., socializing with the chief of the plant, coordinating the work of trainees.

EDUCATION:

1995-2000 New York **g)** ... of Building and Architecture.

PERSONAL: Arrived in California in March, 2001. Married, two **h)**.... Active, **i)**..., constructive.

- | | | | | |
|-------------|---------------------|----------------|-----------------|----------|
| 1) children | 2) responsibilities | 3) equipment | 4) street | 5) group |
| 6) College | 7) disciplined | 8) Corporation | 9) sky-scrapers | |

Вариант 2

I. Match the terms with their definitions:

Подберите пары терминов и их определения:

- | | |
|----------------|--|
| 1) drawing | a) a picture produced by using paint |
| 2) painting | b) to produce something new |
| 3) sketch | c) a quick rough drawing |
| 4) to create | d) to make more attractive by adding some ornament |
| 5) to decorate | e) a picture or plan made by means of lines on a surface |

II. Choose the only correct answer:

Выберите единственный верный ответ:

- He must ... it tomorrow.
 a) to read, b) read, c) will read, d) reading
- Yesterday I came home than usual.
 a) early b) earlier c) the earliest
- My sister ... well.
 a) cook b) is cooking c) cooks d) are cooking
- My parents ... on Saturday.
 a) working b) works c) work
- The sketch by the painter yesterday.

- a) was done b) is done c) will be done
6. There isn't ... water in the bottle.
a) a b) any c) some
7. Take... chalk and write the text.
a) a piece b) a piece from c) a piece off d) a piece of
8. This pill is ... than that one.
a) good b) better c) best
9. Look! Tom
a) dance b) is dancing c) dances d) are dancing
10. His hair.... quite dark.
a) are b) were c) is

III. Write down the right order of the dialogue. Translate it into Russian:

Запишите верный порядок фраз в диалоге, переведите его на русский язык:

- a) I am a Sales Manager of the Company. My name is Nick Page.
b) We want to work with you, because your company is the best in the mechanical engineering branch in this city.
c) Wait a minute. He is not at the work now. I can connect you with our top manager.
d) Ok. Thank you very much.
e) Good morning.
f) What question do you want to discuss with us?
g) Hello.
h) Can I speak to Mr. Hill, the chief of your firm?
i) Can you introduce yourself?

IV. Choose the appropriate word from the list for the curriculum vitae:

Подберите правильно пропущенные слова в резюме:

Copper Stanly

67 Bank a)...., Ap. 34

Los Angeles, California. 234567

Tel. 345-3536-363636

OBJECTIVE: A b) ... as a secretary.

SUMMARY: 3 years of c) ... in this field. Perfect knowledge of computers and programs.

d) ...: Operate the computer, send faxes, type letters, e) ... visitors, answer telephone.

EXPERIENCE:

2005-2010 Rugby & Co, New York, N.Y.

The secretary. Writing and typing business letters, reports; welcome business partners and clients, answer telephone, sending e-mails, operating the computer.

2009- 2007 Sonique Company, f)

The trainee. Contact with clients, answer telephone, improving the knowledge of the g) ... computer programs.

EDUCATION:

2006-2007 The American School of Business. Boston.

2004-2006 Boston h) ... of Economics.

2002-2004 Boston University.

PERSONAL: Arrived in California May, 2001. Not married. Initiative, active, i) ..., attentive, independent, methodical.

- 1) position 2) responsibilities 3) welcome 4) street 5) Boston
6) School 7) experience 8) creative 9) different

Вариант 3

I. Match the terms with their definitions:

Подберите пары терминов и их определения:

- 1) architecture a) the style in which a building is designed and built
2) decoration b) a style of interior decoration and furnishings in a room or house.
3) décor c) to make a quickly-made simple drawing
4) to sketch d) to make a picture of something with a pen or pencil
5) to draw e) an addition that makes something more attractive

II. Choose the only correct answer:

Выберите единственный верный ответ:

