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**ДЕЛОВЫЕ ПЕРЕГОВОРЫ НА ИНОСТРАННОМ ЯЗЫКЕ.
АНГЛИЙСКИЙ ЯЗЫК.
ЧАСТЬ 1.**

Учебно-методическое пособие по курсу

**Для студентов дневного и заочного отделения
факультета «Реклама и дизайн»**

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15. comprehensive	исчерпывающий	46. to remain	оставаться
16. constant	постоянный	47. review	обзор
17. conscious	осознанный, сознательный	48. to serve	служить
18. consistent	последовательный стойкий	49. provision	обеспечение, положение, постановление
19. to contribute to	вносить вклад в	50. to recruit	набирать, нанимать
20. cost-effective	рентабельный	51. to shape	формировать
21. deceive	обманывать	52. routine	обычный, рутинный
22. deceptive	обманчивый		
23. credibility	достоверность, правдивость	53. stakeholders	заинтересованные стороны
24. to disseminate	распространять	54. to substantiate	подтвердить данными
25. gatekeeper	редактор		
26. inference	вывод	55. to tailor	приспосабливать для определенной цели
27. fact sheet	подборка данных		
28. to foster	воспитывать, обучать, стимулировать	56. trust	доверие
		57. worthy	стоящий
29. friction	трение, разногласие	58. tailored message	сообщение, рассчитанное на определенную аудиторию
30. to gain	приобретать, получать		

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Theme 1.

Revision. Introduction into professional English.

1. Read and translate. Put the phrases in a correct order to make up a dialogue.

- So, you're a newcomer from Russia. How long have you been in New York?
- I'm pleased to meet you. My sister has often spoken about you.
- Yes, I do. New York is a fascinating city.
- Do you have a job?
- I'm happy to meet you.
- I've been living here about ten months.
- If you have a good professional background, sooner or later you'll get a job in your special field. Do you have a resume?
- Do you like living here?
- Yes, I do. But it is a sad story. I'm an electronics engineer without American experience. Now I'm a cab driver.
- Yes, I do. I have it with me.
- Could you show it to me?
- I happened to work for the personnel department of a large company.
- What's the reason for it?
- Here it is.
- That kind of resume won't get you a high-level job.
- You describe yourself as an electronics engineer. That's not enough. But what's your objective? What kind of position do you want? What abilities qualify you for a job as an electronics engineer? You should tell about your strengths and experiences. Write another kind of resume and show it to me.
- Thank you very much.
- You are welcome. Call me as soon as your resume is ready.

2. Read, make up a summary, find English equivalents for Russian words and expressions. Write down polite and less direct words and expressions.

At the office.

- | | |
|---|---|
| <ul style="list-style-type: none"> - I'd like you to meet Mr. Fischer, our Director General. - Glad to meet you, Mr. Fischer. - Glad to meet you too. Have you ever been to Warsaw before, Mr. Cartwright? - No, it's my first visit to Warsaw. - What are your first impressions of Warsaw? | <ul style="list-style-type: none"> - Разрешите познакомить Вас с мистером Фишером, нашим <u>генеральным директором</u>. - Рад познакомиться с Вами, м-р Фишер. - Я тоже. Вы когда-нибудь бывали в Варшаве, м-р Картрайт? - Нет, это мой первый визит в Варшаву. - Какие Ваши первые <u>впечатления</u> от Варшавы? |
|---|---|

3. What is the most popular channel of recruiting to PR sphere?
4. What did stimulate the development of PR as a profession?
5. Who were the pioneers of PR?
6. What is a "two-way street" approach?
7. Why did Edward Bernays see PR as an "applied social science"?

9. Vocabulary.

1. (to) demand	требование; требовать	31. insatiable	неуемный
2. (to) lobby	группа лиц, "обрабатывающих" членов парламента/ конгресса в пользу того или иного законопроекта; воздействовать на членов парламента	32. front page	«передовая» страница газеты
		33. to investigate	исследовать
		34. investigative	исследовательский
		35. to make a judgment	сделать заключение
3. (to) rule	правило; управлять	36. media outlet	местные СМИ, «точки» СМИ
4. (to) spin	вращение; крутить, вращать, разрабатывать	37. news release	новостное сообщение (для печати)
5. (to) support	поддержка; поддерживать	38. mutual	взаимный
6. to accomplish one's goal	достигать цели	39. on behalf of	от имени
7. activity	деятельность	40. practitioner	профессионал, исполнитель
8. to appeal	обращаться		
9. to appreciate	ценить	41. op-ed article	колонка читателей
10. attitude	отношение	42. press kit	информационная подборка для прессы
11. to be designed for	быть созданным для		
12. to believe	верить	43. preference	предпочтение
13. campaign	кампания	44. recruiting	набор, найм

Engineering of Consent (1947). Bernays saw public relations as an "applied social science" that uses insights from psychology, sociology, and other disciplines to scientifically manage and manipulate the thinking and behavior of an irrational and "herdlike" public. "The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society," he wrote in *Propaganda*. "Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country."

One of Bernays' early clients was the tobacco industry. In 1929, he orchestrated a legendary publicity stunt aimed at persuading women to take up cigarette smoking, an act that at the time was exclusively equated with men. It was considered unfeminine and inappropriate for women to smoke; besides the occasional prostitute, virtually no women participated in the act publicly. (Indeed, in some countries this is very much still the case.)

Bernays initially consulted psychoanalyst A. A. Brill for advice, Brill told him: "Some women regard cigarettes as symbols of freedom... Smoking is a sublimation of oral eroticism; holding a cigarette in the mouth excites the oral zone. It is perfectly normal for women to want to smoke cigarettes. Further the first women who smoked probably had an excess of male components and adopted the habit as a masculine act. But today the emancipation of women has suppressed many feminine desires. More women now do the same work as men do... Cigarettes, which are equated with men, become torches of freedom."

Upon hearing this analysis, Bernays dubbed his PR campaign the: "Torches of Liberty Contingent".

It was in this spirit that Bernays arranged for New York City débutantes to march in that year's Easter Day Parade, defiantly smoking cigarettes as a statement of rebellion against the norms of a male-dominated society. Publicity photos of these beautiful fashion models smoking "Torches of Liberty" were sent to various media outlets and appeared worldwide. As a result, the taboo was dissolved and many women were led to associate the act of smoking with female liberation. Some women went so far as to demand membership in all-male smoking clubs, a highly controversial act at the time.

For his work, Bernays was paid a tidy sum by George Washington Hill, president of the American Tobacco Company.

In 1950 PRSA enacts the first "Professional Standards for the Practice of Public Relations," a forerunner to the current Code of Ethics, last revised in 2000 to include six core values and six code provisions. The six core values are "Advocacy, Honesty, Expertise, Independence, Loyalty, and Fairness." The six code provisions consulted with are "Free Flow of Information, Competition, Disclosure of Information, Safeguarding Confidences, Conflicts of Interest, and Enhancing the Profession."

1. What measure were taken by Duchess of Devonshire on behalf of Charles James Fox?
2. What was promoted in the US in the beginning of the era of PR?

- I like Warsaw, it's a very beautiful city and quite different from London.

- I hope you'll enjoy your visit, Mr. Cartwright

- Let me introduce my staff to you. This is my secretary, Miss Chmielewska.

- Nice to meet you, Miss Chmielewska.

- I also want you to meet Andreas Hoffmann, our Sales Manager. You've already met Mr. Waida.

- What does Mr. Waida do?

- He is our Export-Import Manager... Do take a seat. Would you like a cup of coffee?

- Yes, thank you.

- By the way, Mr. Cartwright, what's your profession?

- I'm an engineer, but at Continental Equipment I work as a Sales Manager. Here's my card.

- Let's get down to business, Mr. Cartwright. We're extending our business and want to buy equipment for producing some goods in Poland, rather than importing them from western companies as we do now. We know that some companies, including yours, produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small companies can't provide. That's why we're interested in your company.

- Yes, I see. You'll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced

- Варшава мне понравилась, очень красивый город и совсем не похож на Лондон.

- Надеюсь, Вам понравится у нас, м-р Картрайт.

- Разрешите мне представить Вам моих сотрудников. Это – мой секретарь, мисс Хмелевская.

- Приятно познакомиться с Вами, мисс Хмелевская.

- Я хочу также познакомить Вас с Андреасом Хоффманном, нашим менеджером по сбыту. С м-ром Вайдой Вы уже знакомы.

- Чем занимается м-р Вайда?

- Он работает у нас менеджером по экспорту и импорту. Присаживайтесь. Чашечку кофе?

- Да, спасибо.

- Кстати, м-р Картрайт, кто Вы по профессии?

- Я инженер. Но в компании Continental Equipment я работаю менеджером по сбыту. Вот моя визитная карточка.

- Давайте перейдем к делу, м-р Картрайт. Мы расширяем сферу нашей деятельности и хотим закупить оборудование для производства в Польше не-которых товаров, которые мы сейчас импортируем из западных стран. Мы знаем, что ряд компаний, включая Вашу, производит тот тип оборудования, который нам нужен. Ваша компания внедряет передовые технологии и обеспечивает эффективную систему сервисной поддержки, что не под силу небольшим компаниям. Вот почему мы заинтересовались Вашей компанией.

- Да, я понимаю. Думаю, что Вам приятно будет узнать, что мы увеличили срок службы нашего оборудования и, кроме того, снизили цены.

- Would you mind speaking a bit slower, Mr. Cartwright? I'm not very good at English.

- Sure. I said we had increased the useful life of our equipment.

- It's very interesting, but first I would like to know if it's possible to adapt your equipment to our needs.

- To answer your question, Mr. Fischer, I have to visit your factory and study your requirements.

- I'll show you our factory tomorrow.

- What time?

- Let me see. I have an appointment with my lawyer at 9 a.m. How about 10?

- That's fine.

- At the moment we are looking for a Commercial Director for this project so in the future you'll have to deal with him. If we decide to buy your equipment, he'll visit our company and you'll discuss the contract with him in detail.

- Не могли бы Вы говорить чуть помедленнее, м-р Картрайт? Я не очень хорошо знаю английский язык.

- Конечно. Я говорил, что мы увеличили срок службы нашего оборудования.

- Это очень интересно. Но прежде всего я бы хотел знать, можно ли адаптировать Ваше оборудование к нашим требованиям.

- Для того, чтобы ответить на Ваш вопрос, м-р Фишер, я должен осмотреть Вашу фабрику и изучить Ваши требования.

- Я покажу Вам нашу фабрику завтра.

- В какое время?

- Дайте мне подумать. У меня назначена встреча с юристом на 9 часов утра. Давайте встретимся в 10 часов.

.- Хорошо.

- Сейчас мы ищем человека на должность коммерческого директора данного проекта, поэтому в будущем Вы будете иметь дело с ним. Если мы примем решение о закупке Вашего оборудования, он придет к Вам и Вы подробно обсудите с ним основные положения контракта

3. Grammar revision. Make up negative, interrogative and negative-interrogative form of the following sentences.

Example: *That's good.*

That isn't good.

Is that good?

Isn't that good?

- 1) That's a good idea.
- 2) He could decide what to do.
- 3) It's difficult to make a decision.
- 4) He was planning to go with her.
- 5) She'd like to go with you.
- 6) They were making an attempt to plan their future.
- 7) He spent a few days in the mountains.
- 8) She would consider going back east.

for using their inside understanding of news media to help clients receive favorable media coverage.

In the United Kingdom Sir Basil Clarke (1879-12 Dec 1947) was an early pioneer of public relations (PR).

Despite many journalists' discomfort with the field of public relations, well-paid PR positions remain a popular choice for reporters and editors forced into a career change by the instability and often fewer economic opportunities provided by the print and electronic media industry.

Examples of prominent PR service companies staffed by former journalists and television/radio producers include organizations like Medialink, DS Simon Productions, West Glen Communications, and Mediahitman which produce video and audio programming, including public service announcements, on behalf of PR firms and PR departments in business, government and nonprofit enterprises.

The First World War also helped stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays, John W. Hill, and Carl Byoir, got their start with the Committee on Public Information (also known as the Creel Committee), which organized publicity on behalf of U.S. objectives during World War I. Some historians regard Ivy Lee as the first real practitioner of public relations, but Edward Bernays is generally regarded today as the profession's founder. In describing the origin of the term Public Relations, Bernays commented, "When I came back to the United States, I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda got to be a bad word because of the Germans... using it. So what I did was to try to find some other words, so we found the words Council on Public Relations".

Ivy Lee, who has been credited with developing the modern news release (also called a "press release"), espoused a philosophy consistent with what has sometimes been called the "two-way street" approach to public relations, in which PR consists of helping clients listen as well as communicate messages to their publics. In the words of the Public Relations Society of America (PRSA), "Public relations helps an organization and its publics adapt mutually to each other." In practice, however, Lee often engaged in one-way propagandizing on behalf of clients despised by the public, including Standard Oil founder John D. Rockefeller. Shortly before his death, the US Congress had been investigating his work on behalf of the controversial Nazi German company IG Farben.

In the 1890s when gender role reversals could be caricaturized, the idea of an aggressive woman who also smoked was considered laughable. In 1929, Edward Bernays proved otherwise when he convinced women to smoke in public during an Easter parade in Manhattan as a show of defiance against male domination. The demonstrators were not aware that a tobacco company was behind the publicity stunt.

Bernays was the profession's first theorist. A nephew of Sigmund Freud, Bernays drew many of his ideas from Freud's theories about the irrational, unconscious motives that shape human behaviour. Bernays authored several books, including *Crystallizing Public Opinion* (1923), *Propaganda* (1928), and *The*

8. Read and translate the text. Make up a summary. Make up 7 questions to the text. Answer the questions after the text.

Communication.

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, or write them letters. We receive news and 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 it to a third runner, and so on.

