Кафедра гуманитарных дисциплин
и иностранных языков

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Учебное пособие предназначено для обеспечения дисциплины «Иностранный язык» для студентов-магистрантов различных направлений подготовки. Целью пособия является развитие новых и совершенствование общих языковых компетенций, необходимых для решения коммуникативных задач в различных сферах деятельности.

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ПРЕДИСЛОВИЕ (INTRODUCTION)

В настоящее время современный человек должен уметь оперативно реагировать на изменения окружающей среды и запросы современного общества. Высококвалифицированные специалисты всегда являются востребованными и конкурентоспособными. Во многом это зависит не только от знания русского языка и грамотной речи, но и знания иностранного языка, умения свободно общаться на иностранном языке в различных сферах профессионально ориентированной коммуникации.

Целью пособия является развитие новых и совершенствование общих языковых компетенций, необходимых для решения социально-коммуникативных задач в различных областях бытовой, культурной и профессиональной деятельности при общении с зарубежными партнерами, а также для дальнейшего самообразования студентов.

В пособии представлены аутентичные тесты общепрофессиональной направленности, а также разнообразные по форме и содержанию упражнения, основанные на активных технологиях обучения и направленные на активизацию обучения. Все тексты снабжены тематическим вокабуляром, необходимым для понимания и активизации данного языкового материала, и послетекстовыми заданиями.

Автор надеется, что материал учебного пособия поможет овладеть практическими умениями и навыками английского языка, необходимыми для будущей деятельности выпускника.

При изучении данной дисциплины студенты должны овладеть следующими компетенциями:

Направление подготовки	Компетенции
13.04.01 «Теплоэнергетика и теплотехника»	ОК-3 – способностью к саморазвитию, самореализации, использованию творческого потенциала; ОПК-3 – способностью использовать иностранный язык в профессиональной сфере
13.04.02 «Электроэнергетика и электротехника»	ОК-3 – способностью к саморазвитию, самореализации, использованию творческого потенциала; ОПК-3 – способностью использовать иностранный язык в профессиональной сфере
23.04.01 «Технология транспортных процессов»	ОПК-3 – способностью использовать иностранный язык в профессиональной сфере; ПК-17 – способностью формулировать цели и задачи научных исследований в области профессиональной деятельности на основе знания передового отраслевого, межотраслевого и зарубежного опыта и выбирать методы и средства решения прикладных задач

23.04.03 «Эксплуатация транспортно-технологических машин и комплексов»	ОПК-3 – способностью использовать иностранный язык в профессиональной сфере
35.04.04 «Агрономия»	ОПК-1 – готовностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности
35.04.06.01 «Агроинженерия» Направленности: «Технологии и технические средства производства сельскохозяйственной продукции»; «Надежность технических средств в агропромышленном комплексе»	ОК-3 – способностью к саморазвитию, самореализации, использованию творческого потенциала; ОПК-1 – готовностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности
35.04.06.02 «Агроинженерия» Направленность: «Электрооборудование и электротехнологии»	ОПК-1 – готовностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности
38.04.01 «Экономика»	ОПК-1 – готовностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности
38.04.02 «Менеджмент»	ОПК-1 – готовностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности

I. EDUCATION

1. HIGHER EDUCATION IN THE RUSSIAN FEDERATION

Vocabulary:
1) higher education – высшее образование
2) to show a great interest in the system of education – придавать большое значение системе образования
3) the right to education – право на образование
4) to be ensured by smth – обеспечиваться чем-либо
5) compulsory – обязательный
6) a secondary school – средняя школа
7) a vocational school – училище
8) an establishment – учреждение, заведение
9) an extramural courses – заочное обучение
10) a state – государство
11) to state – заявлять, устанавливать, точно определять
12) a scholarship and grant – стипендия и грант
13) inclusive – включающий в себя
14) to offer – предлагать
15) a program of training in smth – программа по какому-либо предмету
16) a field – поле, сфера деятельности
17) a lyceum – лицей
18) a gymnasium – гимназия
19) to go on in higher education – продолжать образование в вузе
20) an applicant – абитуриент
21) to take entrance exams – сдавать вступительные экзамены
22) an institution – учебное заведение
23) an undergraduate – студент
24) a variety – разнообразие
25) a graduate course – аспирантура
26) a thesis – диссертация
27) a candidate degree – степень кандидата наук
28) a doctoral degree – степень доктора наук
29) to head – возглавлять
30) to be in charge of smth – отвечать за что-либо
31) a specialized council – специализированный совет
32) to confer a degree – присваивать степень
33) a branch – ветвь, отрасль
34) to make mention of smbd, smth – упомянуть кого-либо, что-либо
35) a steel – сталь
36) a power – энергия
37) a mining – горное дело
38) non-ferrous metals – цветные металлы

39) a curriculum – программа, учебный план
40) profound – глубокий, основательный
41) to accompany – сопровождать, сопутствовать
42) to equip – оснащать, снабжать
43) to go through a period of reforms – находиться в периоде реформ
44) to be eager – стремиться
45) vital – существенный, важный
46) a skill – умение
47) abroad – за границей
48) a workshop – мастерская

Read and translate the text.

The Russians have always shown a great interest in the system of education. The right to education is stated in the Constitution of the Russia Federation. It is ensured by compulsory secondary schools, vocational schools, and higher education establishments. It is also ensured by the development of extramural and evening courses and the system of scholarships and grants.

Education in Russia is compulsory up to the 9th form inclusive. After finishing the 9th form one can go on to a vocational school which offers programs of academic subjects and   a program of training in a technical field, or a profession. After finishing the 11th form of a secondary school, a lyceum or a gymnasium one can go on in higher education. All applicants must take rather difficult entrance exams.

Higher education institutions, that is, institutes and universities, offer a 5-year program of academic subjects for undergraduates in a variety fields, as well as graduate course. If one finishes a graduate course and writes a thesis, he receives a candidate's degree or a doctoral degree.

Higher educational establishments are headed by Rectors. Prorectors are in charge of academic and scientific work. An institute or a university has a number of faculties, each specializing in a field of study. Faculties have specialized councils which confer candidate and doctoral degrees. There are a lot of various colleges in our country; some of them train future engineers of various specialties for different branches of industry. Among them mention must be made of industrial, machine-building, transport, steel, oil, automobile, power, textile, chemical, and mining institutes, as well as the institutes of agricultural machine-building, of non-ferrous metal, etc.

Generally, the curriculum for the first and second year students includes such subjects as maths, physics, chemistry, mechanics, and strength of materials, elements of machines, drawing, and a number of others, the study of which is followed by a profound study of special subjects.

Specialization, as a rule, begins in the third year. The study of theory is accompanied by practical training, first in specially equipped laboratories and workshops, then in various factories and mills of the country, in accordance with prearranged program.

The system of higher education in Russia is going through a period of reforms. There are a lot of exchange programs. Students from Russia are eager to study at the Universities of Great Britain, the USA, France, and Germany. They believe they can learn there the vital skills to help their country's economy, and the fact of their studying abroad will help them in future.

Tasks

I. Answer the questions.
1. What is the right to education ensured by?
2. What is a vocational school?
3. What is necessary for entering a higher education establishment?
4. What degrees can one get at a higher education establishment?
5. What is the structure of an institute or a university?
6. How do Russian people use their knowledge in practice?
7. Please, describe the curriculum for the students of Russian agricultural institutes.
8. Why are students from Russia eager to study abroad?

II. Translate into Russian.
1. The right to education is stated in the Constitution of the Russia Federation.
2. After finishing the 11th form of a secondary school, a lyceum or a gymnasium one can go on in higher education.
3. If one finishes a graduate course and writes a thesis, he receives a candidate's degree or a doctoral degree.
4. Specialization, as a rule, begins in the third year.
5. Students from Russia are eager to study at the Universities of Great Britain, the USA, France, and Germany.

III. Insert the adequate prepositions: through, in, up to, of, by.
1. Education … Russia is compulsory … the 9th form inclusive.
2. Higher educational establishments are headed … Rectors.
3. An institute or a university has a number … faculties, each specializing … a field … study.
4. There are a lot … various colleges … our country.
5. The system …higher education … Russia is going …a period … reforms.

IV. Complete the following sentences.
1. The Russians have always shown….
2. The right to education is stated in…
3. Education in Russia is compulsory…
4. After finishing the11th form of…..on can go on …
5. All applicants must take…
6. If one finishes a graduate course and writes a thesis, he receives…

7. Higher educational establishments are headed...

8. Prorectors are…

9. Generally, the curriculum for the first and the second year students includes such subjects as…

10. Students from Russia are eager to study at …

V. Translate into English.

1. Россияне всегда проявляли большой интерес к системе образования.

2. После окончания 11 класса средней школы, лицея или гимназии каждый может продолжить высшее образование.

3. Все абитуриенты должны сдать вступительные экзамены.

4. Высшее учебное заведение возглавляется ректором.

5. Обычно учебный план для студентов 1-го и 2-го курсов включает такие предметы, как математика, физика, химия, механика, сопротивление материалов, детали машин, черчение и ряд других предметов.

2. MOSCOW STATE UNIVERSITY

Vocabulary:
1) closely – тесно
2) to connect – связывать, соединять
3) early – первый, начальный
4) to house – помещаться
5) to found – основывать
6) in detail – подробно
7) possibility – возможность
8) provide – предоставлять, обеспечивать
9) sufficient – достаточно
10) main – главный
11) storey (pl. storeys) – этаж
12) a great number – большое количество, много
13) facilities – средства обслуживания
14) as well as – также
15) up-to-date – современный
16) equipment – оборудование
17) improve – улучшать
18) learning – учеба
19) research – исследование
20) graduate – выпускник
21) achievement – достижение
22) mankind – человечество
23) recognized – признанный

24) significant – значительный, важный
25) to conduct – проводить
26) influence – влияние
27) science – наука
28) education – образование
29) permanent – постоянный
30) increasingly – все больше и больше
31) steadily – постоянно, непрерывно
32) to wide – расширяться

Read and translate the text.

The oldest university in Russia was opened on April 26, 1755. Its history is closely connected with the name of its founder – the great Russian scientist and poet M.V. Lomonosov. At the early days of its history Moscow University was housed in a small building in Red Square. There were lecture halls, rooms for studies as well as the first chemical laboratory in Russia is founded by Lomonosov.

It is difficult to say in detail about all the possibilities provided by the complex of modern buildings of the University constructed on the Lenin Hills. It is sufficient to say that the main building of the University is 32 stories high and has more than a thousand lecture halls, a great number of rooms for studies, libraries, dining-rooms and other necessary facilities as well.

A great number of laboratories provided with up-to-date equipment improve the conditions of learning and research.

The history of Moscow University is connected with the names of the greatest Russian and Soviet scientists who were its students and graduates. For young men and women Moscow University opens the road to the latest achievements in science, technology and culture, to working on problems that are of much importance for mankind.

Moscow University is a recognized leading centre of Russian and world science. Serious and significant researches are conducted by its scientists and students. Its influence upon the world science and education is deep and permanent. Today research is becoming increasingly international and Moscow University is steadily widening its contacts with the leading universities in the other countries.

Tasks

I. Answer the questions.
1. When was the oldest Russian university opened?
2. Who was its founder?
3. What possibilities do students have at the University?
4. Moscow University is a recognized leading centre of Russian and world science, isn't it?
5. What researches are conducted by university's students and scientists?

II. Find in the text the English phrases corresponding to their Russian equivalents:

трудно сказать, улучшают условия обучения и исследовательской работы, история тесно связана с…, влияние на…, условия обучения и исследований, ведущий центр науки, оснащенных современным оборудованием, путь к новейшим достижениям, постоянно расширяет контакты.

III. Choose the right answer.

1. Moscow University was (found/founded) in 1755.

2. The history of Moscow University is (provided/connected) with the name of M.V. Lomonosov.

3. There are a great number of laboratories (connected/provided) with the latest equipment.

4. Well-equipped laboratories (recognize/improve/conduct) the condition of learning and research.

5. Moscow University plays an important part in the (development/equipment) of Russian science and education.

6. Many world-known Russian poets, writers and scientists were (the founders/graduates of) Moscow University.

7. The great Russian scientist Lomonosov was (the founder of /a graduate of) Moscow University.

IV. Complete the sentences using the following words and expressions:

was opened on April 26, 1755; recognized leading centre of Russian and world science; science, technology and culture, to working on problems that are of much importance for mankind; up-to-date equipment improve the conditions of learning and research.

1. The oldest university in Russia….

2. A great number of laboratories are provided with ….

3. For young men and women Moscow University opens the road to the latest achievements in ….

4. Moscow University is ….

V. Translate into English.

1. История МГУ тесно связана с именем его основателя – великого Российского ученого и поэта М.В. Ломоносова.

2. Достаточно сказать, что главное здание университета составляет 32 этажа.

3. История МГУ связана с именами российских и советских ученых, которые были его студентами и выпускниками.

4. Серьезные и важные исследования проводятся студентами и учеными университета.

3. HIGHER EDUCATION IN GREAT BRITAIN

Vocabulary:
1) to apply for smth. – обратиться за чем-либо
2) an entrance – поступление, вход
3) to be divided into – делиться на
4) an institution – учебное заведение
5) independent – независимый
6) to be responsible to smbd. – быть ответственным перед кем-либо
7) governing council – совет правления
8) to receive – получать
9) a support – поддержка
10) an admission – доступ, принятие
11) a selection – отбор
12) free of charge – бесплатный
13) a grant – субсидия
14) a loan – ссуда, заем
15) a government – правительство
16) to consist of – состоять из
17) arts – гуманитарные науки
18) sciences – точные науки
19) a law – право, закон
20) a theology – теология
21) a department – отделение
22) a title – титул, звание
23) senior – старший
24) to pass examinations – сдать экзамены
25) Bachelor's degree – степень бакалавра
26) a postgraduate – аспирант
27) the degree of Master – степень магистра
28) to confer – присваивать, присуждать
29) a thesis – диссертация
30) to be based on – быть основанным на
31) at least – по крайней мере
32) a research – исследование, исследовательская работа
33) to be engaged in smth. – заниматься чем-либо
34) a vocation – каникулы
35) in addition – вдобавок, кроме того
36) to earn money – зарабатывать деньги
37) success – успех
38) it is considered – считается
39) an honour – честь

Read and translate the text.

Most people in Great Britain start life in universities and colleges at the age of 18. If you want to go to a university, you usually apply for an entrance during your last years at school.

You can apply to any university in Britain and most people choose a university outside their hometown. There are about 90 universities in the U.K. They are divided into three types: the old universities (Oxford, Cambridge and Edinburgh Universities), the 19th century universities, such as London and Manchester universities, and the new ones (Kent, Essex, and York). The two oldest universities in England are Oxford and Cambridge, they are known for their specific system of education.

All institutions are independent, autonomous and responsible only to their governing council, but they receive financial support from the state. The admission to the universities is by examination or selection (interviews). Education in Britain is not free of charge, it is rather expensive. Students may get a grant or a loan from the government to study. A university consists of a number of faculties: arts, sciences, medicine, agriculture, education, law and theology. The teaching is organized in departments, such as engineering, economics, commerce, History, French, etc.

At the head of each faculty there is a professor. Other teachers are lecturers; some of the senior teachers have the title of reader or senior lecturer. Students who pass examinations at the end of three or four years of study get Bachelor's degree.

The first postgraduate degree is normally that of Master conferred for a thesis based on at least one year's fulltime work. Universities are the centres of research and many postgraduates are engaged in research for the higher degree, the degree of Doctor.

The academic year in Britain is divided into three terms, which usually runs from about the beginning the October to the middle of December, from the middle of January to the end of March and from the middle of April to the end of June or beginning of July. The students have vocations between the terms. A university usually has longer holidays, which last three or four months, three are a few weeks at Christmas and Easter during which the students can go home, or travel, or earn money to pay for their education.

Tasks

I. Answer the following questions.
1. What age do the British students start life in universities at?
2. Why is the last year at school very important for school-leavers?
3. How many universities are there in the UK?
4. What types are the British universities divided into?
5. What faculties and departments does a university include?
6. Who is the head of each faculty?

7. When do the British students get Bachelor's degree?
8. What is necessary for conferring degree of Master?
9. When do students in Britain have their vocations? How do they spend them?

II. Translate into Russian.

1. If you want to go to a university, you usually apply for an entrance during your last years at school.
2. All institutions are independent, autonomous and responsible only to their governing council, but they receive financial support from the state.
3. Students may get a grant or a loan from the government to study.
4. Students who pass examinations at the end of three or four years of study get Bachelor's degree.
5. The students have vocations between the terms.

III. Insert adequate prepositions: of, in, into, by, to, for, outside, at.

1. Most people … Great Britain start life … universities and colleges … the age … 18.
2. Most people choose a university … their hometown.
3. The universities are divided … three types.
4. The admission …the universities is … examination or selection.
5. Universities are the centres … research and many postgraduates are engaged … research … the higher degree, the degree …Doctor.

IV. Complete the sentences using following words and expressions:

between the terms; Oxford and Cambridge; at the age of 18; from the government to study; get Bachelor's degree.

1. Most people in Great Britain start life in universities and colleges ….
2. The two oldest universities in England are ….
3. Students may get a grant or a loan ….
4. Students who pass examinations at the end of three or four years of study….
5. The students have vocation….

V. Translate into English.

1. Большинство британцев начинают учиться в университетах и колледжах в возрасте 18 лет.
2. В Соединенном королевстве около 90 университетов.
3. Образование в Великобритании не бесплатное; оно довольно дорогое.
4. Каждый факультет возглавляет профессор.
5. Учебный год в Великобритании делится на 3 семестра.

4. OXBRIDGE

Vocabulary:
1) prestigious – престижный
2) both – оба
3) tutorial – консультации, практические занятия с наставником
4) wide – широкий, обширный
5) coat of arms – герб
6) Anglo-Saxon Chronicle – Англосаксонский вестник
7) A.D. = Anno Domini – лат. нашей эры

Read and translate the text.

Oxford and Cambridge are the oldest and the most prestigious universities in Great Britain. They are often called collectively Oxbridge. Both universities are independent. Only very rich and aristocratic families can afford to send their sons and daughters to these universities. Mostly they are former public school leavers.

The tutorial is the basic mode instruction at Oxford and Cambridge, with lectures as optional extras.

The normal length of degree course is three years, after which the students take the Degree of Bachelor of Arts (B.A). Some courses, such as language or medicine, may be one or two years longer.