1. There is ... salt in the soup.
It is not tasty. a) no, b) some, c) any
2. Her hair.... quite dark.
a) are b) were c) is
3. Why didn't he ... ?
a) been, b) went, c) gone, d) go
4. Let's ... a pie.
a) make, b) to make, c) making
5. There ... many pupils in the school.
a) is b) are c) was
6. My brother ... to study English.
a) want b) wants c) are d) to want
7. Holly is ... girl in our company.
a) most attractive, b) the most attractive, c) more attractive
8. What ... you ... now?
a) do ... cook b) are ... cooking c) does ... cook d) is ... cooking
9. Tom... to his teacher now.
a) are listen b) listen c) is listening d) are listening
10....? — I'm a pilot.
a) What are you doing? b) How are you? c) How do you do? d) What do you do?

III. Write down the right order of the dialogue. Translate it into Russian:

Запишите верный порядок фраз в диалоге, переведите его на русский язык:

- a) I want to speak about prices on your production.
b) Good bye.
c) Hello, sir.
d) What kind of information do you want to hear?
e) You welcome.
f) We have our Web Site so you can find all information there.
g) Could you give me some information?
h) Thank you very much.
I) Good morning.

IV. Choose the appropriate word from the list for the curriculum

Подберите правильно пропущенные слова в резюме:

999 Wally Street, Ap. 11
Dallas, Texas. 373787
Tel. 4646-3737-93

a) ... : A position as a manager in the shop.

SUMMARY: 8 b) Of experience in this field. Perfect knowledge of selling goods and management.

RESPONSIBILITIES: The organization of staff, c) ... reports, solving the problems connecting d) ... the redecoration of the shop.

EXPERIENCE

2009-2010 L.A. Group & Co, California.

The manager. E) ... the preparing of daily reports and coordinating the work of all shop f) ... , monitoring the selling, making perfect conditions for working of the staff.

EDUCATION

2000-2002 The Courses of Management, Dallas, Texas.

g)... h) Married. High-skilled, like the team spirit, competitive, sociable, i) , energetic.

1) daily 2) years 3) departments 4) with 5) objective 6) Not
7) personal 8) polite 9) Control

Вариант 4

I. Match the terms with their definitions:

Подберите пары терминов и их определений:

- 1) to decorate a) to make a quickly-made simple drawing
2) painting b) a style of interior decoration and furnishings in a room or house.
3) to sketch c) something brought into existence
4) décor d) a picture produced by using paint
5) creation e) to make more attractive by adding some ornament

II. Choose the only correct answer:

Выберите единственный верный ответ:

1. Is it a good book? – No it ...
a) aren't b) isn't c) is
2. The weather ... fine.
a) were b) was c) be
3. The house ... several years ago.
a) is constructed b) will be constructed c) was constructed
4. Have you got ... cheese?
a) the b) some c) any
5. Do you like ... ?
a) dancing b) dance c) danced
6. My parents ... on Sunday.
a) working b) works c) work
7. Molly speaks French
a) good, b) bad, c) well
8. This car is ... than that one.
a) good, b) better, c) best
9. This is ... exercise-book.

- a) an b) a c) the d) –
 10. John is my friend. I like ... very much.
 a) she b) her c) him d) me

III. Write down the right order of the dialogue. Translate it:

Запишите верный порядок фраз в диалоге, переведите его на русский язык:

- a) Is it written in your contract?
 b) Yes, we have the limit of time.
 c) Yes. Our firm must pay today by 4 o'clock.
 d) The conference will finish in a half an hour so you can connect with Mr. Jack.
 e) Good afternoon. I am Mr. Morrison. May I speak with your top manager?
 f) Oh, no. I want to speak about the terms of payment.
 g) Is it an urgent business? Because he is at the conference now.
 h) Thank you. Good-bye.
 i) Did you agree your intentions with Mr. Morrison?