This was a very slow method of communication, and the messages didn’t always reach its destination. The messengers had to run through forests and fields, cross rivers, and climb mountains. Sometimes they met with animals and never arrived at the next village. And the messages frequently became mixed up because each person who relayed 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 it to the man on the first tower, who shouted it to the man on the second tower, who relayed it to the man on the third tower. These messengers usually used megaphones, which made their voices louder.

The use of fire and smoke was another primitive way of communication. People used blankets or leafy branches to control the puffs of smoke 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 logs and animal skins. When the drummer hits the drum, it makes a noise that sounds a little like human speech. Drumbeats travel quickly, but they 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.

Efficient long-distance communication had to wait for the discovery of electricity.

Questions:

- 1) What is the definition of communication that gives the dictionary?
- 2) What are the means of modern long-distance communication?
- 3) What was the problem with using feet and runners to relay messages in early times?
- 4) What method of communication did Cyrus the Great use?

кого-то/чего-то; реклама; требовать.

b) bringing the best possible profits or advantages for the lowest possible costs; important or interesting enough to be reported as news; a person at a publishing or broadcasting institution who decides whether to use news supplied by outsiders, typically public relations personnel sending material on behalf of their clients or employers.

4. Render the following item in English.

Отношения со средствами массовой информации или прессой, пожалуй, являются самой важной и цельной частью связей с общественностью.

Отношения со средствами массовой информации, по сути своей, представляют собой двусторонний процесс. Это – связь между организацией и прессой, радио и телевидением. С одной стороны, организация предоставляет информацию и по просьбе средств массовой информации создает им режим благоприятствования, с другой стороны, средства массовой информации предпринимают шаги для выпуска комментариев и новостей. Взаимное доверие и уважение между организацией и средствами массовой информации являются необходимой основой для хороших отношений.

Даже в век радио и телевидения общественное мнение все еще главным образом формируется под воздействием того, что люди читают в национальной, местной и отраслевой печати. Необходимо уважать неприкосновенность и традиционную свободу прессы, которая в значительной степени определяет ее значимость, однако все это не мешает искать сотрудничества с прессой для дальнейшего решения проблем связей с общественностью.

5. Grammar revision. Turn into Passive voice.

1. A guide will show the visitors the new buildings.
2. Someone told him to make a report on ancient architecture.
3. I will tell you another story next time.
4. They invited the rest of us to go sightseeing.
5. My friend took me round the city yesterday.
6. Peter took care of his younger sister.
7. The professor told the listeners a wise story.
8. This PR agency can create any kind of advertisement.
9. Tomorrow our director general will make an appointment.
10. They established a new office in Moscow.
11. We could not cancel the order because they had already sent it.
12. The inflation influenced our business in the Middle East very badly.
13. They will make their advertisement soon.
14. We are printing our catalogues by Friday this week.
15. He has not fixed the date for the next appointment.
16. We can pay in advance if you want.
17. They had to discuss the contract before his departure.

b) Find the words in the text which describe or mean the following:

1. firm belief, confidence –
2. regular and usual –
3. always wanting more of smth. –
4. people who have been chosen to speak officially for a group, organization or government –
5. an occasion when a famous person is asked questions about their life, experiences, or opinions for a newspaper, magazine, television programme etc. –

c) Can you explain the following?

“The reporter cannot depend on legwork alone to satisfy his paper’s insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day”.

3. Read and translate. Prove that public relations depend on media.

Public relations dependence on the media.

The purpose of public relations is to inform, shape opinions and attitudes, and motivate. This can be accomplished only if people receive messages constantly and consistently.

The media, in all their variety, are cost-effective channels of communication in an information society. They are the multipliers that enable millions of people to receive a message at the same time. Through the miracle of satellite communications, the world is a global village of shared information.

On a more specialized level, the media are no longer just mass communication. Thousands of publications and hundreds of radio, television, and cable outlets enable the public relations communicator to reach very specific target audiences with tailored messages designed just for them. Demographic segmentation and psychographics are now a way of life in advertising, marketing, and public relations.

The media’s power and influence in a democratic society reside in their independence from governmental control. Reporters and editors make independent judgments about what is newsworthy and what will be disseminated. They serve as screens and filters of information, and even though not every one is happy with what they decide, the fact remains that media gatekeepers are generally perceived as more objective than public relations people who represent a particular client or organization.

This is important to you because the media, by inference, serve as third-party endorsers of your information. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy. The information is no longer from your organization.

Consequently, your dependence on the media requires that you be accurate and honest at all times in all your public relations materials.

Find the English equivalents in the text. Use them in sentences of your own.

а) Следовательно; представлять клиента или организацию; служить чем-то; цель чего-то; дать возможность; объективный; влияние; независимость от

- 5) Why wasn’t efficient the use of fire and smoke?
- 6) Is it true that drums as method of communication are still in use today?
- 7) How did the semaphore look like?

9. Discussion “Advantages and disadvantages of modern means of communication”. Defend a point of view that Internet / TV / radio / newspapers is/are the best means of communication.

10. Vocabulary

1. ability	способность	26. firm	фирма
2. to adapt	адаптировать	27. to increase	увеличить
3. advanced technology	передовые технологии	28. in detail	в деталях
		29. job	работа
4. advertise	рекламировать	30. lawyer	юрист
5. advertising/ad	реклама	31. let’s get down to business	давайте перейдем к делу
6. agreement	соглашение		
7. appointment	назначение, встреча	32. to mix (up)	смешивать, перепутывать
8. to make an appointment	назначить (встречу)	33. position	должность
		34. product	продукт
9. business proposal	деловое предложение	35. production	производство
10. to buy	покупать	36. to produce	производить
11. commercial director	коммерческий директор	37. profession	профессия
12. company	компания	38. professional background	профессиональный опыт
13. contract	договор	39. project	проект
14. to deal with	иметь дело с		
15. to decide	решать	40. to relay a message	передать сообщение
16. to decrease	уменьшить	41. to provide	обеспечивать
17. to discuss	обсуждать	42. to reduce	уменьшить
18. efficient	эффективный	43. requirement	требование
19. enterprise	предприятие	44. resume, CV	резюме
20. equipment	оборудование	45. sales manager	менеджер по продажам
21. experience	опыт	46. to sell	продавать
22. executive director	исполнительный директор	47. to solve a problem	решать проблему
23. to extend	расширять	48. staff	сотрудники
24. (to) export/import	экспорт/импорт, экспортировать/импортировать	49. strength	сильное качество
		50. to take decision	принимать решение
25. field	сфера, область		

Theme 2.

Company and organizational structure. Composing documents.

1. Read and retell the text. Discuss the advantages and disadvantages of each type of culture. Define the prevalent type of culture in Russia.

Classification of Organization Cultures (Adapted from Prof.C.Handy)

1. Power cultures

In these cultures self-reliant and highly competitive self-development provides the basis of relations. A manager's success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

2. Role Cultures

In these cultures a manager's role is completely related to their place within a centralized system. Their success depends on how well they adhere to roles, procedures, and precedents. Individualism and aggression are not valued in these cultures. Employees in these organizations should not exceed the limits of their roles.

3. Task Cultures

In organizations of this type they value everything that makes it possible 'to get the work done'. The main concern in these organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

4. Individual Cultures

In organizations of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is rated by how much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity, and experiment are also valued in these organizations.

2. Read and translate the text. Define the structure of an ad agency, aims and specific features of each department. Analyze the structure and aims of some Russian ad agencies.

Types and structure of an advertising agency.

An **advertising agency** or **ad agency** is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Typical ad agency clients include businesses and corporations, non-profit

to encourage employees or members to participate.

There are opposing schools of thought as to how the specific mechanics of a Meet and Greet operate. The Gardiner school of thought states that unless specified as an informal event, all parties should arrive promptly at the time at which the event is schedule to start. The Kolanowski school of thought, however, states that parties may arrive at any time after the event begins, in order to provide a more relaxed interaction environment.

2. Read and translate. Complete the tasks after the text.

Media dependence on Public Relations.

Public relations people work with media in many ways. This unit discusses how to prepare for press interviews, organize a news conference, conduct a media tour, and write such materials as fact sheets, press kits, and op-ed articles.

The unit begins with a review of how reporters and public relations people are mutually dependent upon each other for accomplishing their respective goals. It also mentions areas of friction that often contribute to an adversarial atmosphere. An important part of the relationship is based on mutual trust and credibility. For your part, you must always provide accurate, timely, and comprehensive information. Only in this way can any medium do its job of informing readers, listeners, or viewers about matters of importance to them.

Public relations sources provide most of the information used in the media today. A number of research studies have substantiated this, including the finding that today's reporters and editors spend most of their time processing information, not gathering it.

1200 New York Times, Washington Post front pages were studied as far back as 1973 and it was found that 58,2 percent of the stories came through routine bureaucratic channels (official proceedings, news releases, and conferences or other planned events). Just 25,2 percent were the products of investigative journalism, and most of these were produced by interviews, the result of routine access top spokespersons. As the report said, "The reporter cannot depend on legwork alone to satisfy his paper's insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day".

A New York public relations firm, Jericho Promotions, sent questionnaires to 5,500 journalists worldwide and got 2,432 to respond. Of that number, 38 percent said they get at least half of their story ideas from public relations people. The percentage was higher among editors of lifestyle, entertainment, and health sections of newspapers but much lower among metropolitan reporters, who spent most of their time covering "hard" news.

In other words, public relations materials save media outlets time, money, and effort of gathering their own news.

a) Find English equivalents in the text. Use them in sentences of you own.

Источники; с вашей стороны; читатели, слушатели и зрители; по всему миру; первая страница газеты; мероприятия; из этого количества; по крайней мере; освещать события.

a cure for a disease. The charity and the people with the disease are stakeholders, but the audience is anyone who is likely to donate money.

Sometimes the interests of differing audiences and stakeholders common to a PR effort necessitate the creation of several distinct but still complementary messages. This is not always easy to do, and sometimes – especially in politics – a spokesperson or client says something to one audience that angers another audience or group of stakeholders.

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups claim to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

In public relations, spin is sometimes a pejorative term signifying a heavily biased portrayal in one's own favour of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by commentators and political opponents, when they produce a counter argument or position. In the modern world, most PR practitioners are discouraged to use spin because it is fundamentally counterproductive to the industry's ultimate goal of building relationships with constituents.

The techniques of "spin" include selectively presenting facts and quotes that support one's position (cherry picking), the so-called "non-denial denial," phrasing in a way that assumes unproven truths, euphemisms for drawing attention away from items considered distasteful, and ambiguity in public statements. Another spin technique involves careful choice of timing in the release of certain news so it can take advantage of prominent events in the news. A famous reference to this practice occurred when British Government press officer Jo Moore used the phrase *It's now a very good day to get out anything we want to bury*, (widely paraphrased or misquoted as "It's a good day to bury bad news"), in an email sent on September 11, 2001. The furor caused when this email was reported in the press eventually caused her to resign.

Skilled practitioners of spin are sometimes called "spin doctors", though probably not to their faces unless it is said facetiously. It is the PR equivalent of calling a writer a "hack". Perhaps the most well-known person in the UK often described as a "spin doctor" is Alastair Campbell, who was involved with Tony Blair's public relations between 1994 and 2003, and also played a controversial role as press relations officer to the British and Irish Lions rugby union side during their 2005 tour of New Zealand.

State-run media in many countries also engage in spin by selectively allowing news stories that are favorable to the government while censoring anything that could be considered critical. They may also use propaganda to indoctrinate or actively influence citizens' opinions.

Many businesses and organizations will use a Meet and Greet as a method of introducing two or more parties to each other in a comfortable setting. These will generally involve some sort of incentive, usually food catered from restaurants,

organizations and government agencies. Agencies may be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign.

Ad agencies come in all sizes and include everything from one or two-person shops (which rely mostly on freelance talent to perform most functions), small to medium sized agencies, large independents, and multi-national, multi-agency conglomerates such as Omnicom Group, WPP Group, Publicis, Interpublic Group of Companies and Havas.

Full-service, or Media-neutral advertising agencies produce work for many types of media (creating integrated marketing communications, or through-the-line (TTL) advertising). The "line", in this case, is the traditional marker between media that pay a (traditionally 15%) commission to the agency (mainly broadcast media) and the media that do not. Most Full-Service agencies work on a combination of fee-based (to help offset the cost of non-commission production and planning) and commission based (the traditional 15% for electronic) compensation.

Interactive Agencies may differentiate themselves by offering a mix of Web Design/Development, Search Engine Marketing, Internet Advertising/Marketing, or E-Business/E-Commerce consulting. Interactive agencies rose to prominence before the traditional advertising agencies fully embraced the Internet. Offering a wide range of services, some of the interactive agencies grew very rapidly, although some have downsized just as rapidly due to changing market conditions. Today, the most successful interactive agencies are defined as companies that provide specialized advertising and marketing services for the digital space.

Not all advertising is created by agencies. Companies that create and plan their own advertising are said to do their work in house.

The **creative department** - the people who create the actual ads - form the core of an advertising agency. Modern advertising agencies usually form their copywriters and art directors into creative teams. Creative teams may be permanent partnerships or formed on a project-by-project basis. The art director and copywriter report to a creative director, usually a creative employee with several years of experience. Although copywriters have the word "write" in their job title, and art directors have the word "art", one does not necessarily write the words and the other draw the pictures; they both generate creative ideas to represent the proposition (the advertisement or campaign's key message). Creative departments frequently work with outside design or production studios to develop and implement their ideas. Creative departments may employ production artists as entry-level positions, as well as for operations and maintenance.

The other major department in ad agencies is **account services or account management**. Account Services or account management is somewhat the sales arm of the advertising agency. An account executive (one who works within the account services department) meets with the client to determine sales goals and creative strategy. They are then responsible for coordinating the creative, media, and production staff behind the campaign. Throughout the creative process, they

keep in touch with the client to update them on the ad's progress and gain feedback. Upon completion of the creative work, it is their job to ensure the ad's production and placement.