Oxford and Cambridge universities consist of a number of colleges. Each college is different. Each college has its name, its coats of arms. Each college is governed by a Master and offers teaching in a wide range of subjects.

Oxford is one of the oldest universities in Europe. The town of Oxford is first mentioned in the Anglo-Saxon Chronicles in 911 A.D. The university's earliest charter is dated back to 1213.

There are now twenty-four colleges for men, five for women and another five which have both men and women members, many from overseas studying for higher degrees. Among the oldest colleges are the University College, All Souls and Christ Church.

The Cambridge University started during the 13th century and grew until today. Now there are more than thirty colleges. The colleges line the right bank of the river Cam. The oldest college is Peterhouse, which was founded in 1284, and the most recent in Robinson College, which was opened in 1977. The most famous is probably King's College because of its magnificent chapel, the largest and the most beautiful building in Cambridge.

The University was only for men until 1871, when the first women 'college was opened. In the 1970's, most colleges opened their doors to both men and women. Almost all colleges are now mixed.

Many great men studied at Cambridge, among them Cromwell, Newton, Byron, Tennyson, and Darwin. The great Russian scientist I.P. Pavlov came to Cambridge to receive the degree of the Honorary Doctor of Cambridge.

The universities have over a hundred societies and clubs, enough for every interest one could imagine. Sport is part of student's life at Oxbridge.

I. Answer the following questions.
1. What are the oldest and the most prestigious universities in Great Britain?
2. Who can afford to send their sons and daughters to these universities?
3. What is tutorial?
4. What is the normal length of the degree course?
5. How long are the language and medicine courses?
6. What do Oxford and Cambridge universities consist of?
7. What university is the oldest in Europe?
8. When and where is the town of Oxford first mentioned?
9. How many colleges are there in Oxford University now?
10. What are the oldest colleges?
11. When did the Cambridge University start?
12. How many colleges are there in Cambridge University now? What is the oldest one?
13. Why is King's College the most famous among others?
14. Who of great men studied at Cambridge?
15. What is part of student's life at Oxbridge?

Tasks

1. Choose the correct answer.
This text is about…
1) an old and beautiful city.
2) the architecture of Oxford.
3) the oldest and the most prestigious universities in Great Britain.
4) the system of education in the USA.

2. Choose the correct answer.
A tutor in Great Britain is...
1) a teacher of a private school.
2) a teacher of a very small class.
3) a university teacher who guides students.
4) an examiner.

3. Choose the correct translation.
Only very rich and aristocratic families can afford to send their sons and daughters to these universities.
1. Только сыновья и дочери очень богатых людей учатся здесь.
2. Только очень богатые и аристократические семьи могут позволить отправить своих сыновей и дочерей в эти университеты.

3. Только сыновья самых обеспеченных родителей могут позволить себе это.

4. Только известные и обеспеченные люди могут позволить себе обучение в этих университетах.

4. Choose the right beginning of the sentence:
…to both men and women.

1. Many great men studied at Cambridge….
2. The universities have over a hundred societies and clubs…
3. In the 1970's, most colleges opened their doors…
4. Some courses, such as language or medicine, may be…

5. Translate the following sentences into English.
1. Оксфорд и Кембридж являются старейшими и самыми престижными университетами в Великобритании.
2. У каждого колледжа есть свое название и герб.
3. В 1970 году большинство колледжей отрылись и для мужчин и для женщин.
4. Многие великие люди учились в Кембридже, среди них: Кромвель, Ньютон, Байрон, Теннисон и Дарвин.
5. Спорт – это часть студенческой жизни в Оксбридже.

5. HIGHER EDUCATION IN THE USA

Vocabulary:
1) a high school – средняя школа
2) to continue in higher education – продолжить образование в вузе
3) a community college – местный колледж
4) a technical school – техническая школа
5) a vocational school – профессиональное училище
6) to have a special subject area – специализироваться в определенной области
7) a college of liberal arts – колледж свободных искусств
8) a humanity – гуманитарный предмет
9) a social science – общественная наука
10) a natural science – естественная наука
11) an education – образование
12) a program for undergraduates – программа для студентов
13) to include – включать
14) a subject – предмет, дисциплина
15) to evaluate – оценивать

16) a quiz – экзамен, опрос
17) a method of instruction – метод преподавания
18) to get an undergraduate degree in the arts or sciences – получить степень в области гуманитарных или естественных наук
19) to complete a course of study – закончить курс обучения
20) Bachelor of Arts (В.А.) – степень бакалавра гуманитарных наук
21) Bachelor of Science (B. Sc.) – степень бакалавра естественных наук
22) to go on for a graduate or professional degree – продолжать обучение с целью получения степени доктора или профессиональной степени
23) a program for graduate and professional study – программа обучения для аспирантов и профессионального обучения
24) to have graduate or professional programs – предлагать программы обучения аспирантов и профессиональные программы
25) to last – длиться, продолжаться
26) regular – обычный, нормальный
27) dental – зубной, зубоврачебный
28) a sewing – шитье
29) a job training – профессиональная подготовка
30) an area – область
31) such as – такие как
32) a carpentry – плотничье дело

Read and translate the text.

In the United States, a student who has finished high school may continue in higher education. There are several ways to do it: universities, colleges, community colleges, and technical or vocational schools. A university in the USA usually has several different colleges in it. Each has a special subject area. There may be a college of liberal arts where humanities, social sciences, natural sciences and mathematics are taught. There may be a college of education and college of business. A program for undergraduates usually takes four years. The academic years lasts nine months. It includes two semesters of four and a half months each. Classes begin in September and end in June. During one term a student studies four or five different subjects. The student's progress is often evaluated through quizzes (short oral or written tests), term papers, and final examination in each course. The methods of instruction in the universities are the lecture, discussion and work in laboratories. University students get undergraduate degree in the arts or sciences. Students may leave the university at this time. They may also go on for a graduate or professional degree. The university always has programs for graduate and professional study in many subjects in many subjects. A college does not have graduate or professional programs. If a college student completes a course of study in arts or science, he gets Bachelor of Arts or Science degree. If college students want to continue for a graduate or professional degree, they must go to University. The program of study in the community college usually lasts two years. The communi-

ty college may give courses in the regular academic subjects or subjects like dental technology, sewing and other non-academic subjects. The students may then go to a college for two more years to get the Bachelor's degree. The technical or vocational school has only job training, it has no academic program. Programs may take from six month to two years and more. The technical or vocational school gives training for work in areas such as electronics, carpentry and others.

Tasks

I. Answer the questions.
1. What are the ways to continue in higher education in the USA?
2. What colleges does a university in the USA consist of?
3. The academic year includes three semesters, doesn't it?
4. What is evaluated through quizzes and final examinations?
5. What are the main methods of instruction?
6. What degrees are offered at universities?
7. What programs and degrees are offered at a college?
8. What courses do community colleges give?
9. What kind of program does a technical or a vocational school offer?

II. Translate into Russian.
1. A university in the USA usually has several different colleges in it.
2. A program for undergraduates usually takes four years.
3. During one term a student studies four or five different subjects.
4. A college does not have graduate or professional programs.
5. The technical or vocational school gives training for work in areas such as electronics, carpentry and others.

III. Insert the adequate prepositions: of, for, from…to, in, to.
1. A university … the USA usually has several different colleges … it.
2. There may be a college … education and college …business
3. The methods …instruction … the universities are the lecture, discussion and work … laboratories.
4. If college students want to continue … a graduate or professional degree, they must go … University.
5. Programs may take …six month … two years and more.

IV. Complete the sentences using following words and expressions:
several different colleges in it; in September and end in June; may continue in higher education; dental technology, sewing and other non-academic subjects; for graduate and professional study in many subjects in many subjects.

1. In the United States, a student who has finished high school….
2. A university in the USA usually has ….

3. Classes begin….
4. The university always has programs ….
5. The community college may give courses in the regular academic subjects or subjects like ….

V. Translate into English.
1. В США студент, окончивший среднюю школу, может продолжить высшее образование.
2. Каждый колледж специализируется в определенной области.
3. В течение одного семестра студент изучает 4–5 различных предметов.
4. Студенты университета получают степень в области гуманитарных или естественных наук.
5. В технических школах или профессиональных училищах студенты получают только профессиональную подготовку.

6. HARVARD UNIVERSITY

Vocabulary:
1) establish – основывать
2) arrival – прибытие
3) master – учитель, магистр, директор
4) enrollment – зачисление
5) affiliate – присоединенный
6) benefactor – благотворитель
7) estate – поместье
8) consistent – связанный с чем-либо
9) prevailing – преобладающий
10) clergyman – священнослужитель
11) unprecedented – беспрецедентный
12) hub – центр
13) enormous – огромный
14) endowment – снабжение, обеспечение
15) acquire – приобретать
16) unique – уникальный, непревзойденный
17) notable – известный, выдающийся
18) distinguish – знаменитый
19) aide – помощник, помощница
20) adviser – советник

Read and translate the text.

Harvard University, which celebrated its 350th anniversary in 1986, is the oldest institution of higher learning in the United States. It was founded 16 years after the arrival of the Pilgrims at Plymouth. The University has grown from nine students with a single master to an enrollment of more than 18,000 degree candidates, including undergraduates and students in 10 principal academic units. An additional 13,000 students are enrolled in one or more courses in the Harvard Extension School. Over 14,000 people work at Harvard, including more than 2,000 faculties. There are also 7,000 faculty appointments in affiliated teaching hospitals. Their faculties have produced more than 40 Nobel laureates.

Harvard College was established in 1636 by vote of the Great and General Court of the Massachusetts Bay Colony and was named for its first benefactor, John Harvard of Charlestown, a young minister who, upon his death in 1638, left his library and half his estate to the new institution. The charter creating the corporation of Harvard College was signed by Massachusetts government.

During its early years, the College offered a classic academic course based on the English university model but consistent with the prevailing Puritan philosophy of the first colonists.

The 1708 election of John Leverett, the first president who was not also a clergyman, marked a turning of the College toward intellectual independence from Puritanism.

As the College grew in the 18th and 19th centuries, the curriculum was broadened, particularly in the sciences, and the College produced or attracted a long list of famous scholars, including Henry Wadsworth Longfellow, James Russell Lowell, William James, the elder Oliver Wendell Holmes, Louis Agassiz, and Gertrude Stein.

Charles W. Eliot, who served as president from 1869 to 1909, transformed the relatively small provincial institution into a modern university.

During the second half of the 19th century especially, Harvard experienced a period of unprecedented development under the presidency of the noted educator Charles W. Eliot. Although the college continued to be the hub of intellectual activity, Harvard became after 1869 a university in the highest sense. Schools that had previously been established – Medicine in 1782, Divinity in 1816, Law in 1817, and Dental Medicine in 1867 – were raised to graduate level, and others were founded: Arts and Science in 1872, Business Administration in 1908, Education in 1920, Public Health in 1922, Design in 1936, and Public Administration – now named the John Fitzgerald Kennedy School of Government – 1937. Radcliffe College, established in 1879 as an institution of higher learning for women, is officially connected with Harvard. It received its present name in 1894, in honour of Ann Radcliffe, who had given Harvard College its first scholarship in 1643.

Harvard University, an enormous educational complex with a huge endowment, has over the years acquired unique prestige and influence. It is alma mater of notable Americans in politics, law, science, literature, the arts, business and fi-

nance, education, and religion. Among its distinguished graduates are presidents of the United States – John Adams, John Quincy Adams, Theodore and Franklin Delano Roosevelt, Rutherford B. Hayes, John Fitzgerald Kennedy and George W. Bush. Its faculty often provides cabinet officers and presidential aides and advisers. Many foreign students, including potential government leaders, are sent to Harvard.

Tasks

I. Answer the questions.
1. When was Harvard College established?
2. Why was it named as Harvard?
3. Charles W. Eliot transformed the relatively small provincial institution into a modern university, didn't he?
4. What schools had been established in Harvard?
5. When was an institution of higher learning for women established?
6. Name its distinguished graduates.

II. Translate into Russian.
1. Harvard University was founded 16 years after the arrival of the Pilgrims at Plymouth.
2. Their faculties have produced more than 40 Nobel laureates.
3. Charles W. Eliot, who served as president from 1869 to 1909, transformed the relatively small provincial institution into a modern university.
4. Radcliffe College received its present name in 1894, in honour of Ann Radcliffe, who had given Harvard College its first scholarship in 1643.
5. Harvard University, an enormous educational complex with a huge endowment.

III. Insert the adequate prepositions: of, by, in, to, from, with, after.
1. Harvard University, which celebrated its 350th anniversary … 1986, is the oldest institution … higher learning … the United States.
2. The University has grown …nine students … a single master … an enrollment …more than 18,000 degree candidates, including undergraduates and students …10 principal academic units.
3. The charter creating the corporation … Harvard College was signed … Massachusetts government.
4. Although the college continued to be the hub …intellectual activity, Harvard became … 1869 a university … the highest sense.
5. Many foreign students, including potential government leaders, are sent … Harvard.

IV. Complete the sentences using the following words and expressions:
presidential aides and advisers; left his library and half his estate to the new institution; the noted educator Charles W. Eliot; politics, law, science, literature, the arts,

business and finance, education, and religion; 18,000 degree candidates, including undergraduates and students in 10 principal academic units.

1. The University has grown from nine students with a single master to an enrollment of more than …

2. John Harvard of Charlestown, a young minister who, upon his death in 1638…

3. During the second half of the 19th century especially, Harvard experienced a period of unprecedented development under the presidency of …

4. It is alma mater of notable Americans in…

5. Its faculty often provides cabinet officers and …

V. Translate into English.

1. Гарвардский университет является старейшим и самым престижным высшим учебным заведением страны.

2. Помимо факультета искусств и наук, здесь имеется 9 так называемых школ: бизнеса, стоматологии, дизайна, богословия, педагогики и др.

3. Гарвардский университет является огромным образовательным комплексом с солидным обеспечением.

4. Выпускниками Гарварда являются 7 президентов США.

5. Многих иностранных студентов, включая потенциальных правительственных лидеров, отправляют учиться в Гарвард.

7. THE BOLOGNA PROCESS

Vocabulary:
1) agreement – соглашение
2) designed – разработанный
3) ensure – гарантировать, убеждаться
4) comparability – сопоставимость
5) qualification – квалификация, условие
6) anniversary – годовщина
7) integration – интеграция
8) currently – в настоящее время
9) participating – участие
10) framework – структура
11) statements – утверждения
12) respectively – соответственно
13) response – ответ
14) implementation – внедрение
15) attractiveness – привлекательность
16) tolerant community – толерантное общество
17) incompatible – несовместимый
18) obtain – получать

19) preserving – сохранение
20) complete – закончить, завершить
21) two-tier – двухъярусный, двухуровневый

Read and translate the text.

The Bologna Process is a series of agreements between European countries designed to ensure comparability in the standards and quality of higher education qualifications. It is named after the place it was proposed, the University of Bologna, celebrating the 900 th anniversary, with the signing of the Bologna declaration by Education Ministers from 29 European countries in 1999, forming a part of European integration.

The Bologna Process currently has 47 participating countries.

The basic framework adopted is of three cycles of higher education qualifications. These are statements of what students know and can do on completion of their degrees.

• 1st cycle: a bachelor's degree.
• 2nd cycle: a master's degree.
• 3rd cycle: a doctoral degree

In most cases, these will take 3–4 years for a bachelor's degree, 1–2 years for a master's degree, and 3–4 years for a doctoral degree, respectively to complete.

The Bologna Process was a major reform created with the goal of providing responses to issues such as the public responsibility for higher education and research with the most demanding qualification needs.

With the Bologna Process implementation, higher education systems in European countries are to be organized in such a way that:

• it is easy to move from one country to the other (within the European Higher Education Area) – for the purpose of further study or employment;

• the attractiveness of European higher education has increased, so that many people from non-European countries also come to study and/or work in Europe;

• the European Higher Education Area provides Europe with a broad, high-quality advanced knowledge base, and ensures the further development of Europe as a stable, peaceful and tolerant community.

The Russian higher education framework was basically incompatible with the Process: the general degree in all universities since Soviet era is the Specialist which can be obtained after completing 5–6 years of studies. Since the mid-90s. many universities have introduced limited educational programmes allowing students to graduate with a bachelor's degree (4 years) and then earn a master's degree (another 1–2 years) while preserving the old 5–6 year scheme. In October 2007 Russia enacted a move to two-tier education in line with Bologna Process model. The universities inserted a BSc diploma in the middle of their standard specialist programs; transition to real MS qualification has not been completed yet.

Tasks

I. Answer the questions.
1. Why did so many countries sign the Bologna Declaration?
2. What differences in European education systems surfaced in course of the Bologna process?
3. What are three cycles of higher education qualifications adopted?
4. What are the main goals of the Bologna process?
5. How can you get bachelor's degree?
6. How can you get master's degree?
7. How can you get doctoral degree?
8. Does the system of the Russian higher education similar with European one?
9. What degrees can you get in Russian universities?

II. Translate into Russian.
1. It is named after the place it was proposed, the University of Bologna.
2. The Bologna Process currently has 47 participating countries.
3. The Bologna Process was a major reform created with the goal of providing responses to issues such as the public responsibility for higher education and research with the most demanding qualification needs.
4. The attractiveness of European higher education has increased, so that many people from non-European countries also come to study and/or work in Europe.
5. Since the mid-90s. many universities have introduced limited educational programmes allowing students to graduate with a bachelor's degree (4 years) and then earn a master's degree (another 1–2 years) while preserving the old 5–6 year scheme.

III. Insert the adequate prepositions: of, between, to, in, with, for.
1. The Bologna Process is a series … agreements … European countries designed … ensure comparability … the standards and quality … higher education qualifications.
2. The basic framework adopted is … three cycles … higher education qualifications.
3. The Bologna Process was a major reform created … the goal … providing responses … issues such as the public responsibility … higher education and research … the most demanding qualification needs.
4. … October 2007 Russia enacted a move … two-tier education … line … Bologna Process model.

IV. Complete the sentences using the following words and expressions:
it is easy to move from one country to the other;
the general degree in all universities since Soviet era is the Specialist high-quality advanced knowledge base, and ensures the further development of Europe as a stable;

with the signing of the Bologna declaration by Education Ministers from 29 European countries in 1999;

and 3–4 years for a doctoral degree, respectively to complete.

1. It is named after the place it was proposed, the University of Bologna, celebrating the 900th anniversary…forming a part of European integration.