IV. Choose the appropriate word from the list for the curriculum vitae:

Подберите правильно пропущенные слова в резюме:

Mary Chesterton
 37 School Street, Ap. 222
 Sacramento, **a)**... . 234567
 Tel. 252-3838383-383

OBJECTIVE A position as a book-keeper
 SUMMARY 13 years of experience in this field. Perfect **b)** ... of statistics, planning, making book-keeping.
 RESPONSIBILITIES Drawing-up of **c)**... documents. Prepare regular financial statements.
d)... Parker Incorporation, Texas.
 2007-2011 The **e)**... book-keeper. Working in the Commerce **f)**.... Writing financial reports, prepare accounts **g)**... balance sheets, working with different kinds of documents, negotiations with the Tax Services.
 EDUCATION Philadelphia **h)**... of Economics.
 1993-1998
 PERSONAL Not married. Energetic, **i)**... skilled, independent, competitive.

1) book-keeping 2) chief 3) California 4) University 5) high 6)
 Experience 7) and 8) department 9) knowledge

Эталоны ответов

к дифференцированному зачёту за 6 семестр по дисциплине
 ОГСЭ.03 «Иностранный язык в профессиональной деятельности»

Вариант 1

1.	3.
1 e 2 c 3 a 4 b 5 d	1 e(g) 2 g(e) 3 i 4 a 5 f 6 b 7 h 8 c 9 d
2.	4.
1 b 2 b 3 b 4 a 5 a 6 a 7 b 8 b 9 b 1 b	a 4 b 2 c 9 d 3 e 8 f 5 g 6 h 1 i 7

Вариант 2

1.	3.
1 e 2 a 3 c 4 b 5 d	1 e(g) 2 g(e) 3 i 4 a 5 f 6 b 7 h 8 c 9 d
2.	4.
1 b 2 b 3 c 4 c 5 a 6 b 7 d 8 b 9 b 1 c	a 4 b 1 c 7 d 2 e 3 f 5 g 9 h 6 i 8

Вариант 3

1.	3.
1 a(2 e 3 b 4 c 5 d	1 i 2 c 3 g 4 d 5 a 6 f 7 h 8 e 9 b
2.	4.
1 a 2 c 3 d 4 a 5 b a b 7 b 8 b 9 c 1 d	a 5 b 2 c 7 d 4 e 9 f 3 g 7 h 6 i 8

Вариант 4

1.	3.
1 e 2 d 3 a 4 b 5 c	1 e 2 g 3 b 4 i 5 c 6 a 7 f 8 d 9 h
2.	4.
1 b 2 b 3 c 4 c 5 a 6 c 7 c 8 b 9 a 1 c	a 3 b 9 c 1 d 6 e 2 f 8 g 7 h 4 i 5

Вопросы к дифференцированному зачету за 8 семестр:

- 1.Собеседование.
- 2.Деловая переписка.
- 3.Маркетинг дизайнерских услуг.
- 4.Деловые переговоры. Обсуждение условий договоров и контрактов.

5. Структура предприятия.
6. Знаменитые художники России и зарубежных стран.
7. Культура и традиции страны изучаемого языка.
8. История страны изучаемого языка.
9. Мировые шедевры культуры и искусства.

Распределение баллов за выполнение заданий студентами

Номер и название раздела	Количество баллов	Всего баллов
Part 1. "Vocabulary"		
1.1.	1	3
1.2.	2	20
Part 2. "Grammar"	3	15
Part 3. "Reading Comprehension"		
3.1.	2	10
3.2	3	3
		51

Схема соответствия количества набранных баллов оценке по 5 – балльной системе оценивания

Количество набранных баллов	Объем выполненной работы, %	Оценка по 5 балльной системе оценивания учебных достижений студентов
51-46	100-90	5
45-38	89-75	4
37-26	69-50	3
менее 25	менее 50	2

Варианты заданий к дифференцированному зачёту за 6 семестр

Variant 1

Part 1

Vocabulary

Task 1.1. Mark the odd word out:

Отметьте лишнее слово:

e. g.: 1.

- a) government
b) President

- c) agriculture
d) power

Answer: 1.c

1.

- a) ornamental
b) decorative

- c) artistic
d) modern

2.

- a) sketch
b) right

- c) drawing
d) painting

3.