The **creative services** department may not be so well known, but its employees are the people who have contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing flyers for a client. However, when dealing with the major media (broadcast media, outdoor, and the press), this work is usually outsourced to a media agency which can advise on media planning and is normally large enough to negotiate prices down further than a single agency or client can.

In small agencies, employees may do both creative and account service work. Larger agencies attract people who specialize in one or the other, and indeed include a number of people in specialized positions: production work, Internet advertising, or research, for example.

An often forgotten, but still important, department within an advertising agency is traffic. The **traffic department** regulates the flow of work in the agency. It is typically headed by a traffic manager (or system administrator). Traffic increases an agency's efficiency and profitability through the reduction of false job starts, inappropriate job initiation, incomplete information sharing, over- and under-cost estimation, and the need for media extensions. In small agencies without a dedicated traffic manager, one employee may be responsible for managing workflow, gathering cost estimates and answering the phone, for example. Large agencies may have a traffic department of ten or more employees.

Advertising interns are typically university juniors and seniors who are genuinely interested in and have an aptitude for advertising. Internships at advertising agencies most commonly fall into one of six areas of expertise: account services, creative, interactive, media, public relations and traffic.

An internship program in account services usually involves fundamental work within account management as well as offering exposure to other facets of the agency. The primary responsibility of this position is to assist account managers. Functions of the account management intern may include:

- Research and analysis: Gathering information regarding industry, competition, customer product or service; as well as presenting findings in verbal/written form with recommendations
- Involvement in internal meetings and, when appropriate, client meetings
- Assisting account services in the management of creative projects

Interns often take part in the internal creative process, where they may be charged with creating and managing a website as well as developing an advertising campaign. Hands on projects such as these help interns learn how strategy and well-developed marketing are essential to a sound advertising and communications plan.

During their internship, the intern will experience the development of an ad, brochure and broadcast or communications project from beginning to end. During the internship, the intern should be exposed to as much as possible within the agency and advertising process.

Theme 6. Public Relations.

1. Read the text, translate. Find in the text:

- The difference between PR and publicity
- Peculiarities of demographics
- Basic techniques used in public relations
- Function of lobby groups
- Peculiarities of technique of spin
- Function of a Meet and Greet

Public relations.

Public relations (PR) is the practice of managing the flow of information between an organization and its publics. PR aims to gain an organization or individual positive exposure to their key stakeholders, while downplaying any negative exposures. Common activities include speaking at conferences, winning industry awards, working with the press and employee communications.

Edward Louis Bernays, who is considered the founding father of modern public relations along with Ivy Lee, in the early 1900s defined public relations as a "management function which tabulates public attitudes, defines the policies, procedures and interests of an organization. . . followed by executing a program of action to earn public understanding and acceptance".

Today, "Public Relations is a set of management, supervisory, and technical functions that foster an organization's ability to strategically listen to, appreciate, and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values." (Robert L. Heath, Encyclopedia of Public Relations). Essentially it is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics.

Public relations and publicity are not synonymous but many PR campaign include provisions for publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning.

A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population. Marketers often refer to economy-driven "demographics," such as "white males 18-49," but in public relations an audience is more fluid, being whoever someone wants to reach. For example, recent political audiences include "soccer moms" and "NASCAR dads." There is also a psychographic grouping based on fitness level, eating preferences, "adrenaline junkies," etc...

In addition to audiences, there are usually stakeholders, literally people who have a "stake" in a given issue. All audiences are stakeholders (or presumptive stakeholders), but not all stakeholders are audiences. For example, a charity commissions a PR agency to create an advertising campaign to raise money to find

20. event	событие	50. to depend (on)	зависеть (от)
21. feedback	обратная связь	51. to determine	определять
22. frequency	частота	52. to exist	существовать
23. impact (on)	воздействие, влияние на	53. to happen	случаться, происходить
24. to inspire	вдохновлять	54. to occur	случаться, происходить
25. inspiration	вдохновение	55. to locate	определять место, располагать в определённом месте
26. legal	правовой, юридический	56. to reach	достигать
27. official	официальный; должностное лицо	57. to separate	отделять
28. ordinary	обычный, обыкновенный	58. to verify	проверять, подтверждать
29. to perceive	воспринимать	59. traffic	движение
30. perception	восприятие	60. periodical	периодическое издание

3. Grammar revision. Irregular verbs. Fill in the gaps with the verbs in Past Simple tense.

1. They _____ for a private meeting. (*arrange*)
2. He _____ for a new appointment. (*look*)
3. Charles _____ his name at the employment agency. (*list*)
4. She _____ her appointment with the Transport Department Manager. (*keep*)
5. The agency _____ some more employees. (*hire*)
6. Jack and Mike _____ for jobs as sales representatives. (*apply*)
7. I _____ my doctor's appointment. (*cancel*)
8. He _____ the application form. (*fill in*)
9. I _____ my door when I went to work. (*lock*)
10. He _____ the meeting until next Friday. (*postpone*)
11. I _____ Mary Cooper for a permanent position. (*interview*)
12. They _____ us when they were ready. (*call*)
13. Mary _____ a date for Saturday. (*make*)

4. Grammar revision. Irregular verbs. Find corresponding forms of irregular verbs. Make up your own sentences with 10 irregular verbs from the lists.

sew	sawed	sewn
find	sold	born
buy	lay	laid
lean	sowed	sought
seek	taught	thought
think	sewed	sawn
bind	bore	found
teach	learnt	bought
see	found	learnt
lay	bought	bound
bring	leant	taught
sell	laid	seen
bear	sought	leant
learn	thought	brought
saw	brought	sold
lie	bound	lain
sow	saw	sown

cost	lent	withdrawn
forecast	meant	paid
lend	rose	made
spend	kept	led
deal	undertook	sent
leave	dealt	risen
mean	forecast	meant
keep	sent	become
send	paid	undertaken
pay	cost	met
lead	made	left
withdraw	led	cost
undertake	became	kept
rise	spent	dealt
make	left	spent
meet	withdrew	lent
become	met	forecast

5. Read and translate this sample covering letter. Compose your own covering letter using clichés and phrases from the text.

Mark Diamond
4701 Pine Street, #K-13
Philadelphia, PA 19143
Tel. 1-(215)-748-3037
April 2, 2007

Dear Mr. Klein:

I am a first-year student in the M.B.A. program the me Wharton Business School in Philadelphia.

I understand that you are heading the private independent airline. I have heard from my friend Mr. Bill Eastmann, a student at Duke University's Fuqua School of Business, that you might wish to have an M.B.A. student work with your airline this summer as an intern. I am very interested in the possibility of such an internship during the summer of 2009.

My professional experience has given me an in-depth knowledge of the air transportation industry. I have, in particular, worked for American Airlines, the Federal Aviation Administration, and Kurth & Company, Inc., an aviation consulting firm where I was Manager of Airline Analysis. My responsibilities included the study of schedules, fares, equipment selection, and financial results. Notably, I prepared numerous feasibility studies for both jet and turboprop routes, including passenger and cargo flights, for proposed transatlantic and transpacific services.

I wish to place this experience at the disposal of your airline. I believe strongly that my knowledge of the deregulated air transportation industry in the United States could be quite beneficial to your carrier.

I have enclosed a copy of my resume. If my background and qualifications are of interest to you, please telephone me on (215) 748-3037. I would be interested in meeting you in mid-April in New York to discuss further the possibility of such a summer position, and your requirements.

I look forward to hearing from you soon.

Yours sincerely,
Mark Diamond

6. Read the semi-formal letter and decide who is writing to who and the purpose of the letter.

3. Mr Adam Crew MP,
4. Conservative Club,
South Road,
SALISBURY.

1. 25 Green Avenue
Salisbury

2. 19th March 2008

mentioned along with any game made for any other device, including, but not limited to, mobile phones, PDAs, advanced calculators, etc.

10. Vocabulary.

1. (to) link	связь, соединение; связывать	31. permanent	постоянный
		32. power	сила, власть
2. (to) record	запись, достижение; записывать, фиксировать	33. recipient	адресат, получатель
3. (to) report	отчет, доклад; докладывать, сообщать	34. to recognize	признавать, распознавать
4. (to) schedule	расписание; планировать, расписывать	35. recognition	признание
		36. to regulate	регулировать
5. accurate	точный	37. regulation	норма
6. advocacy	защита	38. rough draft	черновик, грубый набросок
7. application	приложение, применение		
8. broad	широкий	39. significant	значимый
9. narrow	узкий	40. to subscribe	подписывать(ся)
10. choice	выбор	41. subscription	подписка
11. circulation	тираж	42. survey	обзор
12. to connect	связывать, соединять	43. to advance	продвигать
13. connection	связь, соединение	44. to animate	воодушевлять, стимулировать, делать мультфильмы
14. current	текущий		
15. device	устройство, приспособление, способ	45. to claim	требовать, заявлять
16. digital	цифровой	46. to code	кодировать
17. edition	издание	47. to decode	декодировать
18. (to) endeavour	попытка, старание; пытаться	48. to consider	считать, полагать, размышлять
19. essential	существенный	49. to contain	содержать

E. Magazine and newspaper.

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers.

Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in color on coated paper, and are bound with a soft cover.

Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Magazines can be classified as:

- General interest magazines (e.g. Frontline, India Today, The Week, etc)
- Special interest magazines (women's, sports, business, scuba diving, etc)

A newspaper is a publication containing news and information and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing.

F. Video games.

A video game is a computer-controlled game where a video display such as a monitor or television is the primary feedback device. The term "computer game" also includes games which display only text (and which can therefore theoretically be played on a teletypewriter) or which use other methods, such as sound or vibration, as their primary feedback device, but there are very few new games in these categories. There always must also be some sort of input device, usually in the form of button/joystick combinations (on arcade games), a keyboard & mouse/trackball combination (computer games), or a controller (console games), or a combination of any of the above. Also, more esoteric devices have been used for input. Usually there are rules and goals, but in more open-ended games the player may be free to do whatever they like within the confines of the virtual universe.

In common usage, a "computer game" or a "PC game" refers to a game that is played on a personal computer. "Console game" refers to one that is played on a device specifically designed for the use of such, while interfacing with a standard television set. "Arcade game" refers to a game designed to be played in an establishment in which patrons pay to play on a per-use basis. "Video game" (or "videogame") has evolved into a catchall phrase that encompasses the

5. Dear Mr Crew,

6. I am writing to express my concern that our country still continues to give money to organizations that are helping to destroy tropical rain forests.

7. For various reasons these rain forests have an ideal climate for plants and animals, so it is essential that we help preserve them. Firstly, they house over half the world's wildlife, such as tigers, mountain gorillas and birds of paradise. Secondly, one in every four products obtained from the chemist contains compounds from these rain forests and more are being discovered every year. Thirdly, and perhaps most importantly, these forests play an important role in the world's climate.

8. Rain forests are usually only found in the Third World, countries with weak economies which often owe large sums of money to the more developed countries. In some places, areas of forest are cut down to provide farmers with space to breed cattle. This earns valuable currency and gives us cheap beef for our hamburgers.

9. The only answer is for Britain to cancel the debts that these countries owe us. We need to try to influence those policies which result in forest destruction. If we do not act soon, we will destroy millions of years of evolution. This catastrophe must be stopped!

10. Yours sincerely,

11. Sarah Trebbit (Mrs)

7. Match the parts of the letter (1 to 11) with the following. Example: a) -7

- Background information: saying why the rain forests are useful to us.
- The date of the letter.
- Concluding the letter by suggesting a solution and requesting action.
- The name of the Member of Parliament (MP).
- The formal close of the letter.
- Saying what the reason for writing is.
- The address of the person writing the letter
- Explaining why rain forests are destroyed.
- The name of the person writing the letter.
- The address of the Member of Parliament.
- The formal start of the letter.

8. Sarah Trebbit is not a personal friend of her MP, Mr Crew, and so she has written to him using a fairly formal (semi-formal) style.

- Say whether the following statements are *True* or *False* about writing semi-formal letters. One has been done for you.
 - We use contractions (e.g. *it's*, *I've*). *False*.
 - The letter begins with an introduction and ends with a conclusion.
 - The close of the letter is something like *Best wishes*.
 - Each paragraph usually contains a different topic.
 - When we start the letter with the person's name (*Dear Mr/Mrs/Ms*, etc.) we close with *Yours sincerely*.
- How do we start and close a semi-formal letter to a person whose name we don't know?

9. The phrase *I am writing to express my concern...* is appropriate in a semi-formal letter. In a more personal, informal letter we might say, *The reason I'm writing is to tell you I'm worried about...* The phrases in list A come from semi-formal letters. Match the words in *italics* in list A with their informal equivalents in list B.

- | A | B |
|--|--------------------------------|
| 1) <i>As requested...</i> | a) get hold of |
| 2) Please send it <i>at your earliest convenience.</i> | b) about |
| 3) How can I <i>obtain...</i> | c) as you asked |
| 4) When can I <i>make an appointment...</i> | d) I'm sorry |
| 5) I am very <i>dissatisfied</i> with ... | e) as soon as possible |
| 6) I need to see you <i>concerning...</i> | f) arrange to come and see you |
| 7) <i>I apologise</i> for... | g) unhappy |

10. Write a letter to your business partner using the following phrases:

I enclose the description of...	Прилагаю описание
I am enclosing a folder with information on our new ...	Прилагаю подшивку с информацией о наших новых ...
Our new (trade list) will be available in a week and we are making a note to send you one as soon as (it comes off the press).	Наш новый (перечень товаров) будет готов через неделю, и мы вышлем Вам экземпляр, как только (он выйдет из печати).
We would like to draw your attention to the attached (press release announcing the launch of... products and services).	Хотелось бы обратить Ваше внимание на прилагаемый (пресс-релиз, которым мы извещаем о нашей продукции и услугах в области ...)
Our new catalogue will be published soon, and I shall send you a copy when it appears.	Наш новый каталог вскоре будет издан, и я вышлю Вам экземпляр, как только он появится.
As you requested, we are enclosing (a copy of our latest catalogue).	По Вашей просьбе прилагаем (экземпляр нашего последнего каталога).
I am enclosing our price-list which gives you some idea of the range of areas we promote so that you can see whether, or not we could be of service to you.	Я прилагаю наш прейскурант, чтобы Вы смогли получить некоторое представление о том, в каких областях мы работаем и можем ли мы быть полезными для Вас.

ringback tones, truetones, MP3 files, karaoke, music videos, music streaming services etc); over 5 billion dollars worth of mobile gaming; and various news, entertainment and advertising services. In Japan mobile phone books are so popular that five of the ten best-selling printed books were originally released as mobile phone books.