2. In most cases, these will take 3–4 years for a bachelor's degree, 1–2 years for a master's degree, …..

3. The European Higher Education Area provides Europe with a broad, …, peaceful and tolerant community.

4. … (within the European Higher Education Area) – for the purpose of further study or employment;

5. The Russian higher education framework was basically incompatible with the Process…. which can be obtained after completing 5–6 years of studies

V. Explain the following:
1) to ensure comparability
2) named after the place
3) participating countries
4) framework adopted
5) the public responsibility
6) tolerant community
7) a BSc diploma

8. MASTER'S DEGREES

Vocabulary:
1) demand – требование
2) enrollments – прием
3) additional – дополнительный
4) awarded – награжденный
5) humanities – гуманитарные науки
6) emphasised – подчеркнутый
7) full-time study – полностью занятое исследование
8) particular profession – конкретная профессия
9) toward – к, по направлению (предлог)
10) require – нуждаться
11) identical – идентичный

Combinations with the word «degree»:
1) academic degree – ученая степень
2) bachelor's degree – степень бакалавра

3) master's degree – степень магистра
4) doctoral/doctor's degree – докторская степень
5) (post) graduate degree – ученая степень выше бакалавра
6) a degree day – день получения диплома (на торжественной церемонии в университете)
7) by degrees – постепенно, понемногу
8) in the last degree – до последней степени, в высшей степени
9) of the first degree – чрезмерный, заправский
10) to a degree – очень, значительно

There are some competencies that you need to gain while learning for the Master's course:

1) ability to apply knowledge in practice;
2) profound knowledge in the field of study;
3) oral and written communication in English (presentations, meetings, negotiations, etc.);
4) advanced computing skills;
5) basic research skills (research methods, academic writing, etc.);
6) ability to generate new ideas (creativity);
7) capacity to adapt to new situations and analyse information from different sources;
8) planning and time management;
9) decision-making and readiness to accept responsibility;
10) ability to work in a team;
11) ability to work in a multicultural business environment.

Read and translate the text.

Students and employers demand for advanced education and certification within professional fields of study has sparked much of the growth in master's degree enrollments.

The master's degree is designed to provide additional education or training in the student's specialised branch of knowledge. Master's degrees are offered in many different fields, and there are two main types of programs: academic and professional.

Academic Master's: The master of arts (M.A.) and the master of science (M.S.) degrees are usually awarded in the traditional arts, sciences, and humanities disciplines. The M.S. is also awarded in technical fields such as engineering and agriculture. Original research, research methodology, and field investigation are emphasised. These programs are usually completed in one or two academic years of full-time study. They may lead directly to the doctoral level.

Professional Master's: These degree programs are designed to lead the student from the first degree to a particular profession. They do not lead to doctoral programs. Such master's degrees are often designated by specific descriptive titles,

such as master of business administration (M.B.A.), master of social work (M.S.W.), master of education (M.Ed.), or master of fine arts (M.F.A.). Other subjects of professional master's programs include journalism, international relations, architecture, and urban planning. Professional master's degrees are oriented more toward direct application of knowledge than toward original research. They often require that every student take a similar or identical program of study that lasts from one to three years, depending on the institution and the field of study.

Tasks

I. Answer the questions.
1. What kind of education is demanded for students and employers?
2. What are the main types of programs of Master's degree?
3. What does it mean: M.A, M.S?
4. How are the programs for professional Master designed?

II. Translate into Russian.
1. The master's degree is designed to provide additional education or training in the student's specialized branch of knowledge.
2. Original research, research methodology, and field investigation are emphasized.
3. These degree programs are designed to lead the student from the first degree to a particular profession.
4. Professional master's degrees are oriented more toward direct application of knowledge than toward original research.
5. They may lead directly to the doctoral level.

III. Insert the adequate prepositions: of, within, to, in, on, for.
1. Students and employers demand for advanced education and certification within professional fields of study has sparked much of the growth in master's degree enrollments.
2. The M.S. is also awarded in technical fields such as engineering and agriculture.
3. They do not lead to doctoral programs.
4. They often require that every student take a similar or identical program of study that lasts from one to three years, depending on the institution and the field of study.

IV. Complete the sentences using the following words and expressions:
as engineering and agriculture; the doctoral level; journalism, international relations, architecture, and urban planning; professional master's degrees; the master's degree.

1. …. is designed to provide additional education or training in the student's specialized branch of knowledge.

2. They may lead directly to …

3. Other subjects of professional master's programs include ….

4. …. are oriented more toward direct application of knowledge than toward original research.

5. The M.S. is also awarded in technical fields such …

9. HISTORY OF ACADEMIC DEGREE

Vocabulary:
1) diploma – диплом
2) academic position – академическое положение
3) medieval – средневековый
4) spreading – распространение
5) across – через, по
6) appeared – появившийся
7) license – лицензия
8) authorities – полномочия, власть
9) regarded – расцененный
10) prescribed – предписывать
11) eligible – приемлемый
12) achievement – успех, достижение
13) separation – разделение
14) common – общий, обычный, обыкновенный

Memorize:
a) enroll, v. – вносить в список, регистрировать, записывать
b) enrollment, n. – прием (регистрация) в университет (колледж) студентов и аспирантов
c) enrollee – зачисленный (абитуриент)
d) enroller – лицо, которое зачисляет

Read and translate the text.

An academic degree is a college or university diploma, often associated with a title and sometimes associated with an academic position, which is usually awarded.

The most common degrees awarded today are Bachelor's, Master's and Doctoral degrees. Most higher education institutions generally offer certificates and programs of Master of Advanced Studies, which is known as a Diplome d'etudes supeneures specialsees under its original French name.

The modern academic system of academic degrees evolved and expanded in the medieval university, spreading everywhere across the globe. No other European institution has spread over the entire world in the way in which the traditional form of the European university has done. The degrees awarded by European universities – the bachelor's degree, the licentiate, the master's degree, and the doctorate – have been adopted in the most diverse societies throughout the world.

The doctorate (Latin: doceo, I teach) appeared in medieval Europe as a license to teach at a medieval university. Its roots can be traced to the early church when the term "doctor" referred to the Apostles, church farther and other Christian authorities who taught and interpreted the Bible.

Originally the terms "master" and "doctor" were synonymous, but over time the doctorate came to be regarded as a higher qualification than the master degree.

In the medieval European universities, candidates who had completed three or four years of study in the prescribed texts of the trivium (grammar, rhetoric, and logic), and the quadrivium (mathematics, geometry, astronomy and music), together known as the Liberal Arts, and who had successfully passed examinations held by their master, would be admitted to the degree of bachelor of arts.

Further study would earn one the Master of Arts degree. Master of Arts was eligible to enter study under the "higher faculties" of Law. Medicine or Theology, and earn first a bachelor's and then master or doctor's degrees in these subjects. Thus a degree was only a step on the way to becoming a fully qualified master- hence the English word "graduate", which is based on the Latin gradus ("step").

Today the terms "master", "doctor" (from the Latin "teacher") and "professor" signify different levels of academic achievement, but in the Medieval university they were equivalent terms, the use of them in the degree name being a matter of custom at a university. (Most universities conferred the Master of Arts, although the highest degree was often termed Master of Theology or Doctor of Theology depending on the place).

The earliest doctoral degrees (theology – Divinitatis Doctor (D.D.), philosophy – Doctor of philosophy (D.Phil., Ph.D.) and medicine – Medicinae Doctor (M.D., D.M.) reflected the historical separation of all University study into these three fields. Over time the D.D. has gradually become less common and studies outside theology and medicine have become more common (such studies were then called "philosophy", but are now classified as sciences and humanities – however this usage survives in the degree of Doctor of Philosophy).

Tasks

I. Answer the questions.
1. What degrees are most common awarded today?
2. When did the doctorate appear?
3. Is there any difference between the term "master" and "doctor"?

II. Translate into Russian.

1.   Most higher education institutions generally offer certificates and programs of Master of Advanced Studies, which is known as a Diplome d'etudes supeneures specialsees under its original French name.

2.   The degrees awarded by European universities – the bachelor's degree, the licentiate, the master's degree, and the doctorate – have been adopted in the most diverse societies throughout the world.

3.   Most universities conferred the Master of Arts, although the highest degree was often termed Master of Theology or Doctor of Theology depending on the place.

4.   Over time the D.D. has gradually become less common and studies outside theology and medicine have become more common (such studies were then called "philosophy", but are now classified as sciences and humanities – however this usage survives in the degree of Doctor of Philosophy).

5.   Further study would earn one the Master of Arts degree.

III. Insert the adequate prepositions: of, with, at, by, across, to, in, into.

1.   An academic degree is a college or university diploma, often associated … a title and sometimes associated … an academic position, which is usually awarded.

2.   The modern academic system … academic degrees evolved and expanded … the medieval university, spreading everywhere … the globe.

3.   The degrees awarded … European universities – the bachelor's degree, the licentiate, the master's degree, and the doctorate.

4.   The doctorate (Latin: doceo, I teach) appeared … medieval Europe as a license … teach … a medieval university.

5.   The earliest doctoral degrees (theology – Divinitatis Doctor (D.D.), philosophy – Doctor … philosophy (D. Phil., Ph.D.) and medicine – Medicinae Doctor (M.D., D.M.) reflected the historical separation … all University study … these three fields.

IV. Match the English word combinations with the Russian equivalents:

1) to earn degree	a) изучить курс
2) to complete a course	b) выдавать диплом
3) to receive a grade	c) получить степень
4) to take a course	d) окончить курс обучения
5) to issue a diploma	c) получить оценку

V. Complete the sentences using the following words and expressions.
1. The Study Office will send you an electronic confirmation of ... via mail.
2. I could ... on an architecture course as a full-time student
3. The Table shows average annual spending per …
4. The university can ... 5,000 students.
5. This university is the largest ... of international students.

VI. Explain the following:
1) an academic position
2) the licentiate
3) roots can be traced
4) the prescribed texts
5) a step
6) a matter of custom

VII. Match the English word combinations with the Russian equivalents:

1) to earn degree	a) изучить курс
2) to complete a course	b) выдавать диплом
3) to receive a grade	c) получить степень
4) to take a course	d) окончить курс обучения
5) to issue a diploma	c) получить оценку

10. THE OLDEST UNIVERSITIES IN EUROPE
(still-functioning)

Vocabulary:
1) derived – производный
2) attended – принимать участие
3) regard – расценивать, рассматривать
4) ancient – древний
5) rapidly – быстро
6) currently – в настоящее время
7) comprise – включать
8) features – особенности
9) jointly – совместно, вместе
10) eventually – в конечном счете
11) advanced – продвинутый
12) tied – связанный
13) closely – тесно, близко
14) successfully – успешно
15) referred – относился
16) seeking – поиск
17) assume – принимать, предполагать
18) distinctive – отличительный, особенный
19) alumni – бывший студент, выпускник (колледжа, университета)

Read and translate the text.

The word university is derived from the Latin: universitas magistrorum et scholarium, roughly meaning "community of teachers and scholars". The term was coined by the Italian University of Bologna, which was founded in 1088, and is considered the first university in the sense of a higher-learning, degree-awarding institute. The University has about 100.000 students in its 23 schools.

Traditionally young people attended and earned degrees at the world's universities. The University of Bologna in Italy, regarded as the oldest university in Europe, was the first institution to confer the degree of Doctor in Civil Law in the late 12th century.

The University of Paris used the term "master" for its graduates, a practice adopted by the English universities of Oxford and Cambridge, as well as the ancient Scottish universities of St Andrews, and Edinburgh.

The University of Oxford is the oldest university in the English-speaking world. The exact date of this university's founding is unclear. The formal founding date is 1096. This institute developed rapidly from 1167, when Henry II banned English students from attending the University of Pans. Currently, this oldest English-speaking university contains 38 colleges, each with its own internal structure and activities.

The University of Cambridge is the second-oldest university in the English-speaking world. The university was formed by scholars who left the University of Oxford over a dispute in 1209. The two schools have a long history of rivalry between them. Currently, Cambridge is ranked as one of the world's top five universities. As of 2009, the alumni from this university account for eighty-five Nobel Laureates. Cambridge now consists of 31 colleges comprised of over 150 departments, faculties, schools and other institutions. The two "ancient universities" have many common features and are often jointly referred to as Oxbridge.

The naming of degrees eventually became linked with the subjects studied. Scholars in the faculties of arts or grammar became known as "master", but those in theology, medicine, and law were known as "doctor". This led to the modern hierarchy in which the Doctor of Philosophy (Ph.D.), which in its present form as a degree based on research and dissertation is a development from 18th- and 19th-century German universities, is a more advanced degree than the Master of Arts (M.A.). The practice of using the term doctor for PhDs developed within German universities and spread across the academic world.

The French terminology is tied closely to the original meanings of the terms. The baccalaureat (bachelor) is conferred upon French students who have successfully completed their secondary education. When students graduate from university, they are awarded licence.

The University of Paris like the University of Oxford, its exact founding is unclear; however, teaching from this university existed since 1096. The university was reorganized as 13 autonomous universities in 1970. Often referred to as the Sorbonne after the College de Sorbonne (founded about 1257 by Robert de Sor-

bon), this institute grew up in the latter part of the twelfth century around Notre Dame Cathedral as a corporation centered on the fields of arts, medicine, law and theology.

Spain had a similar structure: the tern "Bachiller" was used for those who finished the secondary or high-school level education. The standard Spanish university 5-years degree was "Licenciado". The highest level was "Doctor".

The University of Salamanca is a Spanish higher education institution, located in the town of Salamanca, west of Madrid. It was founded in 1134. The school was established by King Alfonso IX. Its historical high note was when Columbus consulted this institute's scholars in seeking a western route to the Indies. Today, Salamanca is the university where Spanish students focus on humanities and language studies.

In most countries, gaining an academic degree entitles the holder to assume distinctive academic dress particular to the awarding institution, identifying the status of the individual wearing them.

Tasks

I. Answer the questions.
1. What does the word university mean?
2. What are the oldest still-functioning universities in Europe?
3. What was the difference between "master" and "doctor" degrees?
4. When has a holder of a master degree to wear academic dress?
5. What is academic dress look like?

II. Translate into Russian.
1. The word university is derived from the Latin: universitas magistrorum et scholarium, roughly meaning "community of teachers and scholars".
2. The exact date of this university's founding is unclear.
3. The baccalaureat (bachelor) is conferred upon French students who have successfully completed their secondary education.
4. The practice of using the term doctor for PhDs developed within German universities and spread across the academic world.
5. Today, Salamanca is the university where Spanish students focus on humanities and language studies.

III. Insert the adequate prepositions: over, from, of, with, by, across, to, in, into.
1. This institute developed rapidly … 1167, when Henry II banned English students …. attending the University … Pans.
2. The University … Cambridge is the second-oldest university … the English-speaking world.
3. The university was formed … scholars who left the University … Oxford …. a dispute in 1209.

4. The French terminology is tied closely to the original meanings of the terms.

5. In most countries, gaining an academic degree entitles the holder to assume distinctive academic dress particular to the awarding institution, identifying the status of the individual wearing them.

IV. Complete the sentences using the following words and expressions.
1. The University has about 100.000 students in its 23 schools.
2. Currently, Cambridge is ranked as one of the world's top five universities.
3. Scholars in the faculties of arts or grammar became known as "master", but those in theology, medicine, and law were known as "doctor".
4. The practice of using the term doctor for PhDs developed within German universities and spread across the academic world.
5. Its historical high note was when Columbus consulted this institute's scholars in seeking a western route to the Indies.

V. Explain the following:
1) community of teachers and scholars
2) in the sense of a higher-leaning
3) to confer the degree
4) alumni (alumnus)
5) students focus on
6) academic dress

VI. Read the passage below and discuss it.
Academic dress is a traditional form of clothing for those who have gained academic degree.

Contemporarily, it is commonly seen only at graduation ceremonies, but formerly academic dress was in many ancient universities worn daily. Today the ensembles are distinctive in some way to each institution and generally consists of a gown (also known as a robe), and usually a cap (generally a square academic cap).

VII. Find some more information about famous universities and prepare a report.

11. DISTANCE LEARNING

Vocabulary:
1) distance learning – дистанционное обучение
2) involve – вовлекать, включать в себя, содержать
3) gain – получать, приобретать
4) via – посредством (чего-либо), с помощью (чего-либо)

5) relatively – относительно, сравнительно
6) shorthand – стенография
7) back-up – поддержка, помощь
8) assign – назначать, определять, устанавливать
9) launch – начало (каких-либо действий)
10) applicant – кандидат

Read and translate the text.

Distance learning is a method of study that involves using electronic means (computers, Internet, etc.) to receive and send work rather than going to school or university.

Nowadays more and more information is gained not in the classroom, but via media such as the Internet, CD-ROM and cable TV all of which are playing a key part in distance learning system.

Those who think that distance learning is a relatively new idea might be surprised to learn that English educator, Sir Isaac Pitman, had the same idea-only then they were called correspondence courses – more than 150 years ago. In 1840 Pitman began teaching shorthand (a system for writing down what people are saying using special sings to represent letters, words and phrases) by main to thousands of students who did not have time to attend school. "Lessons" consisted of copying short passages of the Bible in shorthand, and posting to Mr. Pitman to be corrected. His brother, Benn Pitman, introduces the idea to the United States, and the Pitman shorthand system is still one of the most widely used shorthand system in the world.

In 1969 the Open University offered courses via mail, with the back-up of TV and radio programmes shown outside normal broadcast times. Each student was assigned a tutor who discussed the course work over the phone, and in group sessions in the evenings or weekends. Thirty years on, the Open University has expanded to include the Internet, videoconferencing, satellite broadcast and e-mail. There are no entry qualifications or admission interviews, and anyone over the age of 18 can follow one of their courses. It is now Britain's largest single teaching institution, with more than 200,000 people studying its courses every year, with another 16,000 in other countries around the world.

After a successful career in university education, John S. Hendricks entered the TV business and launched the Discovery Channel – the first cable TV channel exclusively devoted to documentaries and nature programmes – in June 1985. Today the company's programmes reach over 150 million subscribers in more than a hundred countries. The Discovery Channel is a high-quality, educational TV.

Tasks

I. Answer the questions.
1. What is distance learning?
2. What play a key part in distance learning?
3. Do you know when the system of teaching by correspondence was launched?
4. What does it mean academic mobility?