- a) to cultivate
b) to discover

- c) to create
d) to investigate

Task 1.2. Fill in the missing words and word combinations:

Вставьте подходящие по смыслу слова и словосочетания:

- a) branch
- b) Prime Minister
- c) the House of Commons
- d) decisions
- e) power
- f) approval
- g) the House of Lords
- h) constitutional monarchy
- i) Parliament
- j) head

Great Britain is a __1__ that means that the Queen is the official __2__ of state. That is although she gives the royal __3__ to the bills passed by the Parliament, she doesn't have any real __4__, so she can't make her own political __5__. The head of Government in GB is the __6__. The legislative __7__ of power is represented in GB by the __8__ which consists of two chambers: __9__ and __10__.

Part 2 Grammar

Task 2. Choose the only correct answer:

Выберите единственный верный ответ:

e. g.: 1. The text _____ by the students already.

- | | | | |
|------------------------|------------------------|-------------------|---------------|
| a) has been translated | b) had been translated | c) has translated | d) translated |
|------------------------|------------------------|-------------------|---------------|

Answer: 1. a

1. The conference _____ next April.

- | | | | |
|--------------|-----------------|-----------------|------------------|
| a) will held | b) will be held | c) will be hold | d) is being held |
|--------------|-----------------|-----------------|------------------|

2. Steve said he _____ a pencil sharpener.

- | | | | |
|-----------|----------|--------------|---------|
| a) needed | b) needs | c) will need | d) need |
|-----------|----------|--------------|---------|

3. She would have sold the house, if she _____ the right buyer.

- | | | | |
|---------------|----------|----------|--------------|
| a) would find | b) finds | c) found | d) had found |
|---------------|----------|----------|--------------|

4. When did you start _____ hockey?

- | | | | |
|---------|------------|------------------|-----------------|
| a) play | b) playing | c) having played | d) being played |
|---------|------------|------------------|-----------------|

5. Mr. Brown wishes his students _____ better last term.

- | | | | |
|---------------|---------------|-----------|---------|
| a) had worked | b) would work | c) worked | d) work |
|---------------|---------------|-----------|---------|

Part 3 Reading Comprehension

Task 3.1. Choose the only correct answer according to the text:

Выберите единственный верный ответ в соответствии с текстом:

1. The most of Great Britain landscape consists of _____.

- | | | | |
|---------------------|--------------|----------|------------|
| a) plains and hills | b) mountains | c) hills | d) valleys |
|---------------------|--------------|----------|------------|

2. The Englishmen are very patient, because _____.

- | | | | |
|----------------------------------|--------------------------|----------------------------------|---------------------------|
| a) they don't get out of control | b) of the steady climate | c) of the history of the country | d) of the four time zones |
|----------------------------------|--------------------------|----------------------------------|---------------------------|

3. The USA is a _____ country.

- | | | | |
|-----------|-----------|---------|----------|
| a) little | b) narrow | c) vast | d) small |
|-----------|-----------|---------|----------|

4. Americans are _____.

- | | | | |
|-----------|-----------|---------------|----------------|
| a) stable | b) polite | c) hospitable | d) risk-takers |
|-----------|-----------|---------------|----------------|

5. _____ can influence the national character.

- a) Time zones b) Landscape and climate c) The area d) The continent

Task 3.2. Choose the title to the text:

Подбери название к тексту:

1. Famous traits of Englishmen and Americans
2. Geography and national character
3. Climate and its influence

The most of Great Britain landscape consists of flat plains and hills. Mountains can be found only in the northern and western areas of the country. Great Britain has mild climate so it is never very hot or very cold. Because of this steady climate the Englishmen are very patient, that means they don't get out of control easily. The other world-famous trait of the Englishmen is politeness. As for the American national character its roots lay in the history of America conquering. The first settlers had to overcome many difficulties and it resulted in such traits as self-confidence and optimism. America is a vast country and you can find four time zones there. The landscape is also varied. A lot of people came to this new continent in search of a new life. So we can say that the whole nation is the nation of risk-takers.

Variant 2
Part 1
Vocabulary

Task 1.1. Mark the odd word out:

Отметьте лишнее слово:

e. g.: 1.