Similar to the internet, mobile is also an interactive media, but has far wider reach, with 3.3 billion mobile phone users at the end of 2007 to 1.3 billion internet users (source ITU). Like email on the internet, the top application on mobile is also a personal messaging service, but SMS text messaging is used by over 2.4 billion people. Practically all internet services and applications exist or have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several unique benefits which many mobile media pundits claim make mobile a more powerful media than either TV or the internet, starting with mobile being permanently carried and always connected. Mobile has the best audience accuracy and is the only mass media with a built-in payment channel available to every user without any credit cards or paypal accounts or even an age limit. Mobile is often called the 7th Mass Media and either the fourth screen (if counting cinema, TV and PC screens) or the third screen (counting only TV and PC).

D. Publishing. Book.

Publishing is the industry concerned with the production of literature or information – the activity of making information available for public view. In some cases, authors may be their own publishers.

Traditionally, the term refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include websites, blogs, and the like.

As a business, publishing includes the development, marketing, production, and distribution of newspapers, magazines, books, literary works, musical works, software, other works dealing with information.

Publication is also important as a legal concept; (1) as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy, and; (2) as the essential precondition of being able to claim defamation; that is, the alleged libel must have been published.

A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.

In library and information science, a book is called a monograph to distinguish it from serial publications such as magazines, journals or newspapers.

Publishers may produce low-cost, pre-proof editions known as galleys or 'bound proofs' for promotional purposes, such as generating reviews in advance of publication. Galleys are usually made as cheaply as possible, since they are not intended for sale.

image for a fraction of a second after the source has been removed. Also of relevance is what causes the perception of motion; a psychological effect identified as beta movement.

Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the film message. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them.

B. Internet.

The Internet (also known simply as "the Net" or "the Web") can be briefly understood as "a network of networks". Specifically, it is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller domestic, academic, business, and governmental networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.

Contrary to some common usage, the Internet and the World Wide Web are not synonymous: the Internet is a collection of interconnected *computer networks*, linked by copper wires, fiber-optic cables, wireless connections etc.; the Web is a collection of interconnected *documents*, linked by hyperlinks and URLs. The World Wide Web is accessible via the Internet, along with many other services including e-mail, file sharing and others described below.

Toward the end of the 20th century, the advent of the World Wide Web marked the first era in which any individual could have a means of exposure on a scale comparable to that of mass media. For the first time, anyone with a web site can address a global audience, although serving to high levels of web traffic is still relatively expensive. Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in web pages (in many cases, self-published).

The internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Instead of picking up a newspaper, or watching the 10 o'clock news, people will log onto the internet to get the news they want, when they want it. Many workers listen to the radio through the internet while sitting at their desk. Games are played through the internet.

C. Mobile

Mobile phones were introduced in Japan in 1997 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most forms of media content were introduced on mobile phones, and today the total value of media consumed on mobile towers over that of internet content, and was worth over 31 billion dollars in 2007 (source Informa). The mobile media content includes over 8 billion dollars worth of mobile music (ringing tones,

Enclosed you will find the latest listing of our products.

I will send you (our catalogues) on a regular basis.

Концовка с благодарностью.
Различают общие и конкретные выражения благодарности.
Например, общие:

We appreciate your cooperation.

Thank you for your continued support.

Thank you for your cooperation.

Thank you for your interest in...

Конкретные:

May I take this opportunity to thank you for ...

May I thank you, once again, for giving me the opportunity to ...

I wish to thank you for...

Приглашение ответить на письмо является обычной концовкой.

Would you please let me have your comments at your earliest convenience.

We are looking forward to hearing from you soon.

Предложение помощи в дальнейшем:

Should you have any questions, feel free to contact me at...

Прилагается самый последний перечень нашей новой продукции

Я буду высылать Вам (наши каталоги) на регулярной основе.

Мы высоко оценим сотрудничество с Вами.

Спасибо за постоянную поддержку.

Благодарим Вас за сотрудничество.

Благодарим Вас за интерес к...

Пользуясь случаем, благодарю Вас за...

Позвольте еще раз поблагодарить Вас за предоставленную возможность...

Я хотел бы поблагодарить Вас за...

Хотелось бы при первой возможности услышать от Вас комментарии.

С нетерпением ждем ответа.

Если у Вас появятся какие-то вопросы, сразу же свяжитесь со мной...

Please do not hesitate to write if you require additional information	Пожалуйста, без колебаний пишите мне, если Вам понадобится дополнительная информация.
If you have any other questions, please get in touch with ...	Если у Вас появятся какие-либо другие вопросы, свяжитесь, пожалуйста, с...
If you require further assistance, please do not hesitate to write...	Если Вам понадобится от нас помощь, сразу же сообщите без колебаний...
If you require further information, we would be most pleased to supply it.	Если Вам понадобится дополнительная информация, мы будем счастливы ее предоставить.
We consider this activity as one of extreme importance, not only to provide technology transfer, but to further understanding and cooperation between our countries.	Мы рассматриваем эту деятельность как чрезвычайно важную не только в плане передачи технологий, но и в деле дальнейшего развития взаимопонимания и сотрудничества между нашими странами.

Заключения с выражением доброй воли:

I trust this to be to your satisfaction. I hope that this is to your satisfaction.	Я верю, что это Вас удовлетворит.
I trust that these arrangements meet with your approval.	Я полагаю, что Вы одобрили бы эту работу.
I hope that this information will be of some assistance to you.	Надеюсь, данная информация будет полезна для вас.

11. Read and answer the questions after the text. Discuss the text.

The Spirit of an Organization

Adapted from Peter Drucker "The Practice of Management"

Two sayings sum up the "spirit of an organization." One is the inscription on Andrew Carnegie's tombstone:	Понятие «дух организации» можно подытожить двумя высказываниями. Одно из них – это надпись на памятнике Эндрю Карнеги:
Here lies a man Who knew how to enlist In his service Better men than himself.	Здесь лежит человек, знающий, как привлечь к себе на работу людей, лучших, чем он сам.

Broadcasting forms a very large segment of the mass media. Broadcasting to a very narrow range of audience is called narrowcasting. The term "broadcast" was coined by early radio engineers from the midwestern United States.

Mass wire media is a new frontier of news reporting in the high-tech age. A few decades ago news reporting was through newspapers and radio and television. The radio broadcasts that were made famous by Franklin D. Roosevelt during World War II changed the way radio was looked at. These fireside chats made the radio news and news radio. Things are different now as we are witnessing a revolution of people-oriented reporting in real time and other times. This element of intimate knowledge of the event or story being reported has dramatically changed the way we all view news stories.

This is called by some the Social Media Revolution. This revolution has intrinsically altered the way news is reported almost the way it happens. The trend of people-oriented reporting is only on the rise as reporting news becomes more personal and more accurate - although also more subjective.

1. What is mass media?
2. What is the difference between mass media and public media?
3. What are the purposes of mass media?
4. Name a discipline of collecting, analyzing, verifying, and presenting information regarding current events, trends, issues and people.
5. What is the problem of media accountability?
6. Give a detailed description of a broadcasting.
7. Name and characterize types of a broadcasting.
8. What did become a new frontier of news reporting in the high-tech age?
9. What is called "the Social Media Revolution"?

8. Make up a dialogue, using not less that 15 words from the vocabulary.

9. Read the texts. Prepare a summary of each text and brief retelling.

- Do you agree with the information stated in the texts?
- What is the best mass medium in your opinion?

A. Film.

Film is a term that encompasses motion pictures as individual projects, as well as the field in general. The origin of the name comes from the fact that photographic film (also called filmstock) has historically been the primary medium for recording and displaying motion pictures. Many other terms exist — *motion pictures* (or just *pictures* and "picture"), *the silver screen*, *photoplays*, *the cinema*, *picture shows*, *flicks* — and commonly *movies*.

Films are produced by recording people and objects with cameras, or by creating them using animation techniques and/or special effects. They comprise a series of individual frames, but when these images are shown rapidly in succession, the illusion of motion is given to the viewer. Flickering between frames is not seen due to an effect known as persistence of vision — whereby the eye retains a visual

events, producing news articles on short deadlines. While under pressure to be first with their stories, news media organizations usually edit and proofread their reports prior to publication, adhering to each organization's standards of accuracy, quality and style. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable.

Electronic media and print media include:

- Broadcasting, in the narrow sense, for radio and television.
- Various types of discs or tapes. In the 20th century, these were mainly used for music. Video and computer uses followed.
- Film, most often used for entertainment, but also for documentaries.
- Internet, which has many uses and presents both opportunities and challenges (blogs and podcasts, such as news, music, pre-recorded speech and video).
- Publishing, in the narrow sense, meaning on paper, mainly via books, magazines, and newspapers.
- Video games, which have developed into a mass form of media since cutting-edge devices such as the PlayStation 3, Xbox 360, and Wii broadened their use.
- Mobile phones, often called the 7th Mass Media, used for rapid breaking news, short clips of entertainment like jokes, horoscopes, alerts, games, music, and advertising.

Broadcasting is the distribution of audio and/or video signals (programs) to a number of recipients ("listeners" or "viewers") that belong to a large group. This group may be the public in general, or a relatively large audience within the public. Thus, an Internet channel may distribute text or music world-wide, while a public address system in (for example) a workplace may broadcast very limited *ad hoc* soundbites to a small population within its range.

The sequencing of content in a broadcast is called a schedule. With all technological endeavours a number of technical terms and slang are developed.

Television and radio programs are distributed through radio broadcasting over frequency bands that are highly regulated by the Federal Communications Commission. Such regulation includes determination of the width of the bands, range, licencing, types of receivers and transmitters used, and acceptable content.

Cable programs are often broadcast simultaneously with radio and television programs, but have a more limited audience. By coding signals and having decoding equipment in homes, cable also enables subscription-based channels and pay-per-view services.

A broadcasting organization may broadcast several programs at the same time, through several channels (frequencies), for example BBC One and Two. On the other hand, two or more organizations may share a channel and each use it during a fixed part of the day. Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into one ensemble.

When broadcasting is done via the Internet the term webcasting is often used. In 2004 a new phenomenon occurred when a number of technologies combined to produce podcasting. Podcasting is an asynchronous broadcast/narrowcast medium.

The other is the slogan of the drive to find jobs for the physically handicapped: "It's the abilities, not the disabilities, that count."

Management by objective tells a manager what he ought to do. The proper organization of his job enables him to do it, but it is the spirit of the organization that determines whether he will do it or not. It is the spirit that motivates, that calls upon a man's reserves of dedication and effort, that decides whether he will give his best or do just enough to get by.

It is the purpose of an organization to "make common men do uncommon things" — said Lord Beveridge. No organization can depend on genius; the supply is always scarce and always unpredictable. But it is the test of an organization that it makes ordinary human beings perform better than they are capable of, that it brings out whatever strength there is in its members and uses it to make all other members perform better. It is the test of an organization that it neutralizes the weaknesses of its members.

Altogether the test of a good spirit is not that "people get along together"; it is performance, not conformance. "Good human relations" not grounded in the satisfaction of good performance and the harmony of proper working relations are actually poor human relations and result in poor spirit. They do not make people grow; they make them conform and contract. I shall never forget the university president who

Другим будет лозунг побудительного мотива поиска работы для инвалидов: «Для нас важны только способности, а не неспособности».

Руководство фирмы ставит перед менеджером определенные задачи в соответствии с целями, стоящими перед нею. Хорошая организация работы дает ему возможность их выполнить. Однако именно дух мотивирует и олицетворяет освобождение человеческих ресурсов, вдохновляет, направляет усилия человека и в конечном итоге решает, будет ли он «выкладываться» или сделает ровно столько, чтобы «отделаться».

Цель организации – «заставить обычных людей делать необычные вещи» (эта фраза принадлежит лорду Бевериджу). Ни одна из организаций не может полагаться на гениев, - их предложение всегда ограничено и непредсказуемо. Однако тест на организацию заключается в том, чтобы заставить обычных людей работать лучше, чем они могут, полностью реализовать достоинства всех ее членов и использовать их так, чтобы все работали больше и лучше. Показателем хорошей организации работы будет высокая степень нейтрализации недостатков работников.

В широком смысле тест на правильный дух не означает, что «люди ладят друг с другом», это работа, а не взаимное согласие. «Хорошие человеческие отношения», основанные не на удовлетворении от хорошей работы и гармонии нормальных рабочих отношений, в действительности будут плохими человеческими отношениями и приведут к ненадлежащему духу. Они не способствуют росту людей, а делают

once said to me: "It is my job to make it possible for the first-rate teacher to teach. Whether he gets along with his colleagues or with me — and very few really good teachers do either — is irrelevant. We certainly have a collection of problem children here — but, boy, do they teach." When his successor substituted this for a policy of "peace and harmony," both the performance and the spirit of the faculty rapidly went to pieces.

There are five areas in which practices are required to ensure the right spirit throughout management organization.

1. There must be high performance requirements; no condoning of poor or mediocre performance; and rewards must be based on performance.
2. Each management job must be a rewarding job in itself rather than just a step in the promotion ladder.
3. There must be a rational and just promotion system.
4. Management needs a "charter" spelling out clearly who has the power to make life-and-death decisions affecting a manager; and there should be some way for a manager to appeal to a higher court.
5. In its appointments management must demonstrate that it realizes that integrity is the absolute requirement of a manager, the one quality that he has to bring with him and cannot be expected to acquire later on.