II. Translate into Russian.
1. In 1840 Pitman began teaching shorthand (a system for writing down what people are saying using special sings to represent letters, words and phrases) by main to thousands of students who did not have time to attend school.
2. Each student was assigned a tutor who discussed the course work over the phone, and in group sessions in the evenings or weekends.
3. Thirty years on, the Open University has expanded to include the Internet, videoconferencing, satellite broadcast and e-mail.
4. The Discovery Channel is a high-quality, educational TV.

III. Insert the adequate prepositions: of, in, to, via, with, outside, around, after.
1. "Lessons" consisted … copying short passages … the Bible in… short-hand, and posting … Mr. Pitman … be corrected.
2. …1969 the Open University offered courses … mail, … the back-up … TV and radio programmes shown … normal broadcast times.
3. It is now Britain's largest single teaching institution, … more than 200,000 people studying its courses every year, … another 16,000 … other countries …. the world.
4. … a successful career … university education, John S. Hendricks entered the TV business and launched the Discovery Channel – the first cable TV channel exclusively devoted … documentaries and nature programmes – … June 1985.

IV. Complete the sentences using the following words and expressions.
1. Nowadays more and more information is gained not in the classroom, but via media such as the Internet, CD-ROM and cable TV all of which are playing a key part in distance learning system.
2. In 1969 the Open University offered courses via mail, with the back-up of TV and radio programmes shown outside normal broadcast times.
3. There are no entry qualifications or admission interviews, and anyone over the age of 18 can follow one of their courses.
4. Today the company's programmes reach over 150 million subscribers in more than a hundred countries.

12. STUDYING ABROAD

Vocabulary:
1) academic mobility – академическая мобильность
2) refer to – относиться к чему-либо
3) limited time – ограниченное время
4) entirely – полностью
5) opportunity – возможность
6) to overcome obstacles – преодолевать трудности
7) adept – знаток, эксперт, специалист
8) submit – представлять на рассмотрение
9) transcript – выписка из зачётно-экзаменационной ведомости (содержит информацию о прослушанных курсах, сданных экзаменах и зачётах и полученных оценках)
10) complement – дополнять

Read and translate the text.

Academic mobility refers to students and teachers in higher education moving to another institution inside or outside their own country to study or teach for a limited time. Mobile students are usually divided into two groups: *free-movers* are students that travel entirely on their own initiative, while *programme students* use exchange programmes at department, faculty, institution or national level.

Studying abroad gives students the chance to live overseas, integrate themselves into a foreign culture, meet other students, and travel. An education abroad does not only present an opportunity to absorb the content of the course but also a new way of life. Students learn to use their strengths to overcome obstacles on the journey towards earning their degree. In the process, they also become adept at skills, making them invaluable to their future workplace.

Students applying to study abroad will be asked to complete forms and write letters during the application process. This will usually involve completing an application form. It is a form to request permission to enroll in a university. The application form introduces the students to the university by way of background and personal information. It is also called an enrollment form.

A CV or a resume is a summary of your personal details, educational qualifications and work experience, usually sent with an application form. The aim is to give a university administration an informative and positive view of a potential student.

In order to be admitted into a university's programme, applicants are requested to submit a financial statement, i.e. an official document issued by a bank which proves there are sufficient funds in a bank account to pay for university's tuition expenses and all living costs while enrolled in their programme.

An academic transcript is an official copy of a student's academic record detailing the courses the student has taken and each grade received. Applicants must submit their transcripts in English.

Nowadays, the traditional exchange (which involves travelling) has been complemented with virtual mobility. In such system students from different countries may study together without leaving their home.

Tasks

I. Answer the questions.
1. What are the reasons to study abroad?
2. What skills can study abroad provide you with?
3. How can the knowledge of a foreign language contribute to your future career?
4. What are advantages and disadvantages of studying abroad?
5. Do you think if there are any advantages of studying abroad?
6. What does it mean academic mobility?

II. Explain the following:
1) exchange programmes
2) to live overseas
3) to absorb the content of the course
4) to overcome obstacles
5) to complete forms
6) work experience
7) university's tuition expenses
8) an academic transcript

III. Find in the text the information documents requested during the application process and describe them:
1) an application from
2) a CV
3) a financial statement
4) an academic transcript

IV. Insert the adequate prepositions: to, in, for, of, from, without.
1. Academic mobility refers … students and teachers … higher education moving … another institution inside or outside their own country … study or teach … a limited time.
2. An education abroad does not only present an opportunity … absorb the content … the course but also a new way … life.
3. The aim is … give a university administration an informative and positive view … a potential student.

4. Applicants must submit their transcripts … English.

5. … such system students … different countries may study together … leaving their home.

V. Complete the sentences using the following words and expressions:
into a foreign culture, meet other students, and travel; A CV or a resume; has been complemented with virtual mobility; to complete forms and write letters during the application process.

1. Studying abroad gives students the chance to live overseas, integrate themselves….

2. Students applying to study abroad will be asked….

3. …. is a summary of your personal details, educational qualifications and work experience, usually sent with an application form.

4. Nowadays, the traditional exchange (which involves travelling)…

II. LEARNING FOREIGN LANGUAGES

1. ENGLISH TODAY

Vocabulary:
1) native – родной
2) semiofficial – полуофициальный
3) widespread – широко распространенный
4) to suit – подходить
5) reason – причина
6) scientist – ученый
7) politician – политик
8) to dominate – доминировать, господствовать
9) trade – торговля
10) media – средства массовой информации
11) science – наука
12) report – доклад, отчет
13) useful – полезный
14) abroad – за границей, за границу
15) to communicate – общаться
16) opportunity – возможность
17) native speaker – носитель языка
18) imagine – представлять, воображать
19) it goes without saying – само собой разумеется
20) to do without – обходиться без

Read and translate the text.

The English language is now the first language of about 400 million people, the native language of 12 nations and the official or semiofficial language of 33 more nations. That means one in every seven people in the world speaks English. Geographically, it is the most widespread language on the Earth. At present no other language is better suited to play the role of a world language.

There are many reasons for its popularity. English is so widespread nowadays because it has become the standard language for all kinds of international communication. It is the language of businesspeople and scientists, politicians and diplomats, sportsmen and singers. The English language has become the world's top tongue and I think that it is going to become a global language, dominating the world's trade, computers and media.

Nowadays English is the most popular language in Russia if you are interested in science, business or literature, you can always read the latest reports in English and learn the latest information. If you know English, you can enjoy foreign films and foreign music. More than that, it is very useful when you travel

abroad. You can communicate better if you know English. Besides, English is easier to learn than any other languages.

There are a lot of useful learning strategies such as reading English books, using a cassette recorder or watching English films. But in my opinion, the best way of learning a language is to practise a lot. Today we have an opportunity to go to an English-speaking country and to talk to native speakers.

As for me, I learn English because I like this language. It is one of my favourite subjects at school. I have been learning English for 5 years and hope I am rather good at it now. Besides, I want to travel abroad and communicate with different people. I can't imagine my future life without English. I haven't chosen me future profession yet, but it goes without saying that I won't be able to do without English when I grow up. English is a must for every educated person. I am sure it will help me in my life.

Tasks

I. Answer the questions.
1. Why is English so widespread nowadays?
2. What will the role of the English language be in the twenty-first century?
3. Why do people in Russia learn English?
4. What do you think is the best way to learn a foreign language?
5. Why do you learn English?
6. Is it difficult for you to learn English?
7. Are you a good language learner?
8. Do you enjoy learning English?
9. At what age did you begin to learn English?
10. Would you like to learn any other languages? Why?

II. Translate into Russian.
1. That means one in every seven people in the world speaks English.
2. English is so widespread nowadays because it has become the standard language for all kinds of international communication.
3. If you know English, you can enjoy foreign films and foreign music.
4. English is a must for every educated person.
5. English is easier to learn than any other languages.

III. Insert the adequate prepositions: to, of, at, in, without, for.
1. At present no other language is better suited … play the role … a world language.
2. Nowadays English is the most popular language … Russia if you are interested … science, business or literature, you can always read the latest reports … English and learn the latest information.
3. But … my opinion, the best way … learning a language is … practise a lot.

4. I can't imagine my future life … English. It is one … my favourite subjects … school.

5. English is a must … every educated person.

IV. Complete the sentences using the following words and expressions:
geographically; and to talk to native speakers can enjoy foreign films and foreign music; and communicate with different people It is the language of businesspeople and scientists.

1. …, it is the most widespread language on the Earth.
2. …, politicians and diplomats, sportsmen and singers.
3. If you know English, you…..
4. Today we have an opportunity to go to an English-speaking country….
5. Besides, I want to travel abroad….

2. ENGLISH AS A WORLD LANGUAGE

Vocabulary:
1) either…or – или.. или
2) to suit – подходить, годиться
3) reason – причина
4) to borrow – заимствовать
5) to renovate – восстанавливать, ремонтировать
6) aquatic – водный, водяной
7) tycoon – финансовый магнат
8) widespread – широко распространенный
9) scientist – ученый
10) politician – политик
11) to manage – справляться, обходиться
12) to be up-to-date – быть современным
13) to broaden – расширять
14) to solve a problem – решать проблему
15) to dominate – доминировать, господствовать
16) trade – торговля
17) media – средства массовой информации
18) valuable – ценный
19) science – наука
20) to involve – подразумевать, предполагать

Read and translate the text.

The English language has nowadays become the "new Latin" of the century. One billion people speak English. That's 20% of the world population. For the other 600 million it's either a second language or a foreign language.

There are more than 500,000 words in the Oxford English Dictionary. Compare that with the vocabulary of German (about 200,000) and French (about 100,000). At present no other language on the Earth is better suited to pay the role of a world language.

There are many reasons for this. First, English is easier to learn than any other languages. Second, it borrows words and phrases from the very countries into which it expands. Eighty per cent of all English vocabulary comes from other languages. For example, such words as park, mutton, beef, etc. were borrowed from French; book, renew, water, etc. were borrowed from German; library, renovate, aquatic, etc. were borrowed from Latin: bibliography, hydraulic, telephone, television, etc. were borrowed from Greek.

Many words have entered English as a result of trade and colonial expansion: alcohol and algebra have come from Arabic; divan and khaki from Persian; chocolate and tomato from Native American languages; tea and tycoon from Chinese.

English is so widespread nowadays because it has become the standard language for all kinds of international communication: 80% of all information in the world's computers is in English; nearly 50% of all the companies in Europe communicate with one another in English; 75% of all international letters and telexes are in English. English is also the international language of businesspeople, pilots, diplomats and politicians, sportsmen and scientists, doctors and students, musicians and singers.

Today in Russia the English language has become the most popular one among foreign languages. Learning English helps in talking to people, reading and writing, in understanding foreign music and foreign films. It opens up much a wider range of sources of information.

Besides, when you travel in different countries, you can manage to communicate a lot better if you understand people and people understand you. When you speak English to people, they're often a lot more friendly and helpful. English is the language of communication between different peoples and countries. If you are interested in science, business, medicine, literature, music and you want to be up-to-date with progress in those fields, you can always read the latest report in English and know the latest information about the question you are interested in. Learning English broadens your mind and way of thinking.

English is a global language. The problems of the twenty-first century, such as the problems of war and peace, ecology, demographics, democracy and many other cannot be solved if people do not speak the same language. I think that English is going to become even more important as a global language, dominating become localized or just die out.

I think it's very valuable and helpful in learning English if you start learning it from an early age. People can learn the best up to about the age of 20, as they have a lot of time for it, which later isn't possible. Learning English is not like learning maths or science because it involves a different way of thinking. You have to learn think in English. And, of course, you have to learn the grammar and vocabulary too if you want to know the language quite well.

Tasks

I. Answer the questions.
1. Why is English a global language nowadays?
2. What will the role of the English language be in the twenty-first century?
3. Which vocabulary is the largest in the world?
4. What percentage of words in English comes from other countries?
5. What borrowed words in English do you know?
6. Why is English a language of communication?
7. Why do people in Russia learn English?
8. What is the best suitable age to begin to learn English?
9. What is the best way to learn English?

II. Translate into Russian.
1. Second, it borrows words and phrases from the very countries into which it expands.
2. Learning English helps in talking to people, reading and writing, in understanding foreign music and foreign films.
3. When you speak English to people, they're often a lot more friendly and helpful.
4. You have to learn think in English.

III. Insert the adequate prepositions: of, from, in, among, to.
1. The English language has nowadays become the "new Latin" … the century.
2. Eighty per cent … all English vocabulary comes … other languages.
3. Today … Russia the English language has become the most popular one … foreign languages.
4. You have … learn think … English.

IV. Complete the sentences using the following words and expressions:
500,000 words in the Oxford English Dictionary; in English; It opens up much; they're often a lot more friendly and helpful; Learning English is not like learning maths or science.

1. There are more than….
2. ….a wider range of sources of information.

3. When you speak English to people, ...
4. ….because it involves a different way of thinking.
5. You have to learn think….

3. LEARNING FOREIGN LANGUAGES

Vocabulary:
1) to occur – происходить, случаться
2) common – общий
3) to gain a better appreciation – лучше оценивать, понимать
4) value – ценность, значение
5) native – родной
6) identity – индивидуальность, самобытность
7) extinction – исчезновение
8) according to – согласно мнению, оценкам
9) various – различный
10) disaster – катастрофа
11) to reduce – уменьшать, сокращать
12) diversity – многообразие, разнообразие
13) survival – выживание
14) respect – уважение
15) minority languages – второстепенные языки
16) generation – поколение
17) to preserve – сохранять
18) to expand – расширять
19) to prepare – готовить
20) successful – успешный
21) to attract – привлекать
22) abroad – за границей
23) though – хотя
24) tricky – сложный, запутанный, трудный
25) exception – исключение
26) rule – правило
27) to care – волноваться, беспокоиться
28) to be concerned about – беспокоиться о
29) accuracy – правильность
30) independent – независимый
31) extremely – чрезвычайно, крайне
32) beneficial – полезный
33) knowledge – знание, знания
34) custom – обычай
35) well-rounded – всестороннее
36) to broaden one's mind – расширять кругозор

Read and translate the text.

Learning foreign languages is becoming more and more popular in our country. It's not surprising because Russia is now part of Europe and the whole world. Very little clear and detailed communication can occur among people who don't have a common language. Besides learning foreign languages helps us to gain a better appreciation of our own language.

It goes without saying that English is the most popular foreign language now. There are many reasons for its popularity. It has become the standard language for all kinds of international communication. The English language has become the world's top tongue and I think it is going to become a global language, dominating the world's trade, computers and media.

On the other hand, we should not forget the cultural value of our native language. It's a pity that many young people in order to make a fortune choose a foreign language for communication and leave their identity behind. That results in language extinction and this process takes place nearly everywhere in the world.

According to various linguists, half of the world's languages will die out during the next century. On the one hand, it's not bad as people's communication will become easier, but on the other hand, language extinction is a disaster because it reduces the diversity of our planet which is the key to our survival. I think that larger cultures should have a respect for minority languages, but first of all the younger generation must want to preserve their native language.

Nowadays English is the most popular foreign language in Russia if you know English, you can get a better job, more money and people will respect you more. As for me, I learn English because it expands my horizons and prepares me for a successful career. Besides, English attracts me because it's the language of business and computers. English is also very useful when you travel abroad. More than that, it's a good exercise for the intellect, though, of course, it's a tricky language to learn because there seems to be more exceptions than rules.

Some students think that being able to communicate is the most important in learning a language and they do not care that they make many mistakes in speaking. In my opinion, the efficient language learner should be concerned with both communicating and accuracy. In addition, the good language learner is independent, organized and active.

In my opinion, learning foreign languages is extremely beneficial. I would also like to learn Spanish. It will help me to get a job in the tourist industry, as so many people go on holiday to Spain. I would also like to expand my knowledge of Spanish customs and traditions.

To sum up, I believe that knowledge of foreign languages helps to make a person educated and well-rounded. It is not only the language that counts but also the fact that it is a way of getting to know different cultures. You can't broaden your mind if you see the world only from the perspective of your own culture.

Tasks

I. Answer the questions.
1. Why is learning languages becoming more and more popular?
2. Why do so many people learn English today?
3. Do you agree that language diversity is "the key to our survival"?
4. What should a larger culture do in order to have respect for minority languages?
5. How many languages do you think are enough for the world?
6. Will English become a global language? Why?
7. Why do you learn English?
8. Do you like learning English or not? Why?
9. Are you a good language learner?
10. Would you like to learn any other foreign language?

II. Translate into Russian.
1. Learning foreign languages is becoming more and more popular in our country.
2. There are many reasons for its popularity.
3. On the one hand, it's not bad as people's communication will become easier, but on the other hand, language extinction is a disaster because it reduces the diversity of our planet which is the key to our survival.
4. In addition, the good language learner is independent, organized and active.
5. You can't broaden your mind if you see the world only from the perspective of your own culture.

III. Insert the adequate prepositions: without, on, of, in, to, up.
1. It goes … saying that English is the most popular foreign language now.
2. … the other hand, we should not forget the cultural value … our native language.
3. … addition, the good language learner is independent, organized and active.
4. I would also like … expand my knowledge … Spanish customs and traditions.
5. … sum …, I believe that knowledge … foreign languages helps … make a person educated and well-rounded.

IV. Complete the sentences using the following words and expressions.
1. You can't broaden your mind; In addition; Learning foreign languages; for all kinds of international communication.
2. …is becoming more and more popular in our country.
3. It has become the standard language….
4. … , the good language learner is independent, organized and active.
5. … if you see the world only from the perspective of your own culture.

III. COMMUNICATION

1. COMMUNICATION

Vocabulary:
1) communication – информация (передаваемая в процессе общения), процесс передачи информации
2) define – определять (значение слова), давать определение (какому-л. понятию)
3) long-distance – далёкий, дальний, отдалённый, удалённый
4) allow – позволять, разрешать
5) destination – место назначения, пункт назначения
6) mix up – спутать, перепутать
7) Cyrus ['saɪərəs] – Сайрус, Сайрес (мужское имя)
8) leafy – покрытый листьями, лиственный
9) puff – дым, дымок; клуб, облако (дыма, пара)
10) drum – барабан
11) hollow – пустой, пустотелый
12) relay – отправлять, передавать

Read and translate the text.

What is communication? The dictionary defines it: "giving or exchanging information or news by speaking or writing". In today's world, long-distance communication is easy. We can call people on the telephone, send them telegrams, faxes, electronic messages or write them letters. We receive news and other information on radio or television every day. Our modern inventions allow us to communicate with people in every part of our planet.