- | | |
|----------------------|-----------------------|
| a) <i>government</i> | c) <i>agriculture</i> |
| b) <i>President</i> | d) <i>power</i> |

Answer: 1.c

1.

a) <i>creative</i>	c) <i>artistic</i>
b) <i>constructive</i>	d) <i>ornamental</i>
2.

a) <i>safety</i>	c) <i>industry</i>
b) <i>agriculture</i>	d) <i>economy</i>
3.

a) <i>artist</i>	c) <i>painter</i>
b) <i>manager</i>	d) <i>designer</i>

Task 1 2. Fill in the missing words and word combinations:

Вставьте подходящие по смыслу слова и словосочетания:

- a) *years*
- b) *federal republic*
- c) *President*
- d) *judicial*
- e) *branch*
- f) *voters*
- g) *elected*
- h) *approval*
- i) *state*
- j) *Congress*

The USA is a __1__. That means that the __2__ is the head of __3__ there. The President is elected by __4__ of the USA every four __5__. Then there is __6__ which represents the legislative __7__ of power. Members of Congress are also __8__ by the USA citizens. The President can't make any important political decisions without the Congress __9__. The Supreme Court is the highest body of __10__ power.

Part 2 Grammar

Task 2. Choose the only correct answer:

Выберите единственный верный ответ:

e. g.: 1. The text _____ by the students already.

- | | | | |
|------------------------|------------------------|-------------------|---------------|
| a) has been translated | b) had been translated | c) has translated | d) translated |
|------------------------|------------------------|-------------------|---------------|

Answer: 1. a

1. The patient _____ by the doctor at the moment.

- | | | | |
|-------------|----------------------|-----------------|------------|
| a) examines | b) is being examined | c) is examining | d) examine |
|-------------|----------------------|-----------------|------------|

2. If you are in Paris, _____ me.

- | | | | |
|---------|--------------|---------------|----------|
| a) call | b) will call | c) shall call | d) calls |
|---------|--------------|---------------|----------|

3. I wish you _____ so lazy.

- | | | | |
|---------|-----------|------------|----------|
| a) were | b) aren't | c) weren't | d) isn't |
|---------|-----------|------------|----------|

4. He would give you the money, if he _____ any.

- | | | | |
|--------|--------------|--------|--------|
| a) has | b) will have | c) has | d) had |
|--------|--------------|--------|--------|

5. _____ with lights, the house looks beautiful.

- | | | | |
|--------------------------|--------------------|--------------|---------------|
| a) having been decorated | b) being decorated | c) decorated | d) decorating |
|--------------------------|--------------------|--------------|---------------|

Part 3 Reading Comprehension

Task 3.1. Choose the only correct answer according to the text:

Выберите единственный верный ответ в соответствии с текстом:

1. Australia is a _____.

- | | | | |
|----------------------------|----------------------------|---------------------------|----------------------------|
| a) constitutional republic | b) parliamentary democracy | c) parliamentary monarchy | d) constitutional monarchy |
|----------------------------|----------------------------|---------------------------|----------------------------|

2. The party which usually has a majority of seats in _____, becomes the executive government.

- | | | | |
|---------------|---------------------------------|-----------------------|-------------------------|
| a) the Senate | b) the House of Representatives | c) the House of Lords | d) the House of Commons |
|---------------|---------------------------------|-----------------------|-------------------------|

3. The _____ makes the laws.

- | | | | |
|---------------|--------------|------------------|---------------------|
| a) parliament | b) President | c) Supreme Court | d) local government |
|---------------|--------------|------------------|---------------------|

4. Australia's federal parliament has _____ chambers.

- | | | | |
|----------|---------|---------|--------|
| a) three | b) some | c) many | d) two |
|----------|---------|---------|--------|

5. The functions of the government are carried out _____.

- | | | | |
|-------------|---------------|--------------|---------------------------|
| a) mutually | b) separately | c) by courts | d) by the Parliament only |
|-------------|---------------|--------------|---------------------------|

Task 3.2. Choose the title to the text:

Подберите название к тексту:

1. The Parliament of Australia
2. System of government of Australia
3. The Constitution of Australia

Australia has a written constitution. The Australian Constitution defines the responsibilities of the federal government, which include foreign relations and trade, defence and immigration.