из них конформистов и соглашателей. Я никогда не забуду университетского президента, сказавшего мне однажды: «Это мое дело — дать возможность первоклассным профессорам преподавать. И неважно, будут ли они ладить со своими коллегами и со мной (лишь очень немногие по-настоящему хорошие учителя умеют это делать). Несомненно и то, что у нас здесь целая коллекция трудных детей, — но юноша, они же учат!». И когда его преемник заменил эту политику политикой «мира и гармонии», то и работа, и дух факультета быстро сошли на нет.

Существует 5 требований, которые нужно выполнять, чтобы сохранить надлежащую атмосферу в организации.

1. Требования к работе должны быть очень высоки; никакой терпимости к плохой или посредственной работе; любые формы поощрений должны быть основаны на качестве работы.
2. Любая руководящая работа должна рассматриваться как награда сама по себе, а не как новая ступенька служебной лестницы.
3. Должна существовать рациональная и справедливая система продвижения по служебной лестнице.
4. Для руководства необходима «хартия» с четким определением того, кто имеет право принимать решения по вопросам «жизни и смерти» тех или иных менеджеров. Для последних должны существовать пути апелляции в более высокие инстанции.
5. При назначении менеджеров руководители организации должны показать свое понимание того, что порядочность для менеджера абсолютно необходима, и это единственное качество, которое он должен иметь изначально, а не приобрести его потом.

4. My sister was very with her exam results. She had expected better.
5. I fell asleep early. It had been a day.
6. He was with me for not telling him about Jasper's birthday.

6. Grammar revision. Complete two sentences for each situation. Use an adjective ending in -ing or -ed to complete each sentence.

1. It's been raining all day. I hate this weather. (depress-)
 - a) This weather is.....
 - b) This weather makes me.....
2. Astronomy is one of Tom's main interests. (interest-)
 - a) Tom is in astronomy.
 - b) He finds astronomy very
3. I turned off the television in the middle of the programme. (hot-)
 - a) The programme was.....
 - b) I was.....
4. Ann is going to America next month. She has never been there before. (excite-)
 - a) She is really about going.
 - b) It will be an experience for her
5. Diana teaches young children. It's a hard job. (exhaust-)
 - a) She often finds her job
 - b) At the end of the day's work she is often

7. Read and answer the question after the text.

Mass media and their types.

Mass media is a term used to denote a section of the media specifically envisioned and designed to reach a very large audience such as the population of a nation state. It was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines, although mass media were present centuries before the term became common. The term public media has a similar meaning: it is the sum of the public mass distributors of news and entertainment across media such as newspapers, television, radio, broadcasting, which may require union membership in some large markets.

Mass media can be used for various purposes:

- Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication.
- Enrichment and education.
- Entertainment, traditionally through performances of acting, music, and sports, along with light reading; since the late 20th century also through video and computer games.
- Public service announcements.

Journalism is a discipline of collecting, analyzing, verifying, and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists.

News-oriented journalism is sometimes described as the "first rough draft of history" (attributed to Phil Graham), because journalists often record important

on children's learning. These studies have found that vocabulary levels and general cultural awareness of youngsters starting school seem to be much higher than those of television-deprived children of the same age. Some TV programs for children, such as Sesame Street and The Electric Company (both on PBS), are designed to teach youthful viewers.

Another concern over the impact of television on children came from the explosion of the space shuttle Challenger. Millions of children were watching the shuttle's takeoff in their classrooms because it was carrying the first teacher, Christa McAuliffe, into outer space. McAuliffe was to have given some lessons to the nation's school children from space. Concern was expressed that the explosion may have inflicted some long-lasting psychological damage on many of the young viewers.

Follow-up observations, however, have so far shown that some forgot about the incident within days, while others still remember the incident than single-parent children, who related to it as a case of other children losing parents.

Child psychiatrist Robert Coles says that what children do with television depends on the nature of their own lives. He points out that if a child has an unstable family life, he or she may be more vulnerable to the emotional and moral power of TV.

4. Grammar revision. Use the required form of the adjective in the following sentences.

1. He was the (amusing) lad you ever met. 2. He's a far (intelligent) person than my brother. 3. She was the (practical) of the family. 4. When they told me I was cured and could go, I can tell you I was (afraid) than glad. 5. I wanted to ask you both what you thought of my (late) films if you saw them. 6. He is (talkative) than his sister. He won't tire you so much. 7. He turned out to be (angry) than I had expected. 8. Today I'm no (wise) than yesterday. 9. This wine is the (good) I ever tasted. 10. Jack is the (clever) of the three brothers. 11. I don't think it matters in the (little) which seat I choose. 12. He felt (bad) yesterday than the day before. 13. The (near) house is three miles away. 14. Of the two evils let us choose the (little). 15. He was the (late) man to come. 16. She waited until her silence became the (noticeable) thing in the room. 17. The (near) item on the program is a piano sonata. 18. He is the (tall) of the two. 19. She is (amusing) in a small company. 20. Uncle Nick was the (old) son of the family.

5. Grammar revision. Complete the sentences below using the verbs in the box to make adjectives with -ing or -ed.

amuse annoy bore tire disappoint interest

- The film was very and I fell asleep.
- His jokes weren't very and nobody laughed.
- Andy said he was very in hearing about your trip abroad.

A man should never be appointed to a managerial position if his vision focuses on people's weaknesses rather than on their strengths. He should be a realist; and no one is less realistic man the cynic. A man should never be appointed if he is more interested in Management should never in the question: "Who is right?" appoint a the question: "What is right?" than man who considers intelligence more important than integrity.

Никогда нельзя назначать на руководящую должность человека, если его видение направлено только на недостатки людей, а не на их достоинства. Такой человек, конечно, должен быть реалистом, но нет ничего менее реалистичного, чем циник. Никогда нельзя назначать человека которого больше интересует вопрос: «Кто прав?», чем «Что есть истина?». Нельзя также назначать человека, считающего, что ум важнее порядочности

The men with whom a man works, and especially his subordinates, know in a few weeks whether he has integrity or not. They may forgive a man a great deal: incompetence, ignorance, insecurity or bad manners, but they will not forgive a lack of integrity, management for choosing him nor will they forgive higher.

Люди, с которыми он работает, и особенно его подчиненные спустя несколько недель точно узнают, порядочен он или нет. Они смогут простить человеку многое: некомпетентность, грубость, неумение хранить секреты или плохие манеры. Однако они не простят ему недостаток порядочности. Этому же они не простят и высшему руководству, которое его назначило.

1. What is the "spirit of organization"?
2. What role does the spirit of organization play?
3. What is the aim of organization?
4. Why can no organization rely on geniuses?
5. What is the indicator of a good work organization?
6. Why is it not enough to have good human relations and the harmony of proper working relations?
7. What are 5 rules to obey to ensure the right spirit in organization?
8. What people should not be appointed to a managerial position?
9. What is the most important managerial quality?

12. Vocabulary

1. account	расчет, торговый баланс	27. to exceed the limits	выходить за рамки
2. to adhere to rules	придерживаться правил	28. to expect	ожидать

3. to apply	подавать заявление; применять	29. to fire	увольнять
4. application	применение, заявление	30. freelance	внештатный
5. to attach	прикладывать (к письму)	31. to handle	управлять чем-либо
6. attachment	приложение	32. to hire	нанимать
7. to be available	быть доступным	33. influence	влияние
8. to be related to	быть связанным с, иметь отношение к	34. intern	стажер
9. to be valued	быть оцененным	35. internship	стажировка
10. campaign	кампания	36. non-profit	некоммерческий
11. competition	конкуренция	37. opportunity	возможность, шанс
12. competitive	конкурентный	38. to perform	представлять, выполнять
13. completion	завершение	39. performance	выполнение, исполнение
14. to complete	завершать	40. possibility	возможность, способность
15. to conform to	согласовываться, соответствовать	41. to propose	предлагать
16. copywriter	составитель рекламных текстов	42. proposition	предложение
17. to depend on	зависеть от	43. to rely	полагаться
18. implementation	применение, внедрение	44. to require	требовать
19. to implement	внедрять, применять	45. requirement	требование
20. employee	сотрудник (нанятый)	46. responsibility	ответственност ь, обязанность
21. employer	работодатель	47. to be 48. responsible	быть ответственным
21. to enclose	вкладывать (в письмо)	49. to satisfy	удовлетворять
23. enclosure	вложение	50. success	успех
24. to include	включать	51. to succeed	преуспеть
25. to ensure	гарантировать, удостоверять	52. supplier	поставщик
26. executive	исполнительный	53. to supply	снабжать

Early program-length commercials featured such lovably dolls as Strawberry Shortcakes and the Smurfs, but by 1985 they included such aggression-oriented products as He-Man and the Masters of the Universe, G.I.Joe: A Real American Hero, Transformers, She-RA: Princess of Power, M.A.S.K. (Medical Armoured Strike Command), Thunder Cats, Voltrol and Rambo.

Children, who at early ages have difficulty distinguishing between commercials and programs, now found that there was no difference. Efforts by Peggy Charren, founder and president of Action for Children's Television (ACT), to get the FCC to enforce its own regulations, which sponsors to be identified, fell on deaf ears. The FCC philosophy of the 1980s was that the marketplace, not government regulations, should determine what was in the public interest. In any case, by the end of the 1987-88 season, ratings for the animated superhero shows began to decline, as children tuned in to new live action game shows, like cable network Nickelodeon's Double Dare and Lorimar's Fun House, or watched their own videocassettes.

Concerns about children's TV programming did not start with the product-oriented children's shows, however. They are as old as the medium itself. Early concerns centred around physiological effects (will staring at a picture tube ruin a child's eyesight?) as well as on emotional or psychological effects. Numerous studies have been conducted over the years to examine TV's effects on children. Early research by the National Television and Radio Centre in the late 1950s and early 1960s concluded: "For some children, under some conditions, some television is harmful. For other children, under the same conditions, it may be beneficial. For most children, under most conditions, most television is probably neither harmful nor particularly beneficial."

Most research seems to indicate that children do learn behaviour and that television does play a role in teaching that behaviour. In her book *Mind and Media*, Patricia Greenfield says that children often take well-known TV characters as examples to be imitated. She points out that the day after "Fonzie" took out a library card on *Happy Days*, there was a fivefold increase in the number of children applying for library cards in the United States. She contends that TV can be a very positive force in the lives of children if it is used constructively and if parents actively see to it that their children interact with the programs' content through discussions and parental explanations.

Such parental involvement is not always possible, however. Recent changes in our culture regarding the traditional nuclear family are creating new problems. The traditional family where the father works and the mother stays home has been replaced with situations where either both parents are working or the household created a new kind of child in the United States - the "latchkey kid." Millions of American children today go home from school to fend for themselves.

Many observers of this new trend contend that today's American child no longer obtains his or her cultural values from the traditional family structure, but instead gets them from the mass media. And some critics say that what they are getting is a popular culture filled with sex and violence.

However, some research studies have shown that TV has a positive impact

Because there is so much variety offered, newspapers try to package the information in a form you can easily recognize and use. They separate “hard news” - that is, news about important events - from information dealing with familiar everyday living. For this reason, the newspapers are divided into sections. In large daily newspapers there may be ten sections or more. National and international news will fill the first section, with the most important news of the day usually found on page one. Local news stories are usually reported in another section in large metropolitan newspapers; however, they will also be found throughout the paper. The local stories the paper thinks are most important will be located on or as close to the front page as possible.

Sports news often has its own special section within the paper, as do the “want ads.” Social news, household living advice, and women’s features are often placed in special sections, as are automotive news and comics.

Within these sections, as with the first page, it’s relatively easy to detect which stories the newspaper feels are most important. Those stories will be found at the top of the page and have headline type size which catches your immediate attention. Often, a picture signals an important story in the view of the newspaper. A smaller headline or a location on one of the inside pages indicates that the news in a particular story isn’t as important as that in more eye-catching stories the newspaper is carrying.

To locate a story quickly, it is important to learn the pattern your newspaper follows in presenting the news in a way that is most convenient.

3. Read the following magazine article to learn more information on the problem “Television and children”. Discuss the impact of TV on different age and social groups.

Television and Children.

Parents and other groups are not concerned only with TV violence aimed at children. They are also bothered by some non-violent content. Research by the National Council on Alcoholism, for example, found that before a child reaches the age of 18, he or she will watch someone drink alcohol on television an average of 100,000 times. George Gerber, dean of the Annenberg School of Communications at the University of Pennsylvania, points out that having a drink is an effective dramatic device for TV programming.

Another concern regarding TV’s influence on children developed in the 1980s when commercial enterprises began exploiting children by reaching into actual program content to sell their products. This new concern developed after the FCC began deregulating the television industry in the 1980s. This hands-off policy toward TV encouraged toy makers to begin producing their own programs, a practice that had been abandoned after the quiz-show scandal of 1959. Such toy manufacturers as Hasbro, Bradley, Mattel, Coleco, Kenner, Tomy, Tonka, Selchow & Righter and even CBS Toys joined forces with animation houses to produce children’s shows that featured planned and existing toys. These product-oriented entertainment shows were in reality 30-minute commercials.

**Theme 3.
Trade. Money. Marketing.**

1. Read and translate the text. Answer the questions after the text.

What Is International Trade?

When Honduras exports bananas to Switzerland, they can use the money they earn to import Swiss chocolate — or to pay for Kuwaiti oil or a vacation in Hawaii. The basic idea of international trade and investment is simple: each country produces goods or services that can be either consumed at home or exported to other countries.

The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in U.S. dollars, the trading itself involves various currencies. Japanese videocassette recorders are paid for in Euros in Berlin, and German cars are paid for in U.S. dollars in Boston. Indian tea, Brazilian coffee, and American films are sold around the world in currencies as diverse as Turkish liras and Mexican pesos.

Whenever a country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation, and money flows out of the importing nation. Trade and investment is a two-way street, and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.