In early times, how did people communicate over long distances? How did they tell other people about a storm that was coming or an enemy who was planning to attack?

At first, people probably used their feet. When the people of one village wanted to send a message to someone who was far away, they gave the news to a runner. This messenger ran to the nearest village and gave the message to another runner. Then the second runner took t to a third runner, and soon. This was a very slow method of communication, and the message didn't always reach its destination. The messengers had to run through forests and fields, cross-rivers, and climb mountains. Sometimes they met wild animals and never arrived at the next village. And the messages frequently became mixed up, because each person who received the information changed it a little.

People used other methods of communication, too. Cyrus the Great, who founded the Persian Empire, built a series of towers. A man with a very strong voice stood on each tower. When the king wanted to send a message, he gave in to the man on the first tower, who shouted it to the man on the second tower, who re-

layed in to the man on the third tower. These messengers usually used megaphones, which made their voices louder.

The use of the fire and some was another primitive way of communication. People used blankets or leafy branches to control the puffs of some that came from a fire. The number and size of the puffs made a kind of code. This method wasn't very efficient on rainy days or at night, and little wind could mix up the message very badly.

A few old methods of communication are still in use today. One of these methods is the use of drums. Some drums are made of hollow long and animal skins. When the drummer hits the drums, it makes a noise that sounds a little like human speech. Drumbeats travel quickly, but the can travel only a little way.

In 1790, a man in France invented the semaphore, which was a tall pole with "arms" at the top. Ropes moved the arms up and down to form letters of the alphabet. Semaphore operators were able to relay messages very quickly. A kind of semaphore is still in use on railroads. But efficient long-distance communication had to wait for the discovery of electricity.

Tasks

I. Answer the questions.
1. What is communication?
2. What way can we call people?
3. How did people communicate over long distances?
4. What method of communication did Cyrus the Great use?
5. A few old methods of communication are still in use today, aren't they?
6. When and where was the semaphore invented?
7. Did efficient long-distance communication have to wait the discovery of electricity?

II. Translate into Russian.
1. The dictionary defines it: "giving or exchanging information or news by speaking or writing".
2. At first, people probably used their feet.
3. The messengers had to run through forests and fields, cross-rivers, and climb mountains.
4. One of these methods is the use of drums.
5. Semaphore operators were able to relay messages very quickly.

III. Insert the adequate prepositions: at, with, in, of, on, to.
1. Our modern inventions allow us … communicate … people … every part … our planet.
2. Sometimes they met wild animals and never arrived … the next village.
3. The use … the fire and some was another primitive way … communication.

4. … 1790, a man … France invented the semaphore, which was a tall pole … "arms" … the top.

5. A kind … semaphore is still … use … railroads.

IV. Complete the sentences using the following words and expressions:
but the can travel only a little way; These messengers usually used megaphones; the puffs made a kind of code; on radio or television every day; This messenger ran to the nearest village.

1. We receive news and other information …. .
2. …. and gave the message to another runner.
3. …., which made their voices louder.
4. The number and size of … .
5. Drumbeats travel quickly, … .

2. EFFECTIVE BUSINESS COMMUNICATIONS FACING A WORLD OF CHANGE AND CHOICE

Vocabulary:
1) partnership – сотрудничество
2) employee – служащий; работающий по найму
3) shareholder – акционер; пайщик, владелец акций
4) customer – покупатель; потребитель; заказчик; клиент
5) supplier – поставщик
6) demand – требовать
7) rapidly – быстро
8) face with (v) = meet – сталкиваться с
9) instantaneous – мгновенный; немедленный, незамедлительный
10) crucial – ключевой; критический, решающий
11) cost-effective – с минимальными затратами
12) distribution – распространение, способ коммуникации
13) turnover – (эк.) оборот
14) item – отдельный объект
15) verbal – устный

Read and translate the text.

Business success in the nineties is dependent more than before on partnership – partnership with employees, shareholders, customers and suppliers. And, no doubt, partnership demands good communication.

We now have a vast number of ways to communicate – and the choice is growing rapidly. Directors of companies face with a wide range of communication

options. It is difficult to choose one of them when sending and collecting information, both internally and externally.

To the days when speed seems to be the principal requirement, it is easy to be attracted by instantaneous electronic media.

Electronic media may be suitable but it is important to take into account one crucial question. It is the question, which should determine the choice of communication – is it the most suitable and cost-effective method available?

Few companies ask this question. This means that resources are often wasted. Distribution costs should not be taken lightly. These costs can account for five percent of company turnover.

Directors should ask themselves simple questions. For example, is the use of fax really reasonable for every urgent communication? After all, First class posts delvers nine out of ten items by mid-day the next day. It is as effective as other distribution methods – and only 25p per item!

Or, how effective is a verbal agreement if it is subsequently disputed? Most companies still do business confirming a business deal by letter.

So, before choosing one or another communication, every business needs to ask itself some searching questions.

Tasks

I. Answer the questions.
1. What does partnership demand?
2. Do directors of companies face with a wide range of communication options?
3. May Electronic media be suitable?
4. How effective is a verbal agreement?

II. Translate into Russian.
1. We now have a vast number of ways to communicate – and the choice is growing rapidly.
2. This means that resources are often wasted.
3. Directors should ask themselves simple questions.
4. Most companies still do business confirming a business deal by letter.

III. Insert the adequate prepositions: for, of, by, with, of, to, into.
1. Directors … companies face … a wide range … communication options.
2. Electronic media may be suitable but it is important … take … account one crucial question.
3. These costs can account … five percent … company turnover.
4. Most companies still do business confirming a business deal … letter.

IV. Complete the sentences using the following words and expressions:
and the choice is growing rapidly; deal by letter; Few companies; it is easy to be attracted by instantaneous electronic media.

1. We now have a vast number of ways to communicate – ….
2. To the days when speed seems to be the principal requirement,…
3. … ask this question.
4. Most companies still do business confirming a business … .

3. SOME COMMUNICATION OPTIONS

Vocabulary:
1) evaluate – оценивать, оценить
2) standalone – автономный
3) feed – подавать, вводить в устройство
4) computer network (s) – сеть ЭВМ
5) computer technology – вычислительная техника
6) converge – сводиться в одну точку; встречаться
7) businesses – компании

Read and translate the text.

1. Integrated Services Digital Network (ISDN)
For some time it has been possible to conduct meetings by video with colleagues across town or across the world. Now, with the development of equipment that can exploit the integrated services digital network (ISDN), it is possible to talk to someone by telephone, see a video image of them and share a computer screen. Both parties can amend the screen, even if the application software is used and only available on one of the computers. This is known as desktop conferencing.

ISDN is highly complex and opens up a whole array of services. Computer integrated telephony (CIT), for example, has great implications for telephone banking. It means that banks can use calling line identification (CLI) to access customers banking records before the telephone itself is even answered, saving time and improving customer service.

2. Fax
Fax machines work by converting text and graphics into a series of electronic pulses. Fax machines transmit these pulses over the telephone lines and reconstruct them into a duplicate or "faximile" of the original at the receiving machine.

Fax is the ideal medium for rapid and informal messaging and it has become an important part of business communications.

Fax has the advantage of speed.

The cost of using fax is difficult to evaluate. A very short fax can be cheaper than the post.

An alternative to using a standalone fax machine is to install a PC-fax card n the back of your PC. This enables you to generate a fax on your computer and send it over the telephone lines without printing it out first and feeding it into a fax machine.

If you work at a PC and prepared to generate and to send your own faxes, PC-fax is ideal for sending messages to the outside world. A word of warning, however: it is not as good at receiving them.

3. Electronic mail

Companies with computer network can use electronic mail, or E-mail as it is known, to communicate both internally and with the outside world.

Electronic mail is exactly as it sounds. Instead of writing a letter on paper, addressing it and putting it in the post, you PC, give it an electronic destination and send it over your computer network.

Despite the advantages of fax and E-mail, they pale in comparison to the current telecommunications revolution. Telephone and computer technologies are converging and change radically the way businesses communicate, both nationally and internationally.

Tasks

I. Answer the questions.
1. Has it been possible to conduct meetings by video with colleagues across town or across the world for some time?
2. How does fax machine work?
3. Can you call all advantages of fax?
4. Is PC-fax ideal for sending messages to the outside world?
5. What is the main function of electronic mail?
6. What technologies have changed the way of business communication?

II. Translate into Russian.
1. ISDN is highly complex and opens up a whole array of services.
2. Fax is the ideal medium for rapid and informal messaging and it has become an important part of business communications.
3. The cost of using fax is difficult to evaluate.
4. Instead of writing a letter on paper, addressing it and putting it in the post, you PC, give it an electronic destination and send it over your computer network.

III. Insert the adequate prepositions: to, by, with, for, in, across, into, of, at, despite.

1. … some time it has been possible … conduct meetings… video… colleagues … town or across the world.

2. Fax machines work … converting text and graphics … a series …electronic pulses.

3. The cost … using fax is difficult … evaluate.

4. A word … warning, however: it is not as good … receiving them.

5. … the advantages … fax and E-mail, they pale … comparison … the current telecommunications revolution.

IV. Complete the sentences using the following words and expressions:

fax has; it is not as good at receiving them; Electronic mail; Computer integrated telephony (CIT).

1. … for example, has great implications for telephone banking.

2. … the advantage of speed.

3. A word of warning, however: … .

4. … is exactly as it sounds.

4. ADVANCES IN ELECTRONIC COMMUNICATIONS

Vocabulary:

1) immediacy – безотлагательность, незамедлительность, неотложность

2) institute – устанавливать, вводить

3) ultimately – в конечном счёте, в конце концов

4) proliferate – быстро увеличиваться (в количестве), разрастаться

5) not to be overwhelmed – чтобы их не завалили/ забросали почтой

6) executive – (зд.) руководитель, администратор

7) accommodation expenses – расходы на проживание

8) providing – при условии, если только

9) hook up – соединить по телефону, видео

10) capacious – имеющий емкость, объем

11) share – пользоваться вместе

12) "whiteboard" – "пустая доска" (для информации)

13) frustrate – разочаровывать; обманывать

Read and translate the text.

1. The telephone

Telephone callers increasingly find themselves talking to answering machines. The callers lost the traditional immediacy of a telephone call. Many com-

panies have instituted electronic voice messaging for all their stuff. This system is convenient for the user but frustrates the caller. Much stuff hides behind this, then filter the messages they want to deal with. On the one hand, it may make more efficient their daily work, but on the other hand, it could ultimately work against their company.

2. Electronic mail

At least with electronic mail, no one expects immediacy. A message is sent in the knowledge that the recipient will reply at the earliest convenient moment, if he or she considers the message worth reading. Either the sender has to be important to the recipient or he has to be very creative when he gives the message a title. "Urgent" simply doesn't work anymore.

Many users are introducing intelligent "agents" into their computer systems to read and filter the mail for them. This is a dangerous practice but, as computer networks proliferate, users have to do something not to be overwhelmed.

Electronic mail is becoming an increasing part of the executive's day and it's easy to see where the time goes. Many computer company executives think nothing of spending two or three hours a day dealing with various kinds of electronic communications.

3. Telephone and videoconferencing

Telephone conferencing and video conferencing can save a great deal of money by eliminating travel and accommodation expenses. Providing all parties are prepared to hook up at the same time, this is a most effective way of conducting meeting between geographically dispersed people, especially if they know each other well. As computer power becomes cheaper and the telephone networks become more capacious, video conferencing at the desktop computer will become more viable. This has the added advantage – it allows users to share screen displays and filed information. A number of "whitedoard" systems exist which allow several users to contribute to the same document while it is displayed on the computer screen. An engineering drawing, for example, could be displayed and then each participant could add their own remarks.

4. Video mail

Video mail, the next stop on from voice mail, has advantage of sincerity. If you can see the sender as they speak a message, you can get a good feeling for their mood. "I'm sorry" said with a shrug, somehow means more than a cold "I'm sorry" in electronic mail or voice mail. The other advantage of video is that objects and documents can be held up to the camera, to illustrate a point.

Tasks

I. Answer the questions.

1. Do telephone callers increasingly find themselves talking to answering machines?

2. What are many users introducing into their computer systems to read and filter the mail for them?

3. Electronic mail is becoming an increasing part of the executive's day and it's easy to see where the time goes, isn't it?

4. Can telephone conferencing and video conferencing save a great deal of money?

5. What other advantage of video do you know?

II. Translate into Russian.

1. The callers lost the traditional immediacy of a telephone call.

2. This is a dangerous practice but, as computer networks proliferate, users have to do something not to be overwhelmed.

3. An engineering drawing, for example, could be displayed and then each participant could add their own remarks.

4. If you can see the sender as they speak a message, you can get a good feeling for their mood.

III. Insert the adequate prepositions: to, by, for, into, of, on.

1. Telephone callers increasingly find themselves talking … answering machines.

2. Many users are introducing intelligent "agents" … their computer systems … read and filter the mail … them.

3. Telephone conferencing and video conferencing can save a great deal … money … eliminating travel and accommodation expenses.

4. Video mail, the next stop … from voice mail, has advantage of sincerity.

IV. Complete the sentences using the following words and expressions:
video conferencing at the desktop computer will become more viable; The other advantage of video is; An engineering drawing; Much stuff hides behind this.

1. …. then filter the messages they want to deal with.

2. As computer power becomes cheaper and the telephone networks become more capacious, … .

3. …for example, could be displayed and then each participant could add their own remarks.

4. ….that objects and documents can be held up to the camera, to illustrate a point.

5. PERSONAL COMMUNICATORS

Vocabulary:
1) commonplace – обычное явление, привычное дело, типичный случай
2) business associates – деловые союзники, партнеры
3) on the part of someone – с чьей-либо стороны
4) in the guise of [gaɪz] – под видом; в виде
5) drive – гнать; нести; перемещать (что-л.)
6) uptake – понимание
7) stationery – бумага для печатающих устройств
8) in-tray – лоток для входящих писем, поступающих бумаг
9) out-tray – лоток для исходящих писем, бумаг
10) Hallway – коридор
11) Downtown – деловая часть города
12) Bidding – приказ, приказание; распоряжение

Read and translate the text.

Within ten years, hand communicators will be commonplace. They will contain all the important information relating to our lives. Anything else will be delivered to our communicator simply by asking for it. Communications with friends, colleagues and business associates will take place instantly and with almost no effort on the part of the owner of one of these marvelous devices.

We have already seen the first of these arrive in the guise of "Personal Digital Assistant", or PDAs. Until they can communicate, they are little more than expensive personal organizers. Give them the ability to communicate and life is transformed.

A company called General Magic has invented two technologies that will drive the uptake of these new machines. The first is called "Magic Cap" which presents the user with a graphical view of their world divided into the Desktop, the Hallway and Downtown. The desktop contains things like stationery, in-tray, out-tray, address cards and calculator. The Hallway shows a corridor with doors leading into different application areas – games, library and so on. Downtown is just like a town containing all the user's favourite electronic stores, from newsagents to bank, from travel agent to post office. We will be able to visit all these places electronically and conduct out business from our personal communicators.

The general Magic Technology which underpins Downtown is called Telescript. With Telescript-equipped programs, your own electronic agents will go off into the world's networks to do your order. It takes you just a second to receive information from them. The rest of the time your electronic agents act alone, gathering news, putting together parties and so on. In other words, they do everything you want them to do.

Tasks

I. Answer the questions.
1. Will hand communicators be commonplace within ten years?
2. What company has invented two technologies?
3. Does the Hallway show a corridor with doors leading into different application areas – games, library and so on?
4. How is the general Magic Technology which underpins Downtown called?

II. Translate into Russian.
1. Anything else will be delivered to our communicator simply by asking for it.
2. Until they can communicate, they are little more than expensive personal organizers.
3. The desktop contains things like stationery, in-tray, out-tray, address cards and calculator.
4. Downtown is just like a town containing all the user's favourite electronic stores, from newsagents to bank, from travel agent to post office.
5. The general Magic Technology which underpins Downtown is called Telescript.

III. Insert the adequate prepositions: with, on, of, to, into, to, out, from.
1. Communications …friends, colleagues and business associates will take place instantly and … almost no effort… the part … the owner … one …these marvelous devices.
2. Give them the ability … communicate and life is transformed.
3. The first is called "Magic Cap" which presents the user … a graphical view … their world divided …the Desktop, the Hallway and Downtown.
4. We will be able … visit all these places electronically and conduct … business … our personal communicators.
5. It takes you just a second … receive information … them.

IV. Complete the sentences using the following words and expressions:
…is called Telescript; Within ten years; It takes you just a second; Until they can communicate; Downtown is just like a town containing.

1. …, hand communicators will be commonplace.
2. … they are little more than expensive personal organizers.
3. … all the user's favourite electronic stores, from newsagents to bank, from travel agent to post office.
4. The general Magic Technology which underpins Downtown …
5. … to receive information from them.

IV. MODERN TECHNOLOGIES

1. COMPUTERS

Vocabulary:
1) doubt – сомнение
2) to edit – редактировать
3) to access – получать доступ
4) interaction – взаимодействие
5) to click the mouse – щелкать мышкой
6) convenient – удобный
7) stamp – марка
8) envelope – конверт
9) laptop computer – портативный компьютер, ноутбук
10) to rely on – полагаться на
11) to be cheated out – лишаться при помощи обмана
12) mind-expanding experience – знания, расширяющие кругозор
13) to replace – заменять
14) to coexist – сосуществовать
15) to admit – признавать
16) virtual – виртуальный
17) addiction – пристрастие
18) to neglect – отвергать, забывать о чем-либо
19) responsibility – обязанность
20) consequence – последствие
21) in conclusion – в заключение
22) totally – полностью

Read and translate the text.

There is no doubt that computers have become an important part of our everyday life. We can do almost everything with the help of a computer. It's much easier to edit and print documents using a PC. Besides, the World Wide Web allows us to access, the latest information very quickly. If you want to travel abroad, you can find in the Internet the information about the country and its hotels. You can even buy things sitting at home and using your computer.

Interaction with the world is a great advantage of a computer. You can chat on-line and make new friends with people from all over the world. Besides, it's a chance to practice your English. And if you want to send a letter, clicking the mouse will be much more convenient than buying a stamp and an envelope and finding time to make a trip to the post office.

There are very few companies today that don't use computers. We must know how to work on computers, that's why computers have become a main part of school education. We have computer classes at many schools where we study

computer science. I believe that within the next few years schools will begin to use laptop computers instead of books.