Australia's system of government is based on parliamentary democracy. Australia's federal parliament has two chambers, the House of Representatives and the Senate. The party which usually has a majority of seats in the Senate, becomes the executive government.

The parliament makes the laws; the executive put the laws into operation; and the judiciary interprets the laws. The functions are carried out separately. This prevents powers from being concentrated in one arm of government.

Variant 3 Vocabulary

Task 1.1. Mark the odd word out:

Отметьте лишнее слово:

e. g.: 1.

- a) *government*
b) *President*

- c) *agriculture*
d) *power*

Answer: 1.c

1.

- a) *canvas*
b) *ore*

- c) *paper*
d) *material*

2.

- a) *condition*
b) *population*

- c) *nationality*
d) *demography*

3.

- a) *federal*
b) *constitutional*

- c) *parliamentary*
d) *continental*

Task 1.2. Fill in the missing words:

Вставьте подходящие по смыслу слова:

- a) *President*
b) *federal*
c) *Duma*
d) *constitutional republic*
e) *Federal Assembly*
f) *judicial*
g) *Council*
h) *makes laws*
i) *representatives*
j) *system*

As for Russian political __1__ it is a __2__. The head of state is the __3__ elected by the people. The President's appointment must be approved by the __4__ of Federation and the Duma, the two parts of the __5__. The __6__ is the lower chamber of the Federal Assembly. Its members are elected every 4 years. The Council of Federation is the upper chamber of the Federal Assembly, and it consists of two __7__ from each __8__ subject. The Federal Assembly __9__ so it represents the legislative branch of power. The __10__ branch of power is represented by the Supreme Court and the Constitutional Court of the Russian Federation.

Part 2 Grammar

Task 2. Choose the only correct answer:

Выберите единственный верный ответ:

e. g.: 1. The text _____ by the students already.

- a) *has been translated* b) *had been translated* c) *has translated* d) *translated*

Answer: 1. a

1. _____ for several hours, we came out of the office.
a) having worked b) worked c) working d) being worked
2. Vivian remarked she never _____ semolina.
a) liked b) had liked c) likes d) like
3. Kate wishes you _____ faster.
a) would type b) will type c) type d) typed
4. If I heard from Jane, I _____ you.
a) call b) would have called c) will call d) would call
5. This time yesterday the plan _____.
a) will be discussed b) was discussed c) was being discussed d) is being discussed

Part 3 Reading Comprehension

Task 3.1. Choose the only correct answer according to the text:

Выберите единственный верный ответ в соответствии с текстом:

1. Stonehenge is Britain's greatest _____.
a) burial place b) astronomical observatory c) temple d) national icon
2. The question of who built Stonehenge is _____.
a) unanswered b) clear c) interesting d) not easy
3. _____ started building Stonehenge.
a) Julius Caesar b) A Celtic priest c) Americans d) Neolithic people
4. Beaker Folk began to use _____.
a) wood b) metal c) stone d) ceramics
5. Stonehenge symbolizes _____.
a) Neolithic period b) "new" people c) stone d) mystery

Task 3.2. Choose the title to the text:

Подберите название к тексту:

1. Beaker Folk
2. Who built Stonehenge
3. Stonehenge

Stonehenge is Britain's greatest national icon, symbolizing mystery. Its original purpose is unclear to us, but some have stated that it was a temple or an astronomical observatory. Others claim that it was a sacred site for the burial of high-ranking citizens.

The question of who built Stonehenge is largely unanswered. Julius Caesar told of a Celtic priesthood who flourished around the time of their first conquest (55 BC). By this time, though, the stones had stood there for 2,000 years. The best guess seems to be that the Stonehenge site was

begun by the people of the late Neolithic period. These “new” people, called Beaker Folk because of their use of pottery drinking vessels, began to use metal implements.