Some trade barriers will always exist as long as any two countries have different sets of laws. However, when a country decides to protect its economy by erecting artificial trade barriers, the result is often damaging to everyone, including those people whose barriers were meant to protect.

The Great Depression of the 1930s, for example, spread around the world when the United States decided to erect trade barriers to protect local producers. As other countries retaliated, trade plumed, jobs were lost, and the world entered into a long period of economic decline.

1. What is the basic idea of international trade?
2. What is the main difference between domestic and international trade?
3. How can you consider trade barriers?
4. What is the difference between trade and investment?
5. What were the sequences of the Great Depression of the 1930s?

2. Read, make a brief retelling.

The history of trade.

Trade is the exchange of goods, services, or both. Trade is also called commerce. A mechanism that allows trade is called a market. The original form of trade was barter, the direct exchange of goods and services. Modern traders instead generally negotiate through a medium of exchange, such as money. As a result, buying can be separated from selling, or earning. The invention of money (and later credit, paper money and non-physical money) greatly simplified and promoted trade. Trade between two traders is called bilateral trade, while trade between more than two traders is called multilateral trade.

Trade exists for many reasons. Due to specialization and division of labor, most people concentrate on a small aspect of production, trading for other products. Trade exists between regions because different regions have a comparative advantage in the production of some tradable commodity, or because different regions' size allows for the benefits of mass production. As such, trade at market prices between locations benefits both locations.

Trading can also refer to the action performed by traders and other market agents in the financial markets.

The history of international trade chronicles notable events that have affected the trade between various countries.

In the era before the rise of the nation state, the term 'international' trade cannot be literally applied, but simply means trade over long distances; the sort of movement in goods which would represent international trade in the modern world.

Trade originated with the start of communication in prehistoric times. Trading was the main facility of prehistoric people, who bartered goods and services from each other before the innovation of the modern day currency. Peter Watson dates the history of long-distance commerce from circa 150,000 years ago.

There is evidence of the exchange of obsidian and flint during the stone age. Materials used for creating jewelry were traded with Egypt since 3000 BC. Long-range trade routes first appeared in the 3rd millennium BC, when Sumerians in Mesopotamia traded with the Harappan civilization of the Indus Valley. From the beginning of Greek civilization until the fall of the Roman empire in the 5th century, a financially lucrative trade brought valuable spice to Europe from the far east, including China. Roman commerce allowed its empire to flourish and endure. The Roman empire produced a stable and secure transportation network that enabled the shipment of trade goods without fear of significant piracy.

The fall of the Roman empire, and the succeeding Dark Ages brought instability to Western Europe and a near collapse of the trade network. Nevertheless some trade did occur. For instance, Radhanites were a medieval guild or group of Jewish merchants who traded between the Christians in Europe and the Muslims of the Near East.

The Sogdians dominated the East-West trade route known as the Silk Road after the 4th century AD up to the 8th century AD. They were the main caravan merchants of Central Asia.

Theme 5. Mass Media.

1. Read the article and complete the task which follows.

What is news?

What is news? The kind of event that becomes news depends on several factors. When did it happen? To be news it must be immediate and current; today's newspaper is a record of what's happening now. What happened? Was the event significant or important? - if so, it's news. How and where did it happen? Whom did it happen to, and what may happen as a result? The answers to these questions make up what we call news. News is the history of the day in the making, and newspapers are the recorders of that history.

What kinds of stories make news? Accidents, murders, robberies, awful fires - do only bad or sad events make news? It depends on what is happening on a particular day. At first glance it may seem that newspapers print more "bad" news than "good" news. On certain bad days that may be true, but if you survey the stories in a typical edition of the newspaper, you may be surprised at the amount of good news newspapers contain.

While it would be nice if only good news was reported, events make news because they are out of the ordinary. To most people, a story that describes an unusual happening is far more interesting than one about an ordinary event. It's important to remember that news is about what's happening and if a significant event happens, it's news, good or bad.

1. Can you summarize what makes news?
2. What do you like reading about in newspapers?

2. Read and translate the text. Compare a newspaper to any other mass medium. What are advantages and disadvantages of different mass media?

What is a newspaper?

A newspaper is a printed record of events that is made available to a large number of people.

A newspaper does not make events happen. What it does is takes the raw material - the facts - from an event and presents it as news, in a way that its readers can understand.

But news is not everything a newspaper contains. There is an old saying that you can't please everyone, so don't try to. A newspaper can't please everyone either, but it does try very hard to have something interesting for everyone to read.

Newspapers are magic. They have the power to take you anywhere in the world. They introduce you to other people and invite you to try something new. Compared with any other medium of communication, the newspaper offers the widest choice of information to the greatest number of people.

18. broadcasting	трансляция, радиовещание, новостное вещание	57. self-interest	собственная выгода, заинтересованность
19. byproduct	сопутствующий продукт	58. to usher	сопровождать, представлять, вводить
20. hallege	вызов	59. to tend	иметь тенденцию
21. comprehensive	оригинал-макет в натуральную величину	60. to promote	продвигать
22. content	содержание	61. response	ответ
23. to cause	вызывать (следствие)	62. revenue	доход
24. to classify	классифицировать	63. relevant	соответствующий
25. to compare	сравнивать	64. to quit	прекращать
26. to concentrate	концентрировать(ся)	65. toll-free	беспшлинный
27. to convince	убеждать	66. to suggest	предлагать
28. display	показ, демонстрация, шоу, дисплей	67. trend	направление
		68. means	средства
29. donation	пожертвование	69. teaser	рекламное объявление; «дразнилка» (рекламное сообщение, не сообщающее всей необходимой информации, но содержащее указание на то, что отсутствующие сведения будут даны в последующих публикациях)
30. easy-to-read	легко читаемый		
31. editor	редактор		
32. to emphasize	подчеркивать, выделять		
33. to encourage	ободрять, поощрять		
34. entertainment	развлечение		
35. entire	цельный, весь		
36. to entertain	развлекать		
37. to establish	устанавливать		
38. to expand	расширять(ся)		
39. to feature	изображать, характеризовать		

From the 8th to the 11th century, the Vikings and Varangians traded as they sailed from and to Scandinavia. Vikings sailed to Western Europe, while Varangians to Russia. The Hanseatic League was an alliance of trading cities that maintained a trade monopoly over most of Northern Europe and the Baltic, between the 13th and 17th centuries.

Vasco da Gama restarted the European Spice trade in 1498. Prior to his sailing around Africa, the flow of spice into Europe was controlled by Islamic powers, especially Egypt. The spice trade was of major economic importance and helped spur the Age of Exploration. Spices brought to Europe from distant lands were some of the most valuable commodities for their weight, sometimes rivaling gold.

In the 16th century, Holland was the centre of free trade, imposing no exchange controls, and advocating the free movement of goods. Trade in the East Indies was dominated by Portugal in the 16th century, the Netherlands in the 17th century, and the British in the 18th century. The Spanish Empire developed regular trade links across both the Atlantic and the Pacific Oceans.

In 1776, Adam Smith published the paper *An Inquiry into the Nature and Causes of the Wealth of Nations*. It criticised Mercantilism, and argued that economic specialization could benefit nations just as much as firms. Since the division of labour was restricted by the size of the market, he said that countries having access to larger markets would be able to divide labour more efficiently and thereby become more productive.

In 1817, David Ricardo, James Mill and Robert Torrens showed that free trade would benefit the industrially weak as well as the strong, in the famous theory of comparative advantage. In *Principles of Political Economy and Taxation* Ricardo advanced the doctrine still considered the most counterintuitive in economics:

When an inefficient producer sends the merchandise it produces best to a country able to produce it more efficiently, both countries benefit.

The Great Depression was a major economic recession that ran from 1929 to the late 1930s. During this period, there was a great drop in trade and other economic indicators.

The lack of free trade was considered by many as a principal cause of the depression. Only during the World War II the recession ended in United States. Also during the war, in 1944, 44 countries signed the Bretton Woods Agreement, intended to prevent national trade barriers, to avoid depressions. It set up rules and institutions to regulate the international political economy: the International Monetary Fund and the International Bank for Reconstruction and Development (later divided into the World Bank and Bank for International Settlements). These organizations became operational in 1946 after enough countries ratified the agreement. In 1947, 23 countries agreed to the General Agreement on Tariffs and Trade to promote free trade.

Free trade advanced further in the late 20th century and early 2000s:

- 1992 European Union lifted barriers to internal trade in goods and labour.
- January 1, 1994 NAFTA took effect.

- 1994 The GATT Marrakech Agreement specified formation of the WTO.
- January 1, 1995 World Trade Organization was created to facilitate free trade, by mandating mutual most favoured nation trading status between all signatories.
- EC was transformed into the European Union, which accomplished the Economic and Monetary Union (EMU) in 2002, through introducing the Euro, and creating this way a real single market between 13 member states as of January 1, 2007.
- 2005, the Central American Free Trade Agreement was signed; It includes the United States and the Dominican Republic.

3. Discussion. Read this newspaper extract about an old lady who left £500,000 when she died.

- a) What is strange about the way the old lady lived?
 b) Why do you think she chose to live like that? Give your opinions.
 c) Do you prefer to spend or to save money? Give reasons, and say: *either* what you spend your money on; *or* what (if anything) you are saving your money for.

When she died she had lived alone in a six-bedroom home for fourteen years, and dressed in second-hand clothes from jumble sales. She only went out twice a day - early in the morning, to look for useful things on the beach to take home, and then for a session on the fruit machines later on. Among the rubbish found in her house after her death were her diaries. She had written down every penny she spent, including jumble sale bargains, and anything she won on the fruit machines.

Grocer, George Bumstead, 70, says: 'Every Monday she used to come into my shop and buy her weekly order of six eggs, seven bananas and seven pounds of potatoes. The order never changed, and all she had to cook with was an old gas cooker with two rings - the oven didn't work.'

The irony of the story is that this eccentric old lady, who used to love watching American soap operas, could have lived in the extravagant style of her favourite soap opera, *Dallas*, if she had wanted to. (from *Titbits*)

4. Read and analyze the text. Make up a plan of the text also using the key definitions and notions. Try to use your own words while making the plan.

The history of money.

The history of money is a story spanning thousands of years. Related to this, Numismatics is the scientific study of money and its history in all its varied forms.

The English word "money" dates to c.1290, "coinage, metal currency," from old French *monie*, from Latin *monēta* "mint, coinage," from *Monēta* = "she who warns", a title of the Roman goddess Juno, as money was coined in or near the Capitoline Temple of Juno in Rome.

Money itself must be a scarce good. Many items have been used as money

include a toll-free telephone number, an address to write for more information, or a suggestion that people visit a local dealer.

Artwork. An ad can consist of just a headline and copy, but ads usually have a strong graphic element. This may be a striking photo, a line drawing, or a computer-generated design. Artwork attracts the reader to the ad and breaks up large blocks of type.

Layout. The headline, copy, and graphic elements need to be integrated into an attractive, easy-to-read advertisement. A layout can be a mock-up of the planned ad, or it can be a detailed comprehensive that includes the actual type and artwork that will be used.

10. Vocabulary.

1.(in)dependent	(не)зависимый	40. headline	заголовок
2.a block of type	блок набора	41. immediate	непосредственный
3.access	доступ	42. insurance	страховка
4.action	действие	43. to integrate (into)	связывать, интегрировать в
5.aim	цель		
6.goal	цель	44. to intend	намереваться
7.purpose	цель	45. layout	набросок, макет
8.to announce	объявлять	46. line-drawing	штриховой рисунок
9.announcement	объявление	47. print	печатный
10. to appeal to	обращаться к	48. to persuade	убеждать
11. approach	подход	49. mock-up	набросок макета
12. artwork	рисунок	50. long-term/ short-term	долгосрочный/ краткосрочный
13. awareness	осведомленность		
14. to be aimed at	быть нацеленным на	51. to place	размещать
15. behaviour	поведение	52. medi(um)a	средство(а) массовой информации
16. body copy	основной текст	53. target audience	целевая аудитория
17. to break up	разбивать, разрывать	54. to modify	модифицировать
		55. to offer	предлагать
		56. to operate	оперировать, обращаться

the companies are, the bigger their relation becomes, maximizing control over a single piece of information.

Advertisers may try to minimize information about or from consumer groups, consumer-controlled purchasing initiatives (as joint purchase systems), or consumer-controlled quality information systems.

Another indirect effect of advertising is to modify the nature of the communication media where it is shown. Media that get most of their revenues from publicity try to make their medium a good place for communicating ads before anything else. The clearest example is television, where broadcasters try to make the public stay for a long time in a mental state that encourages spectators not to switch the channel during advertisements. Programs that are low in mental stimulus, require light concentration and are varied best for long sitting times. These also make for much easier emotional transition to ads, which are occasionally more entertaining than the regular shows. A simple way to understand objectives in television programming is to compare the content of programs paid for and chosen by the viewer with those on channels that get their income mainly from advertisements.

In several books, articles and videos, communication professor Sut Jhally has argued that pervasive commercial advertising, by constantly reinforcing a bogus association between consumption and happiness and by focusing on individual immediate needs, leads to a squandering of resources and stands in the way of a discussion of fundamental societal and long-term needs.

9. Read and translate the text. Make up 5 negative sentences and 5 questions for additional information to the text. Retell the text.

The basics of a print ad.

There are several key elements in a print advertisement. They are headline, text, artwork, and layout.

Headline. Advertising expert John Caples says, "The headline is the most important element in most ads - and the best headlines appeal to the reader's self-interest or give news".

Headlines should be specific about a benefit, or they can be teasers that arouse interest. Here is a headline about a specific program: "The Phoenix Mutual Insurance Retirement Income Plan". Caples thought this was all right, but he created a headline that sold much more successfully: "To Men Who Want to Quit Work Some Day". This was accompanied with an illustration of a smiling senior citizen fishing in a mountain stream.