More than that, computers help us do our homework. When I have to make a report for my Biology class or to write a composition, the first place I look for is the Internet. Besides, there are a lot of education programmers than can be really useful in our work.

However, many teachers think that students who rely on computers to do all their work are being cheated out of mind-experience. I can't agree with them because our home tasks are more complex today, that's why the way we work out problems and find solutions must become easier.

Of course, there are computer addicts that spend all long in front of computers playing games, watching films or even reading book on-line. I don't believe that computers will replace printed books in the future, because printed books have certain advantages over electronic media First of all, they are cheaper and easier to use. Secondly, printed books don't need electricity, and you can take a book with you like, even to bed. What's more a printed book is better for human eyes than a computer screen. So I think that printed books will coexist with computers and will always be a part of human culture.

Yet we must admit that a lot of young people find virtual reality more attractive than their everyday life. Computer addiction makes them neglect school work and their everyday responsibilities. I can't say that I'm a computer addict though I like to play computer games and to watch films on computer. I understand the consequences of computer addiction, that's why I try to control my computer use.

In conclusion, I'd like to say that computers have introduced wonderful possibilities for people, but of course, we shouldn't totally rely on them.

Tasks

I. Answer the questions.
1. What do you think about future of computers?
2. How can we use computers in our life?
3. Will computers be able to replace printed books in the future? Why do you think so?
4. What do you think about computerized education?
5. In what school subject can computers important?
6. Do computers save our time? Why?
7. Are computers really dangerous?
8. How often do you play computer games?
9. What is your attitude towards computer addiction?
10. How can we help computer addicts?

II. Translate into Russian.
1. There is no doubt that computers have become an important part of our everyday life.

2. Interaction with the world is a great advantage of a computer.

3. However, many teachers think that students who rely on computers to do all their work are being cheated out of mind-experience.

4. Yet we must admit that a lot of young people find virtual reality more attractive than their everyday life.

5. First of all, they are cheaper and easier to use.

III. Insert the adequate prepositions: with, of, at, to.
1. We can do almost everything … the help … a computer.
2. You can even buy things sitting… home and using your computer.
3. We have computer classes … many schools where we study computer science.
4. So I think that printed books will coexist … computers and will always be a part … human culture.
5. I understand the consequences … computer addiction, that's why I try … control my computer use.

IV. Complete the sentences using the following words and expressions: everything with the help of a computer; from all over the world; In conclusion; Computer addiction makes; More than that

1. We can do almost….
2. You can chat on-line and make new friends with people….
3. … , computers help us do our homework.
4. … them neglect school work and their everyday responsibilities.
5. …, I'd like to say that computers have introduced wonderful possibilities for people, but of course, we shouldn't totally rely on them.

2. THE INTERNET: PROS AND CONS

Vocabulary:
1) common – распространенный
2) to allow – позволять
3) achievement – достижение
4) rival – соперник, конкурент
5) to deliver – распространять
6) software – программное обеспечение
7) cheap – дешевый
8) PC (personal computer) – персональный компьютер
9) relationship – отношения
10) Web site – страница в Интернете
11) to belong – принадлежать
12) ordinary – простой, обыкновенный

13) possibility – возможность
14) to seem – казаться
15) frightening – пугающий
16) to store – хранить
17) criminal – преступник
18) gun – оружие, ружье, пистолет
19) to steal – красть
20) increasingly – все более
21) government – правительство
22) addictive – вызывающий привыкание, пристрастие
23) partly – частично
24) to obtain – получать
25) to prevent from – не давать, предотвращать

Read and translate the text.

Just ten year ago very few people heard about the Internet. Now it is nearly as common and useful as the telephone. As more and more people use the Internet, as it becomes cheaper and faster and easier to use, there will be new things on the Internet that we cannot imagine today.

On the one hand, the development of the Internet will bring new opportunities to many people. Now, with the Internet, the place where you live may become less important than who you are and what you can do. In the future we'll be able to find a job in any part of the world. What's is more, the Internet will allow a lot of talented people to show the world their achievements.

Today most operating systems are the work of hundreds of programmers and they cost thousands of dollars. In 1991 Linus Torvalds wrote an operating system alone, and he gave it away. Now, with the help of many programmers who work together on the Internet, his Linux system has grown into a serious rival to the production of the industry leader, Microsoft.

It costs almost nothing to deliver software over the Internet. If programmers are willing to give their work away, and if programs are as good as their commercial rivals, the days of paying for software could soon be over.

What is more, the Internet is a great opportunity for people to report on the world. Using just a cheap PC, Matt Drudge nearly ended the career of US President Bill Clinton. He wrote the story about a sexual relationship between Bill Clinton and Monica Lewinsky and put it on the Internet. Soon a million people a day were looking at his Web site. With the Internet the future belongs not to traditional journalists, but to ordinary with a story to tell.

But on the other hand, the possibilities of the Internet may seem frightening. For example, Vladimir Lenin worked for a computer firm in St. Petersburg. From there, using the Internet, he was able to break into Citibank's computers in the USA. He moved more than $10 million to other banks all over the world. Most of

the world's money is stored in computers. Clever criminals are likely to use computers the Internet, not guns, to steal it.

As the Internet becomes increasingly important to governments, it also becomes a stage for people who oppose them. The information wars of the future may be fought on Web sites.

Some people argue that the Internet is dangerous it is addictive. A lot of people, and especially teenagers, spend hours chatting or playing games on-line. What is more, teenagers and even children look at sex pictures on the Internet. It is true that like photography, cinema and video before it, the Internet is growing partly because it is a way for people to find sexual material that they cannot easily obtain in any way. Anyway, there are many ways for parents to prevent their children from seeing anything on the Internet that the parents do not like.

To sum up, it's impossible to say now what the Internet will be like in the future or how it will change our lives.

Tasks

I. Answer the questions.
1. When did the Internet appear in Russia?
2. Do many people use the Internet nowadays? What for?
3. What does the Internet allow us to do?
4. Does the Internet save our time?
5. What are the disadvantages of the Internet?
6. How do you think the Internet will change our future?
7. Do you use the Internet? How?
8. What is your personal attitude the Internet?

II. Translate into Russian.
1. On the one hand, the development of the Internet will bring new opportunities to many people.
2. Today most operating systems are the work of hundreds of programmers and they cost thousands of dollars.
3. What is more, the Internet is a great opportunity for people to report on the world.
4. But on the other hand, the possibilities of the Internet may seem frightening.
5. Some people argue that the Internet is dangerous it is addictive.

III. Insert the adequate prepositions: with, to, over, for, of, on.
1. Now, … the Internet, the place where you live may become less important than who you are and what you can do.
2. It costs almost nothing … deliver software …. the Internet.
3. What is more, the Internet is a great opportunity … people … report … the world.

4. As the Internet becomes increasingly important … governments, it also becomes a stage … people who oppose them.

5. A lot … people, and especially teenagers, spend hours chatting or playing games on-line.

IV. Complete the sentences using the following words and expressions:

Just ten year ago; Anyway, there are many ways for parents; and we must try to make the best use of it; Now, with the Internet; on Web sites.

1. ….very few people heard about the Internet.

2. … , the place where you live may become less important than who you are and what you can do.

3. The information wars of the future may be fought ...

4. …. to prevent their children from seeing anything on the Internet that the parents do not like.

5. But we must admit that the World Wide Web offers people great opportunities, … .

3. MASS COMMUNICATION

Vocabulary:
1) telecommunication – телекоммуникация, дальняя связь (телефон, телеграф, радио, телевидение, Интернет); средство телекоммуникации
2) important – важный; значительный, существенный
3) estimate – оценка
4) to place – помещать, размещать; ставить
5) revenue – доход; статьи дохода
6) to acknowledge – осознавать; допускать, признавать
7) success – удача, успех; достижение
8) scale – масштаб; масштабное состояние; размер
9) transmission – передача, перенос
10) purpose – назначение, намерение, цель
11) to involve – касаться, затрагивать
12) transmitter – передатчик, транслятор
13) drum – барабан, барабанный бой
14) semaphore – семафор, сигнализация флажками
15) widespread – широко распространённый
16) device – устройство, приспособление; механизм; аппарат
17) common – обыкновенный; широко распространённый; общепринятый
18) vast array – *зд.* широкий спектр
19) network – сеть
20) to connect – объединять; соединять(ся); сочетать(ся); сцеплять
21) to include – включать в себя, содержать в себе

22) visual – визуальный, зрительный; видимый, зримый
23) to construct – конструировать; создавать; придумывать
24) successful – успешно, с успехом; благополучно
25) to complete – завершать, заканчивать, кончать
26) wireless – беспроводной, беспроволочный
27) to establish – устанавливать (отношения и т.п.); учреждать
28) to earn – зарабатывать, получать; засуживать
29) to demonstrate – показывать, демонстрировать; доказывать
30) department store – универсальный магазин, универмаг
31) to depend (upon) – зависеть, находиться в зависимости (от кого-л., чего-л.)
32) cathode ray tube – *зд.* катодная лампа
33) to invent – изобретать, создавать, придумывать
34) turning point – *зд.* поворотный момент
35) development – развитие, рост; эволюция; усовершенствование
36) digital broadcast – цифровая радиопередача/телепередача
37) chief advantage – *зд.* основное преимущество
38) to prevent – предотвращать, предупреждать; не допускать
39) complaint – жалоба, недовольство, неудовлетворённость
40) elimination – устранение; ликвидация; исключение
41) snowy pictures – *зд.* изображение, которое «снежит»
42) ghosting – «призрак» (*калька предыдущего кадра при анимации)*
43) distortion – искажение; искривление
44) despite (of) – несмотря на, вопреки (чему-л.)
45) pending – незаконченный; надвигающийся, близкий
46) switch – *зд.* переход
47) to remain – остановиться
48) four-node network – четырехузловая сеть
49) to emerge – появляться
50) ARPANET (Advanced Research Project Agency Network) – Сеть управления перспективными исследовательскими программами
51) to consist (of) – состоять, составляться (из)
52) eventually – в конечном счете, в конце концов; со временем
53) to merge (with) – сливать(ся), соединять(ся)
54) protocol – протокол (*формат передаваемых сообщений; соглашения и правила, по которым происходит обмен информацией между компьютерами или системами)*
55) to rely (upon) – полагаться; доверять
56) to specify – точно определять, устанавливать
57) population – население; жители
58) access – доступ
59) implementation – осуществление, исполнение, реализация
60) reliable – безотказный, надежный; заслуживающий доверия
61) efficient – действительный, результативный, эффективный
62) majority – большинство

63) fixed-line telephone systems – стационарные телефонные системы
64) analogue – аналоговый, моделирующий
65) drastically – решительно, радикально
66) perfectly – полностью, в полной мере; отлично
67) to reproduce – воспроизводить; копировать, репродуцировать; повторять
68) to oppose – противопоставлять; сравнивать, сопоставлять (с чем-л.- with)
69) inevitably – неизбежно, неминуемо
70) to impact – ударять (по чему-л.; сильное взаимодействие)
71) noise – *зд.* помеха, помехи
72) significant – значительный, важный; знаменательный; выразительный
73) subscription – подписка; абонемент
74) to outnumber – превосходящий численно
75) optic fibres – оптоволокно
76) to become practical for use – *зд.* поучать практическое применение
77) several – некоторые, несколько
78) technical advance – *зд.* технический успех
79) to extend – распространять; расширять; увеличивать
80) capability – (потенциальные) возможности
81) medium – способ, средство; поддержка, посредничество
82) flexible – гибкий; эластичный; податливый, легко приспосабливаемый
83) to bundle – связать в узел; собирать, объединять в набор
84) transparent – прозрачный, светопроницаемый
85) attenuation – затухание; истощение; ослабление

Read and translate the text.

Telecommunication is an **important** part of many modern societies. Last year, **estimates placed** the telecommunication industry's **revenue** at $1.5 trillion. Good telecommunication infrastructure is widely **acknowledged** as important for economic **success** in the modern world both on a micro and macroeconomic **scale.**

Telecommunication is the **transmission** of signal over a distance for the **purpose** of communication. In modern times, this process almost always **involves** the sending of electromagnetic waves of different length by electronic **transmitters** but in earlier years it may have involved the use of smoke signals, **drums** or **semaphore.**

Today, telecommunication is **widespread** and is the base for our society. Its **devices** such as the television, radio and telephone are **common** in many parts of the world. There is also a **vast array** of **networks** that **connect** these devices, **including** computer networks, public telephone networks, radio networks and television networks. Computer communication across the Internet, such as e-mail and instant messaging, is just one of many examples of telecommunication.

In 1792, a French engineer Claude Chappe built the first fixed **visual** telegraphy system. The first commercial electrical telegraph was **constructed** in 1839. The first transatlantic telegraph cable was **successfully completed** on 27 July 1866, allowing transatlantic telecommunication for the first time.

In 1832, James Lindsay gave a classroom demonstration of **wireless** telegraphy to his students. And in December 190, Guglielmo Marconi **established** wireless communication between Britain and the United States **earning** him the Nobel Prize in physics in 1909.

In 1925, the transmission of moving pictures was **demonstrated** at the London **department store** *Selfridges.* It was the beginning of television era. However for most of the twentieth century televisions **depended upon** the **cathode ray tube invented** by Karl Braun. Today televisions is at a critical **turning point** in its **development,** with many countries which are starting to move from analogue to **digital broadcasts.** The **chief advantage** of digital broadcasts is that they **prevent** a number of **complaints** with traditional analogue broadcasts. For television, it includes the **elimination** of problem such as **snowy pictures, ghosting** and other **distortion.** Moreover such services as television and radio are available in the Internet nowadays but **despite** the **pending switch** to digital, analogue receivers still **remain** widespread. Analogue television is still transmitted in practically all countries. But recently the situation might change, moreover has already started changing.

In 1969, a **four-node network emerged** in the USA. This network would become **ARPANET,** which by 1981 would **consist of** 213 nodes. This process is important because ARPANET would **eventually merge with** other network to form the Internet and many of the **protocols** which the Internet **relies upon** today were **specified** through this process. That was the beginning of the Internet era. Today 18% of the world **population** has **access** to the Internet with the highest concentration in North America (75%). With the transitioning to the optic cables and **implementation** of new technologies the Internet is becoming faster, more **reliable** and **efficient.**

Telephone lines are also the part of the telecommunication system. Today, the **majority** of **fixed-line telephone systems** most homes are **analogue,** but the situation is changing **drastically** because all new telephone lines are digital or tone. The advantage of digitized voice data is that it can travel side-by-side with data from the Internet, and that digital signals can be **perfectly reproduced** in long distance communication as **opposed** to analogue signals which are **inevitably impacted** by **noise.** Mobile phones have had a **significant** impact on telephone network. Mobile phones **subscriptions** now **outnumber** fixed-line subscriptions in many markets.

Today all modern cable network use the transition to the **optic fibres.** Modern optical fibers were only developed in the 1950s. Optical fibers **become practical for use** in communications in the late 1970s, and since then **several technical advances** have been made **to extend** the reach and speed **capability** of optical fibers, and lower the cost of fibre communications systems. The optical fibers can be used as a **medium** for telecommunication and networking because it is **flexible** and can be **bundled** as cables. Although fibers can be made out of **transparent** plastic, glass, or a combination of the two. The fibers used in long-distance telecommunication applications are always glass because of the lower optical **attenuation.**

Tasks

I. Answer the questions.
1. What is telecommunication?
2. Is telecommunication an important part of many modern societies?
3. What is involve in the telecommunication in modern times?
4. Is telecommunication widespread today?
5. What network build the telecommunication system of the modern society?
6. Who build first fixed visual telegraphy system?
7. When was the first fixed visual telegraphy system build?
8. When was the first commercial electrical telegraph constructed?
9. When was the first transatlantic telegraph cable completed?
10. Who established wireless communication between Britain and the United States? When?
11. What even marked the beginning of the television era?
12. Who invented the cathode ray tube?
13. Why is televisions at a critical turning point in its development today?
14. What is the chief advantage of digital broadcasts?
15. Do analogue receivers remain widespread today?
16. When did the Internet era begin?
17. Where is the highest concentration of people having access to the Internet?
18. Why is the Internet becoming faster, more reliable and efficient today?
19. Is a telephone lines are also the part of the telecommunication system?
20. What is the advantage of digitized voice data?
21. When did optical fibers become practical for use in communications?
22. What fibers used in long-distance telecommunication applications? Why?

II. Translate into English.
1. По статистике в 2006 году прибыль телекоммуникационной индустрии составила полтора триллиона долларов.
2. Хорошая телекоммуникационная инфраструктура широко признана важным фактором экономического развития в современном мире, как на макроэкономическом, так и на микроэкономическом уровне.
3. Телекоммуникация – это передача сигналов на расстояние с целью установки (со)общения.
4. Сегодня телекоммуникация широко распространена и является основой нашего общества, а устройства, такие как телевизор, радио и телефон, вошли в быт (общеприняты) во многих частях мира.
5. Компьютерные коммуникации через Интернет, такие как электронная почта и мгновенный обмен сообщениями, являются лишь одним из многих примеров телекоммуникации.

6. В 1792 году французский инженер Клод Чаппе создал первую стационарную визуальную телефонную систему.

7. Первый коммерческий электронный телеграф был построен в 1839 году.

8. 27 июля 1866 года была успешно завершена прокладка первого трансатлантического телеграфного кабеля, что впервые позволило установить трансатлантическую связь.

9. Сегодня телевидение переживает поворотный момент в своем развитии, когда многие страны переходят с аналогового телевидения на цифровое.

10. В 1969 году в США появилась четырехузловая сеть, которая стала (была преобразована в) ARPANET и к 1981 году состояла из 213 узлов.

11. В конце концов ARPANET слилась с другими компьютерными сетями и стала Интернетом, а многие протоколы, которые сейчас используются в Интернете, получили свое развитие в процессе формирования этой сети.

12. Телефонная линия также является частью телекоммуникационной системы.

13. Сегодня большинство стационарных телефонных линий являются аналоговыми, но ситуация радикально меняется, так как все новые телефонные линии являются цифровыми или тоновыми.

14. Сегодня на многих мировых рынках число пользователей мобильной связи превосходит число пользователей стационарных телефонных линий.

15. Сегодня все современные кабельные сети переходят на оптоволокно.