Variant 4
Part 1
Vocabulary

Task1.1. Mark the odd word out:

Отметьте лишнее слово:

e. g.: 1.

- | | | | |
|----|------------|----|-------------|
| a) | government | c) | agriculture |
| b) | President | d) | power |

Answer: 1. c

1.

- | | | | |
|----|----------|----|-------------|
| a) | stylish | c) | smart |
| b) | tasteful | d) | imaginative |

2.

- | | | | |
|----|------------|----|-----------|
| a) | to vote | c) | to defeat |
| b) | to conquer | d) | to annex |

3.

- | | | | |
|----|----------|----|---------|
| a) | aircraft | c) | railway |
| b) | bus | d) | fuel |

Task1. 2. Fill in the missing words and word combinations:

Вставьте подходящие по смыслу слова и словосочетания:

- a) country
- b) important
- c) centres
- d) industrial
- e) economy
- f) mineral
- g) vegetables
- h) machinery
- i) equipment
- j) producers

The UK is a highly developed __1__ country. It is known as one of the world's largest __2__ and exporters of __3__, electronics, textile, aircraft, and navigation __4__. One of the chief industries of the __5__ is shipbuilding. The United Kingdom has some __6__ resources. Coal and oil are the most __7__ of them. The main industrial __8__ are Sheffield, Birmingham and Manchester. Agriculture takes an important sector in __9__ of the country. The British people grow wheat, fruit, __10__, oats.

Part 2
Grammar

Task 2. Choose the only correct answer:

Выберите единственный верный ответ:

e. g.: 1. The text _____ by the students already.

- | | | | |
|-------------|-------------|-------------------|---------------|
| a) has been | b) had been | c) has translated | d) translated |
| translated | translated | | |

Answer: 1. a

1. It _____ a fine day, everybody was out on the roads.

Task 3.2. Choose the title to the text:**Подбери название к тексту:**

1. Climate of the Russian Federation
2. Geographical position of the Russian Federation
3. Variety of landscape of the Russian Federation

There is hardly a country in the world where such a great variety of flora and fauna can be found as in our land. Our country has numerous forests, plains and steppes, taiga and tundra, highlands and deserts. The highest mountains in our land are the Altai, the Urals and the Caucasus. There are over two thousand rivers in the Russian Federation. The longest of them are the Volga, the Ob, the Yenisei, the Lena and the Amur. Our land is also rich in various lakes with the deepest lake in the world, the Baikal, included.

On the Russian territory there are 11 time zones. The climate conditions are rather different: from arctic and moderate to continental and subtropical. Our country is one of the richest in natural resources countries in the world: oil, natural gas, coal, different ores, ferrous and non-ferrous metals and other minerals

Эталоны ответов к тесту**Variant 1**

Part 1		Part 2			Part 3										
1.1.					1.b	2.a	3.d	4.b	5.b	3.1.					
1.d		2b		3.a						1.a	2.b	3.c	4.d	5.b	
1.2.										3.2.					
1.h	2.j	3.f	4.e	5.d						2					
6.b	7.a	8.i	9.c(g)	10.g(c)											

Variant 2

Part 1		Part 2			Part 3										
1.1.					1.b	2.a	3.c	4.d	5.c	3.1.					
1.d		2a		3.b						1.b	2.a	3.a	4.d	5.b	
1.2.										3.2.					
1.b	2.c	3.i	4.f	5.a						2					
6.j	7.e	8.g	9.h	10.d											

Variant 3

Part 1		Part 2		Part 3								
1.1.			1.a	2.b	3.a	4.d	5.c	3.1.				
1.b	2a	3.d						1.d	2.a	3.d	4.b	5.d
1.2.								3.2.				

Литература для экзаменующихся

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Лист согласования

Дополнения и изменения к комплекту ФОС на учебный год

Дополнения и изменения к комплекту ФОС на _____ учебный год по дисциплине

В комплект ФОС внесены следующие изменения:

Дополнения и изменения в комплекте ФОС обсуждены на заседании ПЦК

«_____» _____ 20____ г. (Протокол № _____).

Председатель ПЦК _____ / _____ /