Text. The headline is followed by what is known as text or body copy. This is the words that persuade the reader to do something. In general, copy should be limited to only one or two major points. Sentences should be short and punchy. A declarative sentence is much better than one that includes a dependent or an independent clause.

The copy should invoke emotion, provide information of value to the reader, and suggest a way that the reader can act on the information. You might

from naturally scarce precious metals and shells to entirely artificial money such as banknotes. Modern money (and most ancient money too) is essentially a token — in other words, an abstraction. Paper currency is perhaps the most common type of physical money today. However, goods such as gold or silver retain many of money's essential properties.

The use of proto-money may date back to at least 100,000 years ago. In cultures where metal working was unknown, shell or ivory jewellery were the most divisible, easily storable and transportable, scarce, and hard to counterfeit objects that could be made.

Bartering has several problems, most notably the coincidence of wants problem, but even if a farmer growing fruit and a wheat-field farmer need what the other produces a direct barter swap is impossible for seasonal fruit that would spoil before the grain harvest. A solution is an indirect trade through a third, "intermediate", commodity: the fruit is exchanged for this when it ripens. By overcoming the limitations of simple barter, a **commodity money** makes the market in all other commodities more liquid.

Where trade is common, barter systems usually lead quite rapidly to several key goods being imbued with monetary properties. The emergence of monetary goods is a quite natural market phenomenon.

From early times, metals, where available, have usually been favored for use as money over such commodities as cattle, cowry shells, or salt, because they are at once durable, portable, and easily divisible.

The use of gold as money has begun in the fourth millennium B.C. when the Egyptians used gold bars of a set weight as a medium of exchange. The first gold coins were introduced about 650 B.C. in Lydia (now western Turkey).

Coins were typically minted by governments in a carefully protected process, and then stamped with an emblem that guaranteed the weight and value of the metal.

Metal based coins had the advantage of carrying their value within the coins themselves — on the other hand, they induced manipulations: the clipping of coins in the attempt to get and recycle the precious metal. A greater problem was the simultaneous co-existence of gold, silver and copper coins in Europe. English and Spanish traders valued gold coins more than silver coins, as many of their neighbors did, with the effect that the English gold-based guinea coin began to rise against the English silver based crown in the 1670s and 1680s.

Stability came into the system with national Banks guaranteeing to change money into gold at a promised rate; it did, however, not come easily. The Bank of England risked a national financial catastrophe in the 1730s when customers demanded their money be changed into gold in a moment of crisis. Eventually London's merchants saved the bank and the nation with financial guarantees.

Another step in the evolution of money was the change from a coin being a unit of weight to being a unit of value. A distinction could be made between its commodity value and its **specie value**. The difference is these values is seigniorage.

The system of commodity money in many instances evolved into a system

of **representative money**. It didn't take long before the receipts were traded as money, because everyone knew they were "as good as gold". Representative paper money made possible the practice of fractional reserve banking, in which bankers would print receipts above and beyond the amount of actual precious metal on deposit.

Fiat money refers to money that is not backed by reserves of another commodity. The money itself is given value by government *fiat* (Latin for "let it be done") or decree, enforcing *legal tender laws*. Governments through history have often switched to forms of fiat money in times of need such as war, sometimes by suspending the service they provided of exchanging their money for gold, and other times by simply printing the money that they needed. When governments produce money more rapidly than economic growth, the money supply overtakes economic value. Therefore, the excess money eventually dilutes the market value of all money issued. This is called inflation.

In 1971 the US finally switched to fiat money indefinitely. At this point in time many of the economically developed countries' currencies were fixed to the US dollar, and so this single step meant that much of the western world's currencies became fiat money based.

Credit money often exists in conjunction with other money such as fiat money or commodity money, and from the user's point of view is indistinguishable from it. Most of the western world's money is credit money derived from national fiat money currencies.

In a modern economy, a bank will lend to borrowers in excess of the reserve it carries at any time, this is known as fractional reserve banking. In doing so, it increases the total money supply above that of the total amount of the fiat money in existence. While a bank will not have access to sufficient cash (fiat money) to meet all the obligations it has to depositors if they wish to withdraw the balance of their cheque accounts (credit money), the majority of transactions will occur using the credit money (cheques and electronic transfers).

5. Grammar revision. Use the Present Indefinite or Continuous.

1. I can tell you that generally he (to sing) very well, but I think the song which he (to sing) now is just not for his voice.
2. Your younger son usually (to do) much reading? – Oh, yes, he (to read) a lot. As far as I know, he now (to read) a collection of fairy-tales.- Unfortunately my children (not to read) as often as I would like them to.
3. What is it you (to play) now? Something familiar. – Oh, just some popular song, I (not to remember) its name. You see, I (to try) to play this song from memory. And I (not to play) the piano often nowadays.
4. When we (to say) "translator", and when "interpreter"? Well, a translator is a person who (to make) written translations, while an interpreter usually (to translate) some speech orally, while somebody (to speak).
5. He has suffered a great deal of pain. You (not think) he (to behave) very well, though?

- I had a letter from him today.
6. Have you seen him this afternoon?
Did you see him this afternoon?
 7. We haven't corresponded for months.
We didn't correspond for months.
 8. He has called me up from London three times this week.
He called me up from London three times this week.
 9. I've met them both this afternoon.
I met them both this afternoon.

6. Grammar revision. Underline the most likely form of the verb in each sentence.

- | | |
|---|---|
| a) When they lived in Morocco they <u>ate/have eaten</u> in restaurants every day. | f) I <u>heard/ 've heard</u> that record.
Put something else on. |
| b) She <u>only went/ 's only been</u> to a hypnotist once in her life. | g) When <u>did you hear / have you hear</u> it? |
| c) <u>Did you go / Have you been</u> to the opening night of 'Miss Saigon' last week? | h) He <u>met/ 's met</u> Judi Dench last week. |
| d) I <u>watered / have watered</u> the plants yesterday. | i) I <u>never went/ 've never been</u> on Concorde. I'd like to. |
| e) Your mother <u>telephoned / has telephoned</u> while you were out. | j) <u>Did you ever have / Have you ever had</u> malaria before? |

7. Grammar revision. Make sentences from these groups of words. Put the verbs in the Past Simple or the Present Perfect, using the time expressions in brackets.

- a) live / Indonesia? (*ever*)
- b) play golf? (*yesterday*)
- c) meet my wife / Poland (*ten years ago*)
- d) have / cup of coffee (*already*)
- e) plane / not leave (*yet*)
- f) see any good films? (*recently*)
- g) Kay / not phone / mother (*last week*)
- h) visit / Paris (*never*)

8. Read the text. Think about other negative effects of advertising.

Negative effects of advertising.

An extensively documented effect is the control and vetoing of free information by the advertisers. Any negative information on a company or its products or operations often results in pressures from the company to withdraw such information lines, threatening to cut their ads. This behaviour makes the editors of the media self-censor content that might upset their ad payers. The bigger

advertisements more tempting to consumers' eyes. The Volkswagen ad campaign featuring such headlines as "Think Small" and "Lemon" (which were used to describe the appearance of the car)--ushered in the era of modern advertising by promoting a "position" or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind. This period of American advertising is called the Creative Revolution and its poster boy was Bill Bernbach who helped create the revolutionary Volkswagen ads among others. Some of the most creative and long-standing American advertising dates to this incredibly creative period.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a byproduct or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and ShopTV.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

A recent advertising innovation is "guerrilla promotions", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social networking sites (e.g. MySpace).

4. Compose a crossword, using not less than 12 words from the vocabulary at the end of the theme.

5. Grammar revision. Make up the situations where the use of the offered tense could be justified.

1. I haven't read the paper this morning.
I didn't read the paper this morning.
2. We haven't seen them for years.
We didn't see them for years.
3. He hasn't gone to bed for two days.
He didn't go to bed for two days.
4. He has been a teacher for ten years.
He was a teacher for ten years.
5. I've had a letter from him today.

6. I never (to change) my shoes even when I (to get) my feet wet.
7. "By the way," I asked Arthur, "what Bill (to do) now?"
8. The guard stared at him. "You (to have) a pass?"
9. I (to believe) she (to feel) foolish this morning.
10. If there is one thing I (not to like) on a voyage it is the unexpected.
11. The doctor (not to see) the patients today.
12. "If you (to feel) so strongly", she said, "why you (not to do) something about it?"
13. I'm about to move to London and I (to try) to decide which books and records to take along.
14. Jill (to be) rude to me. Why you (not to stop) her?
15. She (not/belong) to a political party.
16. Hurry! The bus (come). I (not/want) to miss it.
17. The River Nile (flow) into the Mediterranean.
18. The river (flow) very fast today - much faster than usual.
19. (it/ever/snow) in India?
20. We usually (grow) vegetables in our garden but this year we (not/grow) any.
21. A: Can you drive?, B: No, but I (learn). My father (teach) me.
22. You can borrow my umbrella. I (not/need) it at the moment.
23. I usually (enjoy) parties but I (not/ enjoy) this one very much.
24. George says he's 80 years old but I (not/believe) him.
25. Ron is in London at the moment. He (stay) at the Hilton Hotel. He usually (stay) at the Hilton Hotel when he's in London.

6. Grammar revision. Develop situations to justify the use of the offered tense.

- | | |
|---|--|
| 1. They dance every style.
They are dancing every style. | 5. You are putting the umbrella in the wrong place.
You put the umbrella in the wrong place. |
| 2. I think they are both silly.
I think they are both being silly. | 6. All these people come here to see the races.
All these people are coming here to see he races. |
| 3. Who is sleeping in this room?
Who sleeps in this room? | 7. I don't eat fish.
I'm not eating fish. |
| 4. He played tennis.
He was playing tennis. | 8. She will write a new ad.
She is writing a new ad. |

7. Read the text. Define key notions and regulations of marketing.

Marketing.

Generalities.

One of the areas of management is marketing. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Marketing makes available where customers want them by transferring the ownership of products to buyers. The entire business organization is involved in a dual process of satisfying customer needs and achieving organizational goals.

Implementation of marketing concept begins and ends with marketing information about customers – first to determine what customers need, and later to evaluate how well the firm is meeting those needs.

A market consists of people with their needs, the ability to buy, and the desire and ability to sell. Markets are classified as consumer and industrial markets.

A marketing mix.

A business firm controls four important elements of marketing which are called a marketing mix.

A firm's marketing mix is the combination of the product, the price of the product, the means for its distribution, and the promotion of the product to reach a firm's target market.

A firm can vary its marketing mix by changing any one or more of these ingredients. Thus a firm may use one marketing mix to reach one target market and a second, somewhat different marketing mix, to reach another target market. For example, most automakers produce several different types of vehicles and aim them at different market segments based on age and income.

1) The *product* ingredient of the marketing mix includes decisions about the product's design, brand name, packaging, warranties, and the like.

2) The *pricing* ingredient includes both base prices and discounts of various kinds. Pricing decisions are intended to achieve particular goals, such as to maximize profit or even to make room for new models. The rebates offered by automobile manufacturers are a pricing strategy developed to boost low auto sales.

3) The *distribution* ingredient involves not only transportation and storage but also the selection of intermediaries.

4) The *promotion* ingredient focuses on providing information to target markets. The major forms of promotion include advertising and publicity.

The "ingredients" of the marketing mix are controllable elements. A firm can vary each of them to suit its organizational goals, marketing goals, and target markets.

A marketing strategy.

A marketing strategy is a plan for the best use of an organization's resources to reach its objectives. Developing a marketing strategy involves selecting and analyzing a target market and creating and maintaining a marketing

As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising. In 1841, the first advertising agency was established by Volney Palmer in Boston. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1875, and was located in Philadelphia. At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".

When radio stations began broadcasting in the early 1920s, the programs were however nearly exploded. This was so because the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. However, in the United States, the capitalist model prevailed with the passage of the 1934 Communications Act which created the Federal Communications Commission. To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Nevertheless, public radio does exist in the United States of America. In the early 1950s, the Dumont television network began the modern trend of selling advertisement time to multiple sponsors. Previously, Dumont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the norm for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as the U.S. Steel Hour. In some instances the sponsors exercised great control over the content of the show - up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made

3. Read, make up a summary. Make a brief retelling.

Advertising.

Advertising is a communication whose purpose is to inform potential customers about products and services and how to use and obtain them. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, video games, the Internet (see Internet advertising), and billboards. Advertising is often placed by an advertising agency on behalf of a company.

Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store public address systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access them.

Some organizations which frequently spend large sums of money on advertising but do not strictly sell a product or service to the general public include: political parties, interest groups, religion-supporting organizations, and militaries looking for new recruits. Additionally, some non-profit organizations are not typical advertising clients and rely upon free channels, such as public service announcements.

Advertising spending has increased dramatically in recent years. In the United States alone in 2006, spending on advertising reached \$155 billion, reported TNS Media Intelligence. That same year, according to a report titled Global Entertainment and Media Outlook: 2006-2010 issued by global accounting firm PricewaterhouseCoopers, worldwide advertising spending was \$385 billion. The accounting firm's report projected worldwide advertisement spending to exceed half-a-trillion dollars by 2010.

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation.

Commercial messages and political campaign displays have been found in the ruins of ancient Arabia. Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. As printing developed in the 15th and 16th century, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote: books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

mix that will satisfy that market.