III. Insert the adequate prepositions: of, across, on, for, to, with, in.
1. Telecommunication is an important part … many modern societies.
2. Computer communication … the Internet, such as e-mail and instant messaging, is just one … many examples … telecommunication.
3. The first transatlantic telegraph cable was successfully completed … 27 July 1866, allowing transatlantic telecommunication … the first time.
4. Today 18% … the world population has access … the Internet … the highest concentration … North America (75%).
5. Today all modern cable network use the transition … the optic fibers.

IV. Complete the sentences using the following words and expressions: Modern optical fibers; also the part of the telecommunication system; had a significant impact on telephone network; is the base for our society; of signal over a distance for the purpose of communication.

1. Telecommunication is the transmission….
2. Today, telecommunication is widespread and….
3. Telephone lines are….
4. Mobile phones have…..
5. … were only developed in the 1950s.

4. SOFTWARE

Microsoft Windows

Vocabulary:
1) to run (on) – работать, запускать(ся) (на)
2) server – обслуживающее устройство, сервер
3) to embed – вставлять, вделывать; внедрять
4) to introduce – внедрять, учреждать; вводить
5) add-on – дополнение; приставка (позволяющая увеличить возможности технического устройства)
6) MS-DOS – «Майкрософт-ДОС», дисковая операционная система компании Майкрософт»
7) in response to – в ответ на
8) trend – курс, направление; общее направление, тенденция
9) Graphical user interfaces (GUI) – графический интерфейс пользователя
10) to popularize – популяризировать, распространять (научные идеи и т.д.)
11) Macintosh (Mac) – «Макинтош», семейство компьютеров фирмы *Apple Computer*
12) to state – утверждать; констатировать; устанавливать
13) approximately – около, почти, приблизительно
14) desktop – *комп.* рабочий стол
15) to assume – допускать, предполагать; принимать (характер, форму)
16) notably – особенно, в особенности; весьма, очень
17) executable file format – формат исполняемого файла
18) application – применение, использование
19) to allow – позволять, разрешать; давать возможность, делать возможным
20) multitasking – многозадачность, многозадачный режим (*способность поддерживать одновременное или чередующееся через короткие интервалы времени выполнение двух или более задач*)
21) to implement – выполнять, осуществлять; обеспечивать выполнение
22) elaborate – детально разработанный; продуманный; доскональный
23) scheme – план, проект; программа; схема
24) development – разработка, создание; улучшение, усовершенствование
25) subsequently – впоследствии, позднее, позже
26) to promise – обещать, давать обещание
27) support – поддержка, обеспечение; средства обеспечения
28) to delay – откладывать; отсрочивать; задерживать
29) to appear – появляться
30) sparse – *зд.* небольшой, редкий, бедный
31) modest – скромный, умеренный, ограниченный
32) useability – годность; эксплуатационная готовность
33) improvement – улучшение, усовершенствование; исправление
34) close relative – *зд.* близкий родственник

35) sibling – *зд.* продукт одной компании; продукт, созданный на основе одной технологии; собрат
36) to provide (to) – снабжать; обеспечивать (чем-л.); предоставлять (кому-л. что-л.)
37) multiple – разнообразный, разнородный; многочисленный; со сложной структурой
38) DOS applications – приложения ДОС (дисковой операционной системы)
39) simultaneously – вместе, одновременно, совместно
40) extended memory – расширенная память
41) to improve – улучшать(ся); совершенствовать(ся)
42) loadable – загружаемый
43) to share – делить, распределять; разделять
44) to remove – отодвигать; удалять, устранять
45) obligation – гарантия, обязательство; обязанность
46) to participate – участвовать, принимать участие
47) assembly – трансляция с языка ассемблера, ассемблирование
48) release – релиз, выпуск в свет; новый товар
49) memory-hungry – требующий больших затрат памяти
50) predecessor – предшественник
51) threading – *комп.* технология организации поточной обработки данных
52) networking – объединение в сеть; подключение к сети
53) to reduce – ослаблять, понижать, сокращать, уменьшать
54) boot loader – загрузчик операционной системы (*определяет информацию, необходимую для запуска системы, напр., расположение файлов операционной системы*)
55) to bundle – поставлять в комплекте; связывать в узел; собирать
56) novelty – инновация, нововведение; новшество
57) subsequent – более поздний, последующий, следующий; являющийся результатом
58) to design – разрабатывать; проектировать; конструировать
59) to market – продавать; сбывать, находить рынок сбыта
60) reliability – надежность; достоверность
61) to fail – потерпеть неудачу; не иметь успеха
62) goal – задача, цель
63) consumer – потребитель
64) to cease – переставать (делать что-л.), прекращать(ся)
65) short for – сокращенно от
66) core – ядро
67) to launch – запускать; включать
68) flavor – *зд.* разновидность
69) range – ассортимент; номенклатура
70) contemporary – новый, современный
71) to comprise – включать, заключать в себе, содержать; обобщать

Read and translate the text.

Microsoft Windows is a family of operating systems designed by *Microsoft.* They can **run on** several types of platforms such as **servers, embedded** devices and, most typically, on personal computers.

Microsoft first **introduced** an operating environment named *Windows* in November 1985 as an **add-on** to **MS-DOS in response** to the growing **trend** of **graphical user interfaces** (GUI) **popularized** by the *Macintosh.* In 2004 it was **stated** that *Windows* had **approximately** 90% of the client operating system market. The early versions of *Windows* were often thought of as just graphical user interfaces or **desktops**, mostly because they were started from MS-DOS and used it for file system services. However even the earliest 16-bit *Window*s versions already **assumed** many typical operating system functions, **notably** having their own **executable file format** and providing their own device drivers such as timer, graphics, printer, mouse, keyboard and sound for **application**. Unlike MS-DOS, *Windows* **allowed** users to execute multiple graphical applications at the same time, through cooperative **multitasking**. Finally, *Windows* **implemented** an **elaborate**, segment-based, software virtual memory **scheme** which allowed it to run applications larger than available memory.

Microsoft first began development of the Interface Manager, subsequently renamed *Microsoft Windows*, in September 1981. Windows **promised** an easy-to-use graphical interface, device-independent graphics and multitasking **support**.

But the development itself was **delayed** several times and in 1985 *Windows 1.0* **appeared**. The selection of applications was sparse, however, and Windows sales were **modest**.

Windows 2.0 was introduced in the fall of 1987, provided significant **useability improvements** to *Windows*. Its **close relative** *Windows/286* are the best examples of the family.

In late 1987 *Microsoft* released *Windows/386*. It was the equivalent to its **sibling**, *Windows/286*, in running *Windows* applications, but it **provided to multiple DOS applications** the capability to run **simultaneously** in the **extended memory**.

In the beginning of the 1990s *Windows 3.0* and *Windows 3.1* appeared. Their design was **improved**, mostly thanks to virtual memory and **loadable** virtual device drivers which allowed them **to share** devices between multitasked DOS and *Windows*. Because of this, *Windows* applications could now run in 16-bit protected mode, which gave them access to several megabytes of memory and **removed** the **obligation to participate** in the software virtual memory scheme. For *Windows 3.0*, *Microsoft* also rewrote critical operations from C language into **assembly**, making this **release** faster and less **memory-hungry** than its **predecessors**.

Windows 95 was released in August of 1995. A 32-bit system had advanced file systems, **threading, networking** and more. It includes MS-DOS 7.0/8.3 and takes over from DOS completely after starting that is **reducing** the 8.3 DOS to the role of a **boot loader**. MS-DOS was now **bundled** with *Windows*. The most important novelty was the possibility of running 32-bit multithreaded multitasked graphical programs. There were three releases of Windows 95: the first in 1995,

then **subsequent** bug-fix versions in 1996 and 1997. *Microsoft's* next OS was *Windows 98*. There were two versions of this: the first in 1998 and the second, named *"Windows 98 Second Edition"*, in 1999.

The first release for business was *Windows NT 3.1* produced in 1993 which was followed by NT 3.5 and NT 4.0. Theses 32-bit *Windows* operating systems were **designed** and **marketed** for higher-**reliability** business use. *Microsoft* then moved to combine their consumer and business operating systems. Their first attempt, *Windows 2000*, **failed** to meet their **goals**, and was released as a business system. The home **consumer** edition of *Widows 2000*, codenamed *Windows Neptune*, **ceased** development and in September 2000 *Microsoft* released *Windows Me*, short for Millenium Edition, which used the same **core** as *Windows 98* but adopted the visual appearance of *Windows 2000*, as well as some new features.

Microsoft Windows XP was officially **launched** on October 25th 2001. It is a whole new kind of *Windows* for consumers. XP comes in two **flavors:** Home and Professional.

Since then, a new business system, *Windows Server 2003*, has expanded the top end of the **range**.

With the introduction of the IA-64 (Itanium) architecture, and later the AMD64 architectures, *Microsoft* released new versions of its more **contemporary** operating systems to support them. The modern 64-bit *Windows* family **comprises** *Windows* XP 64-bit edition, *Windows XP Professional* x64 edition for AMD64 systems, and *Windows Server 2003*. The x64 versions of *Windows XP Professional* and *Server 2003* were released on April 25, 2005. The next step will be Windows Vista. Windows Vista is planed to be released simultaneously in 32-bit and x64 editions in 2007.

Tasks

I. Answer the questions.
1. What types of platforms can run *Microsoft Windows* operating systems?
2. When was *Microsoft Windows* introduced for the first time?
3. Is *Microsoft Windows* a widespread operating system?
4. What are the main difference between *Microsoft Windows* and MS-DOS?
5. When did *Microsoft* first begin development of *Microsoft Windows*?
6. When was *Windows 1.0* released?
7. What version of *Windows* was introduced in the fall of 1987?
8. What were the notable features of *Windows 3.0* and *Windows 3.1* comparing with the previous versions?
9. When was *Windows 95* released?
10. What features distinguish *Windows 95* from the previous versions of *Windows*?
11. How many releases of *Windows 95* do you know?
12. What was the next version of *Windows* after *Windows 95*?
13. What was the first release of *Windows* for business?

14. When was *Windows Me* released?

15. When was *Microsoft Windows XP* officially launched?

16. What is *Windows Server 2003*?

17. What 64-bit *Windows* operating systems do you know?

II. Translate into English.

1. «Майкрософт Виндоуз» – это семейство операционных программ, выпускаемых компанией «Майкрософт».

2. В ответ на всевозрастающую популяризацию компания «Макинтош» графического интерфейса пользователя «Майкрософт» в ноябре 1985 впервые представила операционную систему под названием «Виндоуз» как дополнение к операционной системе MS-DOS.

3. В 2004 году было установлено, что операционная программа «Виндоуз» занимает около 90% рынка операционных систем.

4. «Майкрософт» впервые начала разработку своего интерфейс-менеджера, впоследствии названного «Майкрософт Виндоуз», в сентябре 1981 года.

5. «Виндоуз» обещала простой в использовании интерфейс, аппаратно-независимую графику и поддержку многозадачного режима.

6. Выбор приложений был небольшим, поэтому продажи «Виндоуз» были скромными.

7. «Виндоуз 2.0» был представлен осенью 1987 года, обеспечив значительные улучшения в удобстве использования операционной системы «Виндоуз».

8. В конце 1987 года компания «Майкрософт» выпустила операционную систему «Виндоуз/386».

9. «Виндоуз/386», в работе приложений «Виндоуз», являлась функциональным эквивалентом своего собрата «Виндоуз/286», но имела возможность одновременного запуска множества DOS-приложений в расширенной памяти.

10. В начале 1990-х появились «Виндоуз 3.0» и 3.1.

11. Для «Виндоуз 3.0» «Майкрософт» переписала критические операции, написанные до этого на языке программирования Си, на языке ассемблер, что позволило этому выпуску «Виндоуз» работать быстрее и быть менее ресурсоемким, чем его предшественники.

12. «Виндоуз 95» была выпущена в августе 1995 года.

13. «Виндоуз 95» имела передовую файловую систему, функцию организации поточной обработки данных, возможность подключения к компьютерной сети и многое другое.

14. Самым важным нововведением «Виндоуз 95» была возможность запуска 32-битных многопоточных многозадачных графических программ.

15. Следующей операционной системой компании «Майкрософт» была «Виндоуз 98».

16. «Виндоуз 2000» не достиг поставленных перед ним целей и был выпущен как операционная система для бизнеса.

17. «Виндоуз ХР» был официально запущен в серию 25 октября 2001 года.

18. «Виндоуз ХР» – это совершенно новый тип «Виндоуз».

19. Планируется, что «Виндоуз Виста» будет выпущена одновременно в двух версиях: 32- и 64-битной.

III. Insert the adequate prepositions: on, of, in, with, since, to.

1. They can run … several types … platforms such as servers, embedded devices and, most typically, … personal computers.

2. … the beginning … the 1990s *Windows 3.0* and *Windows 3.1* appeared.

3. MS-DOS was now bundled … *Windows*.

4. … then, a new business system, *Windows Server 2003*, has expanded the top end … the range.

5. Windows Vista is planned … be released simultaneously … 32-bit and x64 editions … 2007.

IV. Complete the sentences using the following words and expressions:
designed by Microsoft; Their first attempt; subsequently renamed Microsoft Windows; in September 1981; The most important novelty was

1. Microsoft Windows is a family of operating systems …

2. Microsoft first began development of the Interface Manager,…

3. …the possibility of running 32-bit multithreaded multitasked graphical programs.

4. …*Windows 2000*, failed to meet their goals, and was released as a business system.

5. MALWARE

Computer viruses

Vocabulary:
1) "colds and flus" – *зд.* простудные заболевания
2) security – безопасность; надежность; защита, охрана
3) ubiquitous – вездесущий; повсеместный
4) to avoid – избегать; уклоняться; отменять
5) despite – несмотря на, вопреки (чему-л.)
6) effort – усилие, попытка; напряжение
7) self-replicating – самовоспроизводящийся, ауторепродуктивный; самопереплетающийся
8) to alter – изменять, меняться; видоизменять, переделывать
9) to operate – работать; действовать; функционировать
10) permission – разрешение
11) knowledge – знание; познание; компетентность; осведомлённость

12) commonly – обычно, обыкновенно, как правило
13) to refer – иметь отношение, относиться; касаться
14) malware – *зд.* вредоносные программы
15) to execute – исполнять; осуществлять; реализовать
16) to replace – заменять, замещать (чем/ кем-л.); вытеснять
17) existing – сложившийся, имеющийся, существующий
18) executable – *зд.* исполняемый
19) benign – неопасный; благоприятный
20) merely –только, просто; единственно
21) to annoy – докучать, надоедать, раздражать
22) to behave – вести себя, поступать
23) similar – подобный; похожий (на что-либо), сходный
24) to insert – вставлять, помещать; вводить
25) "host" – хозяин; хост (*любое устройство, подключенное к сети и использующее протоколы TCP/IP*)
26) to design – задумывать, придумывать, разрабатывать
27) to infiltrate – просачиваться; проникать
28) to damage – повреждать, портить
29) to include – включать в себя, содержать в себе; включать
30) spyware – шпионящее ПО (*предназначено для слежения за действиями пользователя на компьютере*)
31) adware – бесплатный программный продукт с размещенной в ней рекламой
32) Trojan horses – программы «Троянские кони»
33) Worms – программы «Черви» (*один из типов компьютерного вируса, тиражирующего себя по узлам компьютерных сетей*)
34) threat – опасность, угроза
35) subset – *зд.* часть
36) to subdivide – подразделять(ся)
37) boot sector viruse – вирус загрузочного сектора жесткого диска
38) companion viruse – «компанейский вирус» (*не присоединяющийся к существующему файлу, а создающий новый скрытый файл*)
39) logic bomb – логическая бомба (*код, тайно помещенный в приложение или операционную систему, вызывающий деструктивные действия при совпадении некоторых условий или в установленное время*)
40) macro viruse – макрокомандный вирус (*заражает файлы документов в текстовом процессоре Word for Windows, записывается в файл документа и выполняется при его открытии*)
41) cross-site scripting virus – скриптовый вирус «кросс-сайт» (*встраивается в систему при посещении сайтов*)
42) impostor – самозванец
43) to claim – требовать; предъявлять требования
44) desirable – желательный; высокого качества, превосходный

45) malicious – злонамеренный, совершенный со злым умыслом
46) to install – устанавливать; монтировать; собирать
47) screen saver – скрин-сейвер (*программа, гасящая экран или выводящая на него движущиеся изображения, когда пользователь не работает с машиной*)
48) entirely – вполне; всецело, полностью, совершенно, совсем
49) to erase – стирать, вычеркивать
50) hacker – хакер
51) to gain access – получить доступ
52) to store – хранить, сохранять; запоминать
53) to refer – отсылать; ссылаться, опираться (на кого-л., на что-л.)
54) to invite – приглашать; побуждать (к чему-л.)
55) attachment –прикрепление, приложение
56) to download – загружать; пересылать (по линии связи)
57) flaw – трещина, щель; брак (в изделии); изъян; ошибка
58) to scan – бегло просматривать, сканировать
59) to exist – существовать; быть, появляться, возникать
60) to release – выпускать в свет; публиковать
61) capable – способный; поддающийся (чему-л.), допускающий
62) word processing – текстовый редактор, обработка текста
63) spreadsheet – крупноформатная таблица
64) gateway – ключ; доступ, подход
65) firewall – межсетевой экран, брандмауэр, защитная система
66) to configure – создать конфигурацию, формировать
67) definition – определение; формулировка
68) vendor – продавец, поставщик
69) feature – особенность, характерная черта; признак; свойство, общий вид

Read and translate the text.

> *A computer lets you make more mistakes faster*
> *than any other invention in human history,*
> *with the possible exception of handguns and tequila.*
> *Anonymous*

Viruses are the "**colds and flus**" of computer **security: ubiquitous,** at times impossible **to avoid despite** the best **effort** and often very costly to an organization's productivity. In fact, it is a **self-replicating** computer programme written **to alter** the way a computer **operates,** without the **permission** or **knowledge** of the user. Though the term is **commonly** used **to refer** to a range of **malware,** a true virus must replicate and **execute** itself. The latter criteria are often met by a virus which **replaces existing executable** files with a virus-infected copy. While viruses can be intentionally destructive – destroying data, for example, some viruses are **benign** or **merely annoying.** It is called so because a computer virus **behaves** in a

way **similar** to a biological virus, which spreads by **inserting** itself into living cells. Extending the analogy, the insertion of a virus into the programme is termed as an "infection", and the infected file, or executable code that is not part of a file, is called a "**host**".