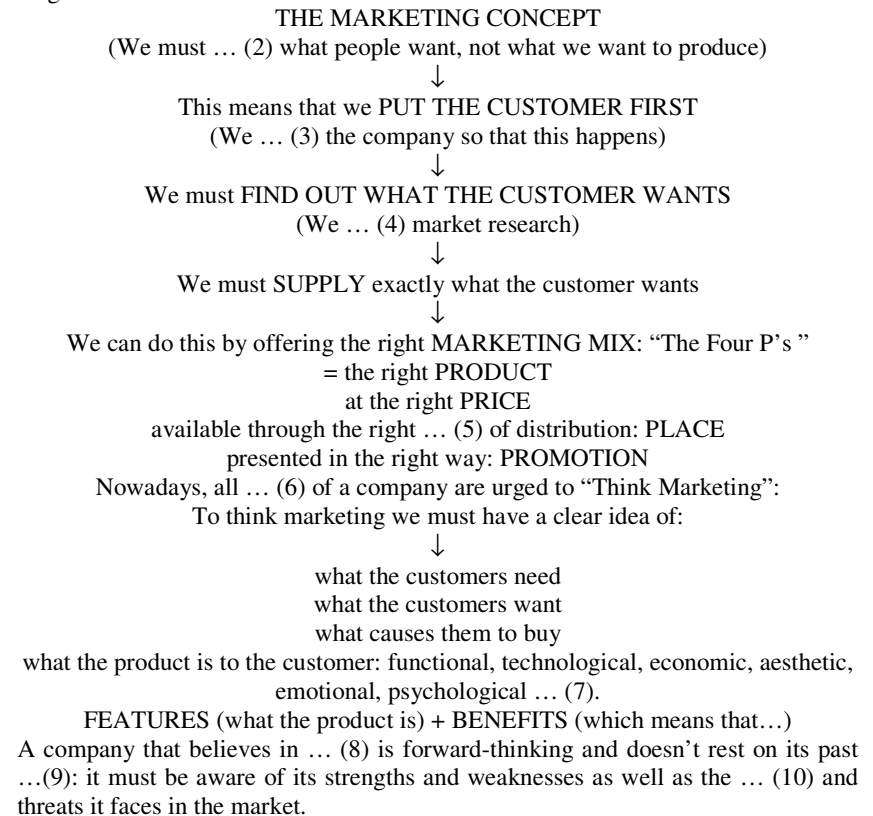
A target market is chosen through the market segmentation approach. A market segment is a group of individuals or organizations within a market that have similar characteristics and needs. The market segmentation approach directs a marketing mix at a segment of a market.

Market measurement and sales forecasting are used to estimate sales potential and predict product sales in specific market segments. Strategies are then monitored and evaluated through marketing research and marketing information system, which stores and process internal and external data in a form suitable for marketing decision making.

8. Fill the gaps with a suitable word from the list below.

A. Marketing.

In recent years marketing has ... (1) a driving force in most companies. Underlying all marketing strategy is "The Marketing Concept", explained in this diagram:



- | | |
|--------------|-------------------|
| 1. carry out | 6. channels |
| 2. become | 7. achievements |
| 3. produce | 8. organize |
| 4. divisions | 9. marketing |
| 5. aspects | 10. opportunities |

B. “The Marketing Mix” and the “4 P’s”: Product, Price.

PRODUCT = the goods or service that you are marketing. The product is not just a ... (1) of components, but includes its design, quality and reliability.

Products have a ... (2) and forward-thinking companies are continually developing new products to ... (3) products whose sales are declining and coming to the end of their lives. A total product ... (4) the image of the product as well as its features and ... (5). In marketing terms, political candidates and non-profit-marketing public ... (6) are also ‘products’ that people must be persuaded to ‘buy’ and which have to be presented and ... (7) attractively.

PRICE = make it easy for the customer to buy. The marketing view of pricing takes ... (8) of the value of a product, its quality, the ability of the customer to pay, the volume of sales ... (9), the level of market saturation and the prices ... (10) by the competition. Too low a price can ... (11) the number of sales just as significantly as too high a price. A low price may ... (12) sales but not as profitably as fixing a high, yet still popular, price.

- | | | |
|---------------|---------------|--------------|
| 1. includes | 5. packaged | 9. account |
| 2. benefits | 6. life-cycle | 10. increase |
| 3. collection | 7. reduce | 11. required |
| 4. services | 8. replace | 12. charged |

C. “The Marketing Mix” and the “4 P’s”: Place.

PLACE = getting the product of the customer. Decisions have to be made about the channels of distributions and ... (1) arrangements. Retail products may go through various channels of ... (2).

1. Producer → sells directly to end-users via own sales force, direct response advertising or ... (3) mail (mail order).
2. Producer → retailers → end-users.
3. Producer → wholesalers/agents → retailers → end-users.
4. Producer → wholesalers → ... (4) to end-users.
5. Producer → multiple store groups/department stores/ mail ... (5) houses → end-users.
6. Producer → market → wholesalers → retailers → end-users.

Each stage must add ‘value’ to the product to justify the ... (6). The middle-man is not normally someone who just takes his ‘cut’ but someone whose own ... (7) force and delivery system can make the product more easily and cost-effective available to the largest number of ... (8). One principle behind this is ‘breaking down the bulk’: the producer may sell in minimum quantities of, say, 10, 000 to the ... (9), who sells in minimum quantities of 1 000 to the retailer, who sells in

2. Sometimes products don’t sell well in a new market. Suggest what went wrong in these cases.

1. Western companies had problems selling refrigerators in Japan until they changed the design to make them quieter.
2. In Saudi Arabia, a newspaper ad for an airline showed an attractive hostess serving champagne to happy passengers. A lot of passengers cancelled their flight reservations.
3. A soap powder advertisement had a picture of dirty clothes on the left, a box of soap in the middle and clean clothes on the right. The soap didn’t sell well in the Middle East.
4. A company had problems when it tried to introduce instant coffee to the French market.
5. Several European and American firms couldn’t sell their products in Dubai when they ran their advertising campaign in Arabic.
6. An airline company called itself Emu, after the Australian bird. But Australians didn’t want to use the airline.
7. A TV commercial for a cleaning products showed a little girl cleaning up the mess her brother made. The commercial caused problems in Canada.
8. A toothpaste manufacturer couldn’t sell its product in parts of South East Asia.
9. An American golf ball manufacturer launched its products in Japan packed in boxes of four. It had to change the pack size.
10. A ladies’ electric shaver sold well throughout Europe, but not in Italy.

Here are the reasons for the problems, but they are in the wrong order. Number them from 1 to 10.

- a) In Japanese the word “four” sounds like the word for “death”. Things don’t sell well packed in fours.
- b) People thought the commercial was too sexist and reinforced old male/female stereotypes.
- c) Unveiled women don’t mix with men in Saudi Arabia and alcohol is illegal.
- d) 90% of the population came from Pakistan, India, Iran and elsewhere, so Arabic was the wrong language.
- e) It seems Italian men prefer ladies’ legs unshaven.
- f) The advertisers forgot that in that part of the world , people usually read from right to left.
- g) The people in this area didn’t want white teeth. They thought darkly-stained teeth were beautiful and they tried to blacken them.
- h) Japanese homes were small and sometimes walls were made of paper. It was important for the refrigerators to be quiet.
- i) Making “real” coffee was an important part of the French way of life. Instant coffee was too casual.
- j) The emu can’t fly.

By Geographic Area.

A neighbourhood store (or fine restaurant) usually uses local advertising in its immediate trading area because that's where the majority of its customers come from. Local advertisers face a variety of special challenges.

On the other hand, a business that is part of a well-known chain, might use any of the four classifications of advertising based on geography – local, regional, national, or even international.

By Medium.

Advertising can be classified on the basis of the medium used to transmit the message (e.g. radio, television, or newspaper). An advertising medium is any paid means to present an advertisement to its target audience. Word-of-mouth, therefore, is not an advertising medium.

By Purpose.

Advertising can also be classified on the basis of the sponsor's objectives. Some ads promote goods or service; others promote ideas. Some advertising is meant to generate profits for the advertiser; some is sponsored by non-profit groups. Some ads try to spur the target audience to action, others to create awareness or understanding of the advertiser's goods or service.

Product versus Non-product Advertising.

Product advertising promotes goods and services. Non-product advertising sells ideas. An ad for gasoline is a product ad. So are ads for banking insurance, or legal services. But an ad that promotes a company's mission or philosophy (e.g. how the company protects the environment while drilling for oil), is considered corporate, non-product, or institutional advertising.

Commercial versus Noncommercial Advertising.

While commercial advertising seeks profits, noncommercial advertising is used around the world by governments and non-profit organizations to seek donations, volunteer support, or a change in consumer behaviour.

Action versus Awareness Advertising.

Ads may be categorized on the basis of expected consumer response. Some ads are intended to bring about immediate action on the part of the reader, whereas others have a long-term goal.

The objective of awareness advertising, for example, is to create interest in, and image for, a product and to influence readers or viewers to select a specific brand.

A direct-mail ad, on the other hand, exemplifies action advertising because it seeks an immediate, direct response from the reader.

Most ads on TV and radio are awareness ads, but some are a mixture of awareness and action. For example, a 60-second commercial may devote the first 50 seconds to image building and the last 10 to a local phone number for immediate information.

minimum ... (10) of 1 to the end-user. A confectionary manufacture doesn't deliver individual bars of chocolate to consumers: distribution is done through wholesalers and then ... (11) who each 'add value' to the product by providing a good service to their customers and stocking a wide ... (12) of similar products.

- | | | |
|--------------|-----------------|---------------|
| 1. order | 5. distribution | 9. sales |
| 2. direct | 6. wholesaler | 10. range |
| 3. directly | 7. quantities | 11. delivery |
| 4. customers | 8. costs | 12. retailers |

D. "The Marketing Mix" and the "4 P's": Promotion.

PROMOTION = ... (1) the product to the customer. Promotion involves considering the packaging and ... (2) of the product, its image, the product name, advertising and slogans, brochures, literature, ... (3) lists, after-sales service and training, trade exhibitions or ... (4) public relations, publicity, and personal selling, where the seller develops a ... (5) with the customer.

Every product must possess a 'unique selling proposition' (USP) - ... (6) and benefits that make it unlike any other product in its ... (7).

In promoting a product, the attention of potential customers is ... (8) and an interest in the product aroused, ... (9) a desire for the product and encouraging customers to take ... (10) action ('AIDA').

- | | |
|-----------------|-----------------|
| 1. fairs | 6. prompt |
| 2. features | 7. relationship |
| 3. presenting | 8. market |
| 1. presentation | 9. attracted |
| 5. price | 10. creating |

9. Vocabulary

1. (to) charge	заряд, цена; заряжать, давать поручение	30. fiat money	неразменные на драгоценные металлы бумажные деньги
2. (to) decline	спад, ухудшаться	31. fair/exhibition	выставка
3. (to) order	приказ, заказ; приказывать, заказывать	32. funds	фонды, средства
		33. goods	товар
		34. to guarantee	гарантировать
4. (to) rate	оценка; норма, тариф; процент, доля	35. inflation	инфляция
5. (to) value	ценность, оценивать	36. to invest	инвестировать

6. amount	сумма, величина, количество	37. investment	инвестиции
7. artificial	искусственный	38. jumble sale	благотворительная распродажа
8. bargain	сделка	39. to lend	одолживать, давать займы
9. barter	бартер	40. life-cycle	жизненный цикл
10. to borrow	занимать, брать на время	41. liquid	ликвидный
11. cash	наличные деньги	42. market saturation	насыщение рынка
12. coin	монета	43. merchant	торговец
13. commerce	торговля	44. to merchandise	торговать, рекламировать
14. commodity	предмет потребления, товар для продажи	45. monetary	монетный, денежный, валютный
15. to consume	потреблять	46. to monitor	проверять, контролировать, следить
16. consumer	потребитель	47. to pay	платить
17. currency	валюта	48. property	собственность
18. delivery	доставка	49. to protect	защищать
19. to distribute	распространять	50. to replace	замещать
20. distribution	распространение	51. retail	розничный
21. to divide	делить	52. to suit	соответствовать
22. division	(под)разделение	53. tax/taxation	налог, налогообложение
23. to dominate	доминировать	54. transaction	сделка
24. domestic (internal)/ international (external) trade	домашняя (внутренняя)/ международная (внешняя) торговля	55. unit	единица
25. to earn	зарабатывать	56. to vary	изменять(ся)
26. to enable	давать возможность, делать возможным	57. warranty	гарантия
27. evaluate	оценивать	58. wholesale	оптовый
28. exchange	обмен		
29. execute	выполнять		

Theme 4.

Advertising.

1. Read and translate. List main criteria of classification of advertising and characterize the respective target audiences and aims. Retell the text.

Classifications of advertising.

Advertising can be classified by four main criteria: target audience, geographic area, medium, and purpose.

By Target Audience.

Advertising is usually aimed at a particular segment of the population – the target audience. When you see an ad that doesn't appeal to you, it may be because the ad is not aimed at any of the groups you belong to. For example, a TV commercial for denture cream isn't relevant to young adults. They are not part of the target audience, so the ad isn't designed to appeal to them.

There are two main types of target audiences: consumers and businesses.

Most ads in the mass media – TV, radio, newspapers, and magazines – are consumer advertisements. Sponsored by the manufacturer of the product or the dealer who sells the product, they are typically directed at consumers – people who buy the product for their own or someone else's personal use.

The majority of consumer advertising appears in mass-consumer media. Business advertising, on the other hand, tends to be concentrated in specialized business publications or professional journals, in direct-mail pieces sent to business, or in trade shows. Since business advertising rarely uses the mass media, it is often invisible to consumers.

There are four types of business advertising: industrial, trade, professional, and agricultural.

Industrial advertising is aimed at individuals in business who buy or influence the purchase of industrial products, including goods and services used in the manufacture of other goods (plants, machinery, equipment) or that become part of other products (raw materials, semi-manufactured goods, components). Industrial products also include goods or services used to conduct business – i.e. capital goods (office machines, computers, desks, operating supplies) or business services (insurance, bookkeeping, maintenance).

Companies use trade advertising to obtain greater distributions of their products by developing more sales outlets or selling more products to existing outlets.

Professional advertising, aimed at teachers, accountants, doctors, dentists, architects, engineers and lawyers, typically appears in official publications of professional societies. Professional advertising has three objectives: 1) to convince professional people to buy particular brands of equipment and supplies for use in their work; 2) to encourage professionals to recommend or prescribe a specific product or service to their clients or patients; and 3) to persuade the person to use the product personally.