Malware is a broad category of software **designed to infiltrate** or **damage** a computer system. Types of malware **include spyware, adware, Trojan horses, Worms,** and true viruses. While modern anti-virus software works to protect computers from this range of **threats,** computer viruses make up only a small **subset** of malware.

Viruses can be **subdivided** into a number of types. The main of them are the following: **boot sector viruses, companion viruses,** e-mail viruses, **logic bombs, macro viruses,** and **cross-site scripting virus.**

There are also two other types of malware: *trojans* and *worms. Trojans* are **impostor** files that **claim** to be something **desirable** but, in fact, are **malicious.** Rather that insert code into existing files, a *Trojan horses* appears to do one thing, e.g. **install** a **screen saver** or show a picture inside an e-mail, when it does something **entirely** different and potentially malicious, such as **erase** files. *Trojans* can also open back doors so that computer **hacker** can **gain access** to passwords, and other personal information **stored** on a computer. Although often **referred** to as such, *Trojans* are not viruses in the strict sense because they cannot replicate automatically. For a *Trojan* to spread, it must be **invited** onto a computer by the user opening an e-mail **attachment** or **downloading** and running a file from the Internet, for example. A *worm* is a piece of software that uses computer networks and security **flaw** to create copies of itself. A copy of the *worm* will **scan** the network for any other machine that has a specific security flaw. It replicates itself to the new machine using the security flaw, and then begin scanning and replicating anew.

Worms are programs that replicate themselves from system to system without the use of a host file. This is in contrast to viruses, which requires the spreading of an infected host file. Although worms generally **exist** inside of other files, often Word or Excel documents. There is difference between how worms and viruses use the host file. Usually the *worm* is **release** a document that already has the *worm* macro inside the document. The entire document will travel from computer to computer, so the entire document should be considered the worm. *Mydoom* is an example of a *worm.*

It is recommended to install on personal computers and use anti-virus software **capable** of scanning disks, attachments to e-mail, files downloaded from the web, and documents generated by **word processing** and **spreadsheet** programs.

Use anti-virus software at Internet **gateways** or **firewalls** to scan e-mail attachments and other downloaded files.

Anti-virus software should be installed when the personal computer is initially **configured.** The software should be weekly updated with new virus **definitions,** and your **vendor** may provide an automated update **feature.**

Tasks

I. Answer the questions.
1. What is a computer virus?
2. What are the main purposes of computer viruses?
3. What types of malware do you know?
4. What are the main types of computer viruses?
5. Are trojans and worms computer viruses?
6. What is the main purpose of a Trojans programme?
7. How do trojans programme spread?
8. What is a worm malware?
9. How do warms spread?
10. What is the main difference between a worms malware and a ordinary computer viruses?
11. What one should do for detecting and preventing viruses from spreading?

II. Translate into English.
1. (Компьютерные) вирусы – это «болезни» компьютерной системы безопасности; они вездесущие, временами их практически невозможно предотвратить (несмотря на все усилия), и часто достаточно дорогостоящего для предприятия.

2. В действительности, компьютерный вирус – это самовоспроизводящаяся компьютерная программа, написанная для того, чтобы без разрешения или без ведома самого пользователя вмешиваться в работу компьютера.

3. Компьютерный вирус называется так потому, что он ведет себя подобно биологическим вирусам, которые распространяются путем внедрения себя в живые клетки.

4. Вредоносные программы – это широкая категория программного обеспечения, предназначенная для проникновения или повреждения компьютерных систем.

5. Также существует два вида вредоносного программного обеспечения – «троянские кони» и «черви», которые часто классифицируются как вирусы, но в действительности являются формами распространяемого вредоносного программного обеспечения.

6. Хотя их часто так называют, но «троянские кони» не являются вирусами в строгом смысле этого слова, так как они не воспроизводятся автоматически.

7. «Троянские кони» открывают «черный ход», таким образом компьютерный взломщик может получить доступ к паролям и другой личной информации, хранимой на компьютере.

8. «Черви» – это программы, которые копируют себя из системы в систему, не используя при этом хостовый файл.

9. На персональном компьютере рекомендуется устанавливать и использовать антивирусное программное обеспечение, которое может сканиро-

вать диски, приложения к электронной почте, загруженные из сети файлы и документы, генерируемые программами электронной обработки текста и крупноформатных таблиц.

10. Антивирусное программное обеспечение должно устанавливаться на компьютере при его первичной конфигурации.

III. Insert the adequate prepositions: of, to, into, at.
1. Malware is a broad category … software designed … infiltrate or damage a computer system.
2. Viruses can be subdivided … a number … types.
3. A *worm* is a piece … software that uses computer networks and security flaw …create copies … itself.
4. Use anti-virus software …Internet gateways or firewalls …scan e-mail attachments and other downloaded files.
5. *Mydoom* is an example …a *worm.*

IV. Complete the sentences using the following words and expressions:
a true virus must replicate and execute itself; spyware, adware, Trojan horses, Worms, and true viruses; Viruses can be subdivided; A *worm* is a piece of software; to scan e-mail attachments and other downloaded files.

1. Though the term is commonly used to refer to a range of malware, …
2. Types of malware include …
3. … into a number of types.
4. … that uses computer networks and security flaw to create copies of itself.
5. Use anti-virus software at Internet gateways or firewalls …

V. PRESENTATIONS

1. MAKING A PRESENTATION

Vocabulary:
1) term – срок, период, продолжительность; семестр; термин; (pl) условия
2) in terms of – с точки зрения, в смысле, в отношении
3) persuade – убеждать
4) goodwill – доброжелательность, расположение; добрая воля
5) warm up – готовить(ся) что-л. (к выступлению, соревнованию, состязанию и т.п.)
6) aim – цель, намерение, задача (syn.) goal/objective
7) jot down – кратко записать
8) arrange – приводить в порядок, располагать в определенном порядке, систематизировать; договариваться, приходить к соглашению; урегулировать
9) solve – решать, разрешать (проблему)
10) solution – решение, разрешение (проблемы)
11) suggest solutions – предлагать решения
12) sequential – последовательный; являющийся продолжением
13) in a sequential order – идущий по порядку
14) reverse – противоположный, направленный в обратную сторону (о движении)
15) in a reverse order – в обратном порядке
16) aid – помощь, содействие, поддержка
17) aids – вспомогательные средства, пособия
18) visual aids – наглядные пособия
19) table – таблица
20) graph – график, диаграмма
21) bar graph – гистограмма (диаграмма в виде столбцов)
22) line graph – диаграмма в виде ломаной линии
23) chart – диаграмма, схема, таблица, план, график
24) pie chart – секторная диаграмма
25) flow chart – график последовательности операций; технологическая карта; блок-схема
26) organization(al) chart – схема организационной структуры
27) overhead projector – диапроектор
28) easel – подставка; стенд, выставочный стенд
29) handout – раздаточный материал
30) content – (основное) содержание, суть
31) glance – быстрый взгляд; мельком взглянуть, бросить взгляд, быстро посмотреть
32) give a glance (at) – взглянуть (на)
33) stay on track – следить за (ходом, развитием чего-л., например, мыслей)

34) confidence – уверенность; доверие; конфиденциальное сообщение
35) valuable – ценный, дорогостоящий; ценный, полезный
36) invaluable – неоценимый, бесценный
37) technique – метод, методика, способ, прием
38) with respect to – что касается

1. Match the pairs of antonyms from A and B and translate them.

A	B
1) worthless	a) aid
2) disorganize	b) confidence
3) discourage	c) glance
4) distrust	d) arrange
5) disorder	e) reverse
6) hindrance	f) persuade
7) forward	g) order
8) scrutinize	h) valuable

2. Match the nouns on the left with a suitable item on the right. Use each item once only.

1. The solutions	a) shows the exam results
2. The handouts	b) can be applied
3. A presentation easel	c) is to make a good presentation
4. Goodwill	d) was in whiten form
5. An overhead projector	e) often glanced at his notes
6. The table	f) were printed for my presentation
7. The aim	g) displays images to an audience
8. The content	h) was built with my colleagues
9. Presentation techniques	i) were suggested to do it better
10. The speaker	j) holds a chart

Read and translate the text.

A presentation is the practice of showing and explaining the content of a topic to an audience or learner. Presentations come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, interviews, status report, image-building, and of course, training sessions.

Although individuals most often think of presentations in a business meeting context, there are countless occasions when that is not the case. For example, a school district superintendent presents a programme to parents about the introduction of foreign-language instruction in elementary schools; an artist demonstrates decorative painting techniques to a group of interior designer; a police officer ad-

dresses a neighborhood association about initiating a safety programme. Students are often asked to make oral presentations. These can be delivered to other students in a seminar or tutorial. You might have been asked to research a subject and use a presentation as a means of introducing it to other students for discussion, or you might be asked to outline a project in which you have been involved. When looking at presentations in the broadest terms, it is more important to focus on their purpose. There are three basic purposes of giving oral presentations: to inform, to persuade, and to build goodwill.

A good presentation starts out with introductions and may include an ice-breaker such as a story, an interesting statement or a fact, or an activity to get the group warmed up. The introduction also needs an objective, that is, the purpose or goal of the presentation. This not only tells you what you will talk about, but it also informs the audience of the purpose of the presentation.

Next, the body of the presentation comes. Do not write it out word for word. All you want is an outline. By jotting down the main points on a set of index cards, you not only have your outline, but also a memory jogger for the actual presentation. There are several options for structuring the presentation.

1. Timeline: arrangement in a sequential order.

2. Climax: the main points are delivered in order of increasing importance.

3. Problem/Solution: a problem is presented, a solution is suggested, and benefits are the given.

4. Classification: the important items are the major points.

5. Simple to complex: ideas are listed from the simplest to the most complex; it can also be done in a reverse order.

Audiences believe that presenters who use visual aids are more professional and credible than presenters who merely speak. Visual aids help presenters to emphasize the key points your audience will understand and remember. The following visual aids should be selected with respect to the needs of your audience and specific portions of your presentation: tables, bar/line graphs, diagrams, pie/flow/organizational charts. The presentation vehicles are based upon the audience`s seating arrangement: overhead projectors, easels, handouts, slides, models, and computer screens. A presentation program Microsoft PowerPoint is often used to generate the presentation content.

After the body, comes the closing. This is where you ask for questions, provide a wrap-up (summary), and thank the participants for attending.

And finally, the important part is practice. The main purpose of creating an outline is to develop a coherent plan of what you want to talk about. You should know your presentation so well that during the actual presentation you should only have to briefly glance at your notes to ensure you are staying on track. This will also help you with your nerves by giving you the confidence that you can do it. Your practice session should include a live session by practicing in front of co-workers, family, or friends. They can be valuable at providing feedback and it gives you chance to practice controlling your nerves. Another great feedback tech-

nique is to make a video or audio tape of your presentation and review it critically with a colleague.

Tasks

I. Answer the questions.
1. Have you ever made any presentations?
2. What types of presentations do you know?
3. What is the purpose of giving oral presentations?
4. Do you know how to structure a presentation?
5. Are visual aids useful for making presentations?
6. Is practice an important part of preparation for a presentation?

II. Translate into Russian.
1. Presentations come in nearly as many forms as there are life situations.
2. Students are often asked to make oral presentations.
3. A good presentation starts out with introductions and may include an ice-breaker such as a story, an interesting statement or a fact, or an activity to get the group warmed up.
4. Visual aids help presenters to emphasize the key points your audience will understand and remember.
5. And finally, the important part is practice.

III. Insert the adequate prepositions: to, of, by, at, out, for, about.

1. There are three basic purposes … giving oral presentations: … inform, … persuade, and … build goodwill.
2. Do not write it …word … word.
3. The main purpose … creating an outline is … develop a coherent plan … what you want … talk ….
4. They can be valuable … providing feedback and it gives you chance … practice controlling your nerves.

IV. Complete the sentences using the following words and expressions:
that is, the purpose or goal of the presentation; The main purpose of creating an outline; for structuring the presentation; After the body; They can be valuable at providing feedback.

1. The introduction also needs an objective,…
2. There are several options ….
3. … comes the closing.
4. … is to develop a coherent plan of what you want to talk about.
5. They can be valuable at providing feedback and it gives you chance to practice controlling your nerves.

V. This reference chart provides a guide to giving a business presentation in English. Each section begins with the presentation section concerned, then the language formulas appropriate to giving a presentation. Learn these expressions.

Introducing yourself
- Good morning, ladies and gentlemen!
- First of all, I`d like to thank you all for coming here today.
  My name is … and I am the … (your position) at … (your company).
- We haven`t all met before, so I`d better introduce myself, I`m … from …
- I hope you`ll excuse my English. I`m a little out of practice.

Introducing the topic
- I`m here to tell you about …
- I`d like to tell you about …
- I`m going to be talking about …

Ordering information
- Firstly, I`m going to tell about …
- I`ll start / begin with …
- The / Next I`ll look at …
- Now I`ll move on to … / turn to …
- Finally, I`ll talk about …
- Finally, I`m going to …
- Please feel free to interrupt me with any questions you may have during the presentation.
- If you don`t mind we`ll leave questions to the end.
- I`d like to ask you to keep any questions you may have for the end of the presentation.

Delivering the message
- Firstly, … Secondly, …
- This brings me to my next point …
- I must emphasize …
- This means that …
- At this point we must consider …
- To go back to my earlier point …
- Finally …

Referring to visual aids
- Have a look at this slide.
- This graph / diagram / table / slide shows …
- Can everybody see that?
- As you can see …

Checking understanding
- Is that clear?
- Are you with me?
- OK so far?

Finishing
- I`d like to quickly go over the main points of today`s topic.
- Before closing I`d like to summarize the main points again.
- That`s all I have to say for the moment.
- Thank you all very much for taking the time to listen to this presentation.
- Thank you for listening.
- Now if you have any questions I`ll be happy to answer them.

VI. Match the typical expressions used in presentations (1–16) with the appropriate heading (a–g), as in the example.
a) Explaining the organization of the presentation. ___8___
b) Introducing the first section. _____
c) Referring to visuals. _____
d) Moving forward. _____
e) Summarizing. _____
f) Winding up. _____
g) Inviting the audience to speak. _____

1. I`d like now to turn to …
2. Looking at … we can see that …
3. After that, we`ll be taking a look at …
4. Finally, I`m going to …
5. I`ll begin by describing …
6. As you can see from this graph representing …
7. Let me start by …
8. First of all … Next …
9. To return to the point I made earlier …
10. If you have any questions, I'll be glad to answer them.
11. Another area for consideration is …
12. Let me briefly recap what we have discussed here today.
13. I`d like to quickly go over the main points of today's topic.
14 Then I`ll go on to …
15. Now let's take a look at …
16. Thank you for your attention.

VII. Read a sample presentation. Study its structure and standard phrases to be used in business presentations. Practice it.
Good morning ladies and gentlemen! We haven`t all met before so I`d better introduce myself. I'm Mario Loretti from the Marketing Department of Food and

Drinks Corporation. I should say before we start that I hope you`ll excuse my English; I`m a little out of practice. Anyway, I`m going to be talking this morning about a new product which we are planning to launch in three months time. It`s called Frutti, that`s f-r-u-t-t-i, and it`s an orange-flavoured drink.

Well, I`ll start with the background to the product launch; and then move on to a description of the product itself. Finally, I`m going to list some of the main selling points that we should emphasize in the advertising and sales campaign. I think if you don`t mind, we`ll leave questions to the end. Now firstly, as you all know, we have had a gap in our soft-drink product range for the last two years; we have been manufacturing mixed-fruit drinks and lemon drinks for the last ten years, but we stopped producing orange drinks two years ago. I think we all agreed that there was room on the market for a completely new orange-flavoured drink. Secondly, the market research indicated that more and more consumers are using soft drinks as mixers with alcohol so, in other words, the market itself has expanded. This brings me to my next point which is that we have a rather new customer-profile in mind. I must emphasize that this product is aimed at the young-professional, high-income market. At this point we must consider the importance of packaging and design, and if you look at the video in a moment, you`ll see that we have completely re-vamped the container itself as well as the label and slogan. So to go back to my earlier point, this is a totally new concept as far as Food and drinks Corporation is concerned. As you see we are using both the new-size glass bottle and the miniature metal cans. Finally, let`s look at the major attractions of the product. In spite of the higher price it will compete well with existing brands. The design is more modem than any of the current rival products, and the flavour is more natural. It`s low calorie, too.

So just before closing, I`d like to summarize my main points again. We have Frutti, a new design concept, aimed at a relatively new age and income group. It`s designed to be consumed on its own, as a soft drink, or to be used as a mixer in alcohol-based drinks and cocktails. It comes in both bottle and can and this will mean a slightly higher selling price than we are used to; but the improved flavour and the package design should give us a real advantage in today`s market. Well, that`s all I have today for the moment. Thank you for listening. Now if there are any questions, I`ll be happy to answer them.

VIII. Say which of Mr. Mario Loretti's statements are true and which are false. Correct the false ones.
a) Mr. Mario Loretti is American.
b) We are planning to launch our product in three weeks` time.
c) The company`s new product is a lemon drink.
d) We have not produced orange-flavoured drinks for two years.
e) Everyone thinks there is a gap in the market.
f) The market studies prove that the market is shrinking.
g) Our aim is to have a new type of consumer.
h) The container design is the same.

i) The drink comes in both bottles and cans.
j) The flavour is artificial.
k) The drink is going to be low-calorie.

IX. Complete the sentences of the beginning of James Morgan`s presentation (1–12) with their endings (a–l).
1. First of all, thank you very much …
2 My name`s James Morgan and …
3. Let me briefly take you …
4. First, we`re going to be analysing the current …
5. Then we`ll take a look …
6. Once we`ve identified the problems …
7. Finally, I`ll outline …
8. Please feel free …
9. So, let`s start …
10. As you know, last year saw …
11. What you might not know …
12. How are they doing it? Well, at Fielding and Company …

a) … scenario with particular regard to direct marketing.
b) … with the present situation.
c) … I`m the Marketing Manager for Fielding and Company.
d) … what I believe to be the best course of action.
e) … is that similar companies on the continent have been trebling or even quadrupling their revenues.
f) … for coming here today.
g) … we believe we`ve found the key.
h) … at a few problems I believe some of you have been having, such as targeting consumers and cross-selling products.
i) … to interrupt me if you have any questions.
j) … your company almost double its revenue.
k) … through what we`ll be discussing today.
l) … we can then look at the options available.

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